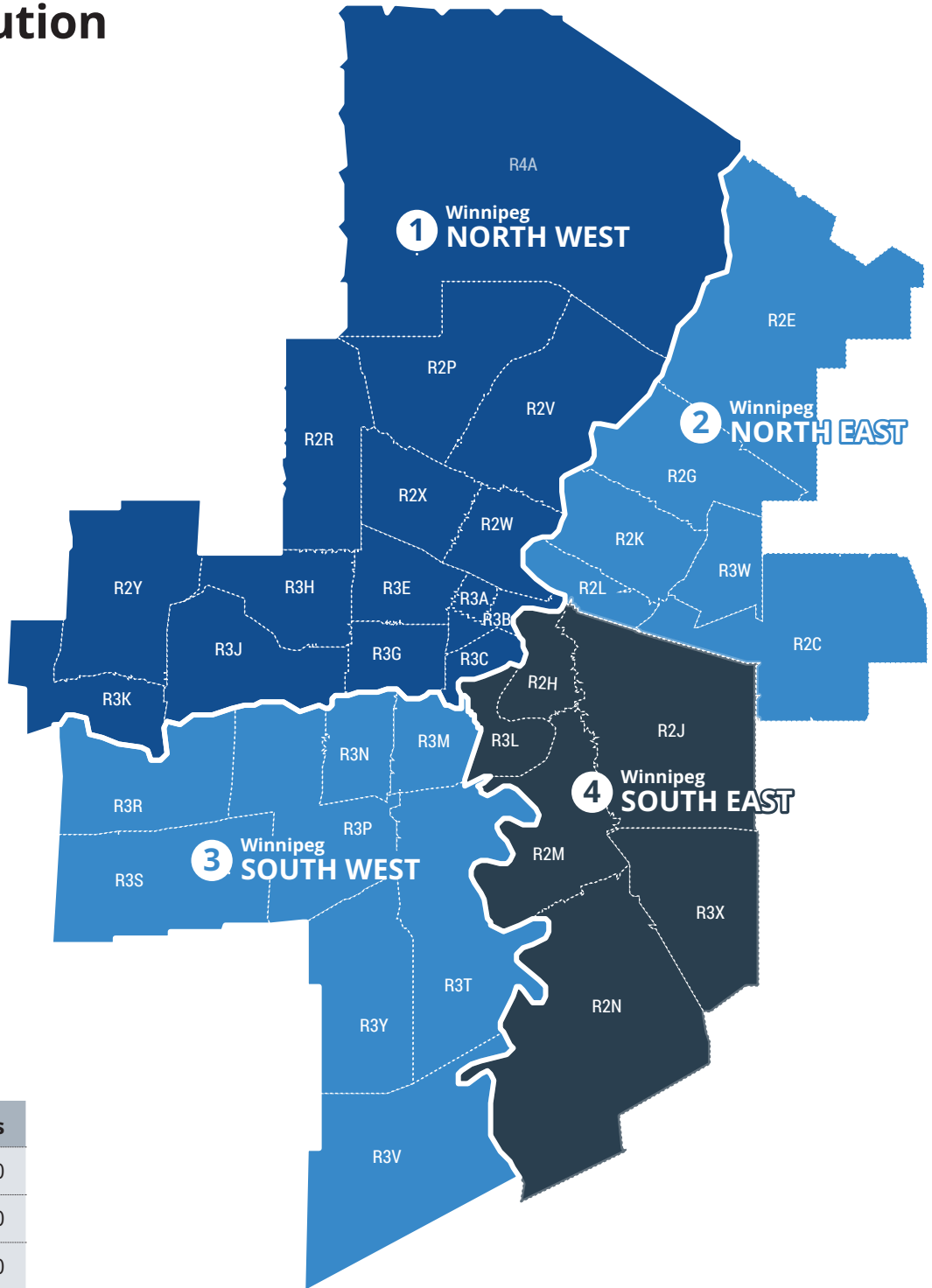


### Targeted Distribution

Reaching 120K homes  
4 Distribution Zones  
9x per year



#	Zone Description	Homes
1	Winnipeg North West	30,000
2	Winnipeg North East	30,000
3	Winnipeg South West	30,000
4	Winnipeg South East	30,000

Approximative Limit Zones

Delivered by

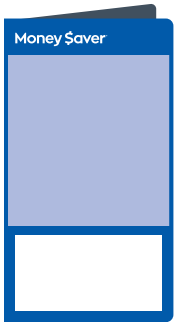


**START YOUR CAMPAIGN TODAY**

On Target. On Message. On Time. On Results.

**1 866 993 0600 drmg.ca**

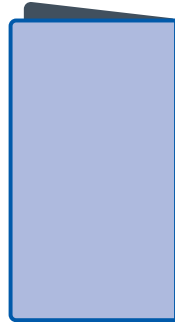
## MAGAZINE OPTIONS



**FRONT COVER**  
6" w x 6.25" h



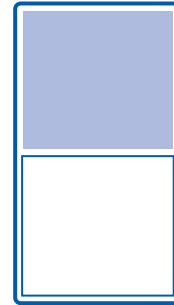
**DOUBLE COVER BAR**  
5.5" w x 2.8" h



**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 Feb	Feb 9 to Feb 16
2 Mar	Mar 9 to Mar 16
3 Apr	Apr 13 to Apr 20
4 May	May 11 to May 18
5 Jun	Jun 15 to Jun 22
6 Jul	Jul 27 to Aug 3
7 Sep	Sep 14 to Sep 21
8 Oct	Oct 12 to Oct 19
9 Nov	Nov 16 to Nov 23

## 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

