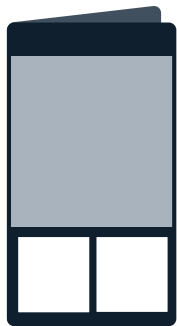
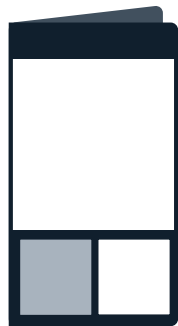


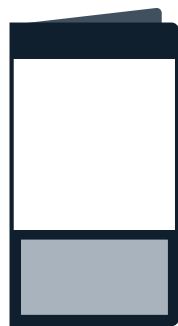
MAGAZINE OPTIONS



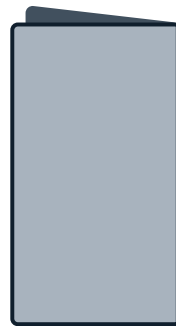
FRONT COVER
6"w x 6.25"h



COVER BAR
2.65"w x 2.8"h



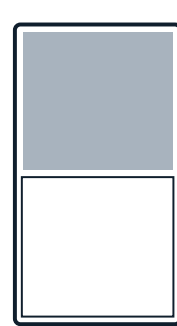
DOUBLE COVER BAR
5.5"w x 2.8"h



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 15 to Apr 22
3 May	May 13 to May 20
4 Jun	Jun 10 to Jun 17
5 Jul	Jul 22 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™

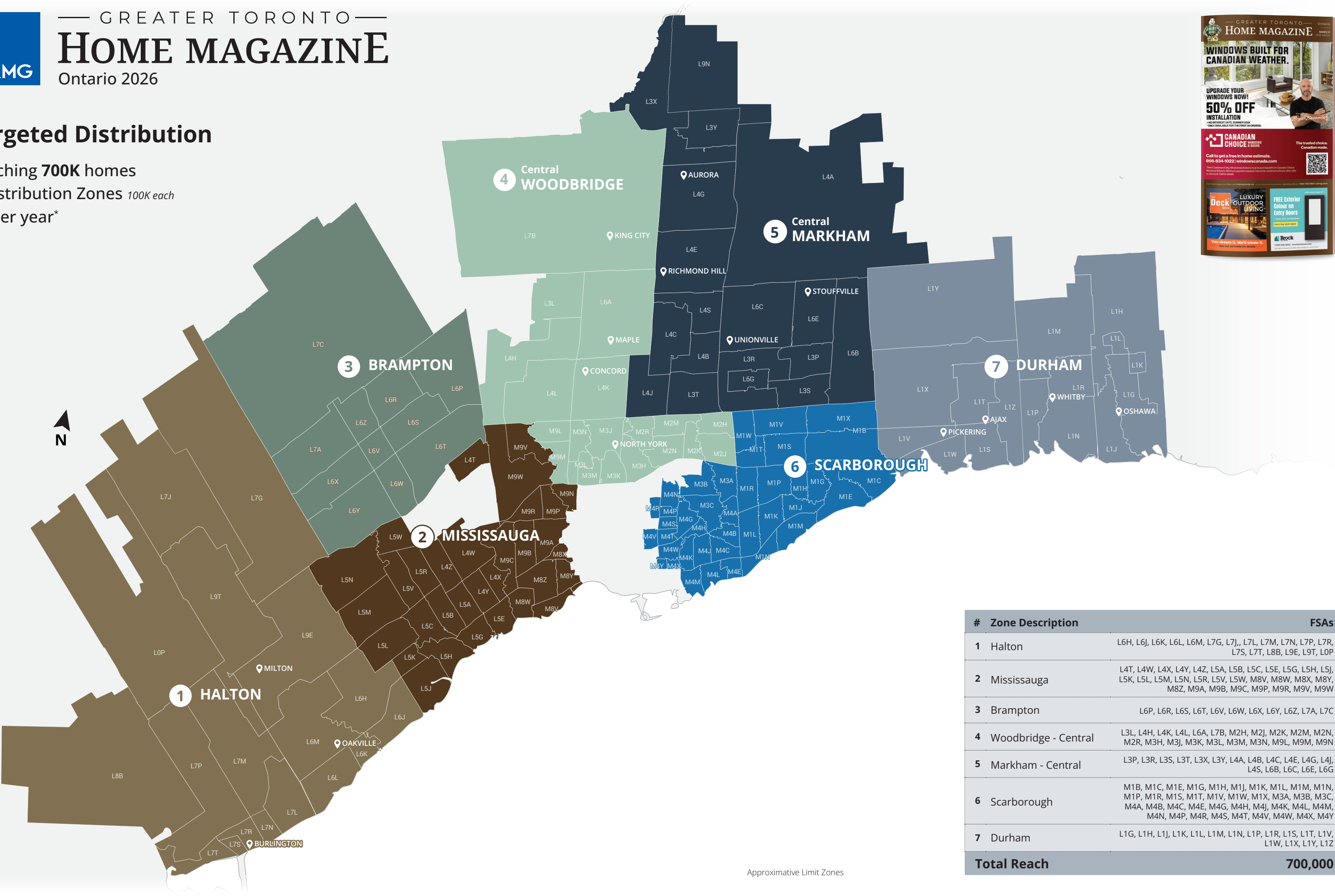
- Key Components:
- ✓ Gain valuable insights to optimize your campaigns.
 - ✓ Get a complete picture of your results.
 - ✓ Track all your efforts in one place.

Connect your Google Analytics



Targeted Distribution

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



Approximative Limit Zones

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