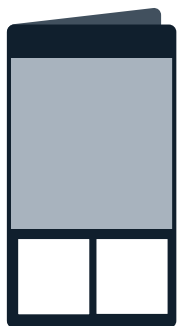


MAGAZINE OPTIONS



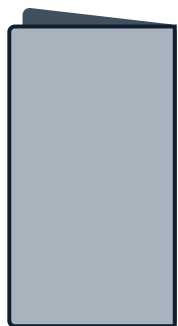
FRONT COVER
 6" w x 6.25" h



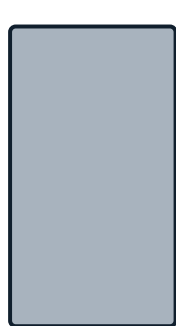
COVER BAR
 2.65" w x 2.8" h



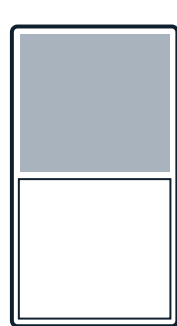
DOUBLE COVER BAR
 5.5" w x 2.8" h



BACK COVER
 6" w x 10.875" h



FULL PAGE
 6" w x 10.875" h



HALF PAGE
 5.5" w x 5.06" h

MAILING SCHEDULE

Issue	In-Homes Between
1 Mar	Mar 18 to Mar 25
2 Apr	Apr 8 to Apr 22
3 May	May 6 to May 20
4 Jun	Jun 10 to Jun 24
5 Jul	Jul 8 to Jul 29
6 Sep	Sep 9 to Sep 16
7 Oct	Oct 14 to Oct 21

WHY DIRECT MAIL WORKS



70% **read** direct mail the **same day** it arrives.



1 in 2 Canadians are **prompted** to make a **purchase** by direct mail



8 in 10 say direct mail delivers the **highest response rates** of any marketing channel.



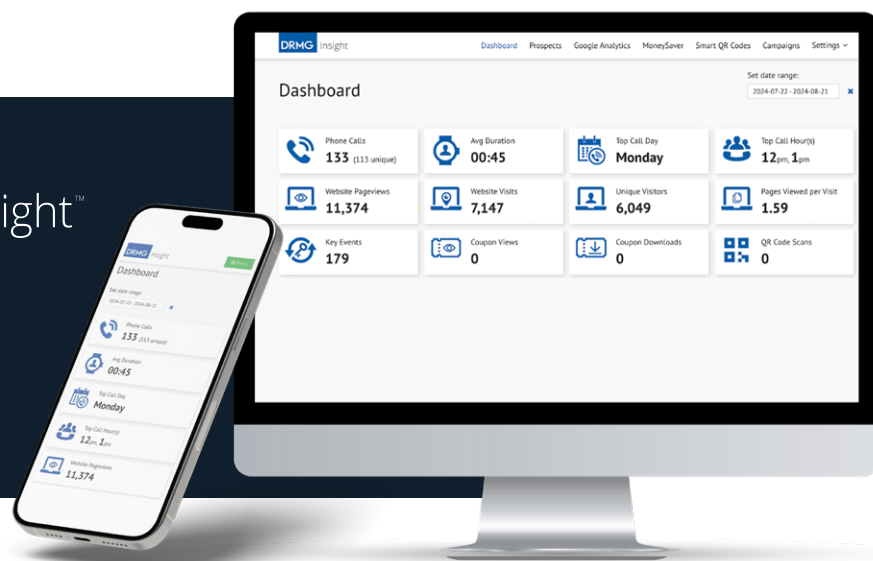
51% say direct mail **helps build** stronger customer **relationships**.

MEASURE YOUR CAMPAIGN'S PERFORMANCE with **DRMG Insight™**

Key Components:

- ✓ Gain valuable insights to optimize your campaigns.
- ✓ Get a complete picture of your results.
- ✓ Track all your efforts in one place.

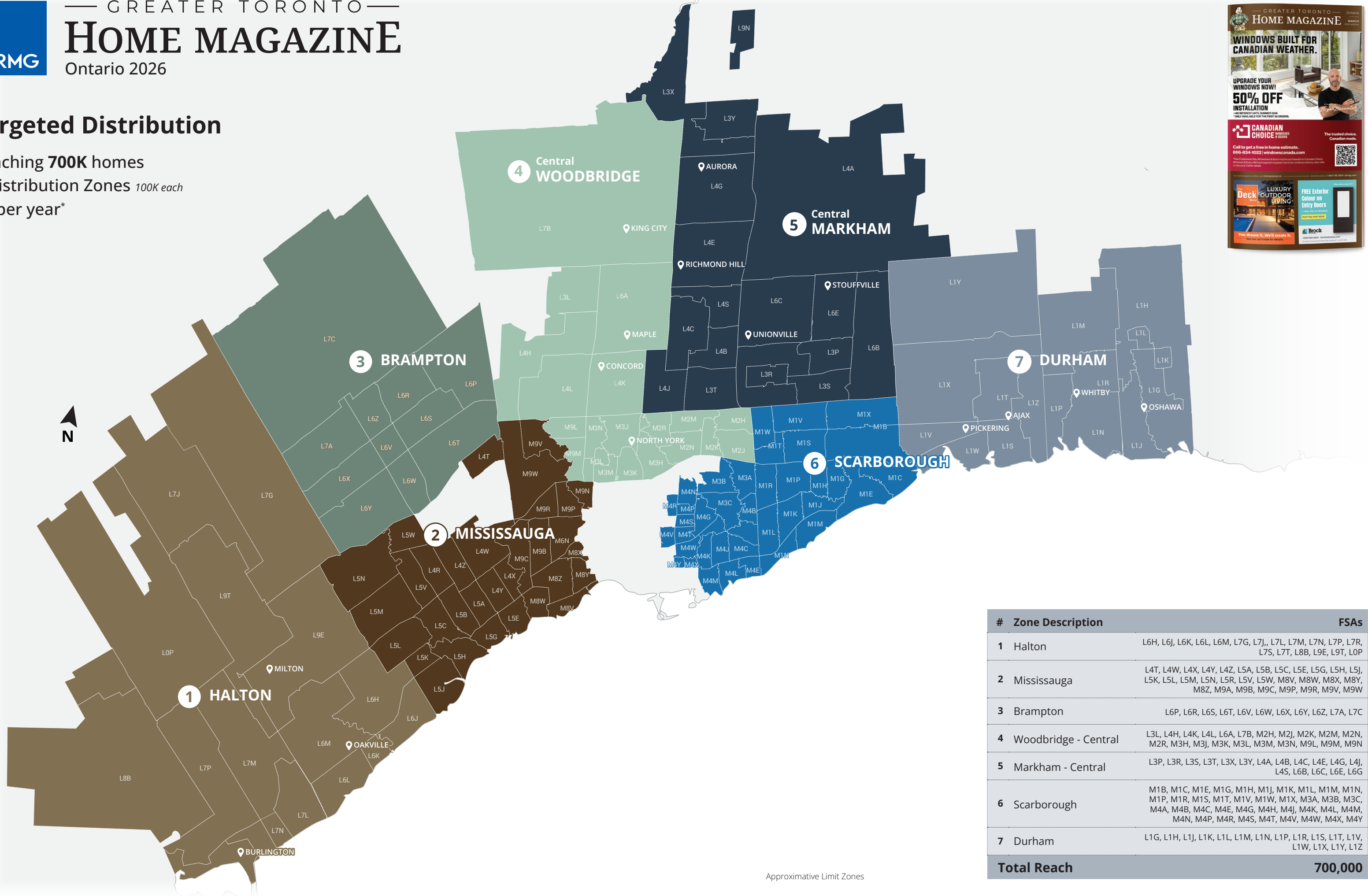
Connect your Google Analytics





Targeted Distribution

Reaching **700K** homes
 7 Distribution Zones *100K each*
 7x per year*



#	Zone Description	FSAs
1	Halton	L6H, L6J, L6K, L6L, L6M, L7G, L7J,, L7L, L7M, L7N, L7P, L7R, L7S, L7T, L8B, L9E, L9T, L0P
2	Mississauga	L4T, L4W, L4X, L4Y, L4Z, L5A, L5B, L5C, L5E, L5G, L5H, L5J, L5K, L5L, L5M, L5N, L5R, L5V, L5W, M8V, M8W, M8X, M8Y, M8Z, M9A, M9B, M9C, M9P, M9R, M9V, M9W
3	Brampton	L6P, L6R, L6S, L6T, L6V, L6W, L6X, L6Y, L6Z, L7A, L7C
4	Woodbridge - Central	L3L, L4H, L4K, L4L, L6A, L7B, M2H, M2J, M2K, M2M, M2N, M2R, M3H, M3J, M3K, M3L, M3M, M3N, M9L, M9M, M9N
5	Markham - Central	L3P, L3R, L3S, L3T, L3X, L3Y, L4A, L4B, L4C, L4E, L4G, L4J, L4S, L6B, L6C, L6E, L6G
6	Scarborough	M1B, M1C, M1E, M1G, M1H, M1J, M1K, M1L, M1M, M1N, M1P, M1R, M1S, M1T, M1V, M1W, M1X, M3A, M3B, M3C, M4A, M4B, M4C, M4E, M4G, M4H, M4J, M4K, M4L, M4M, M4N, M4P, M4R, M4S, M4T, M4V, M4W, M4X, M4Y
7	Durham	L1G, L1H, L1J, L1K, L1L, L1M, L1N, L1P, L1R, L1S, L1T, L1V, L1W, L1X, L1Y, L1Z
Total Reach		700,000

Approximative Limit Zones