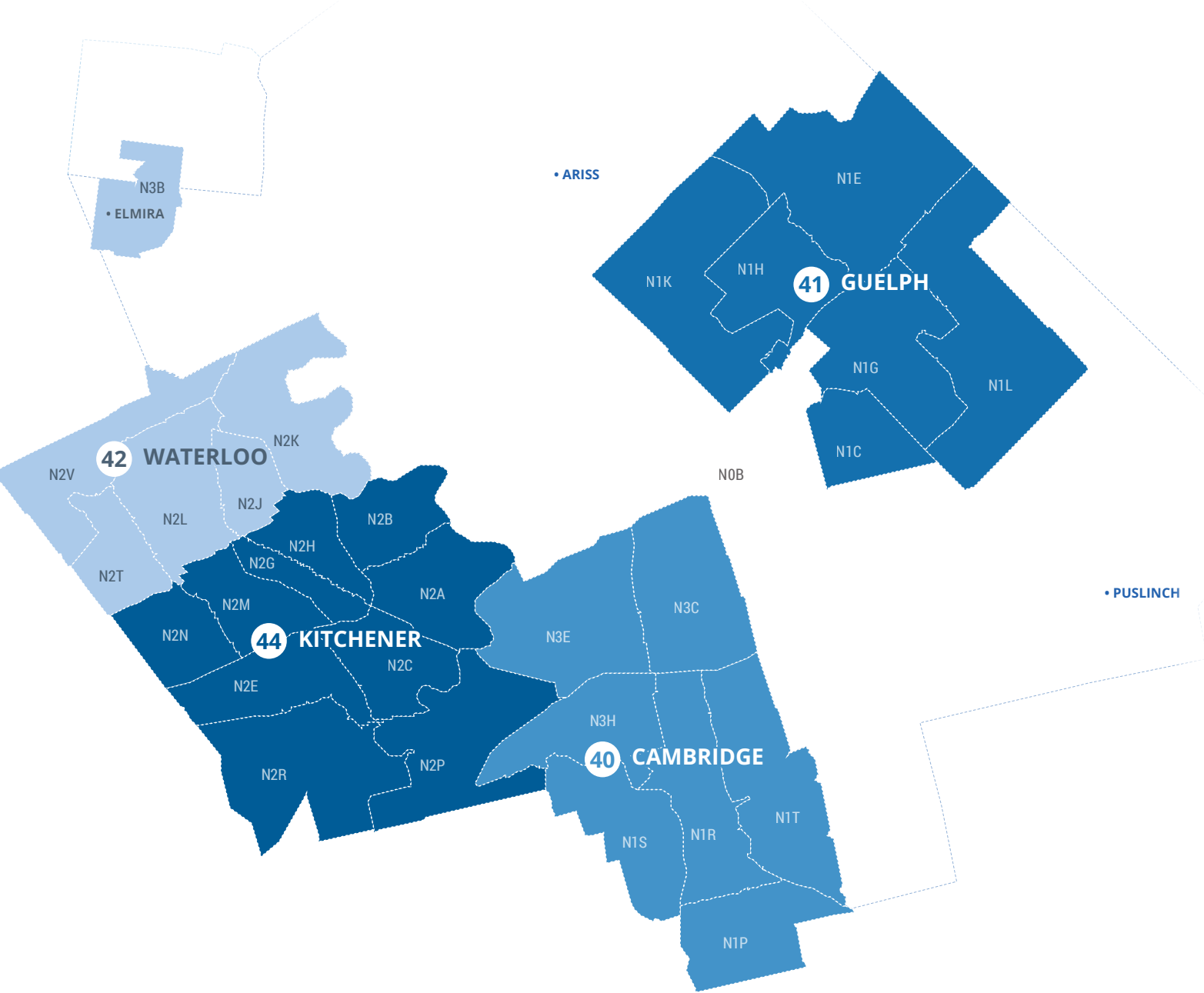
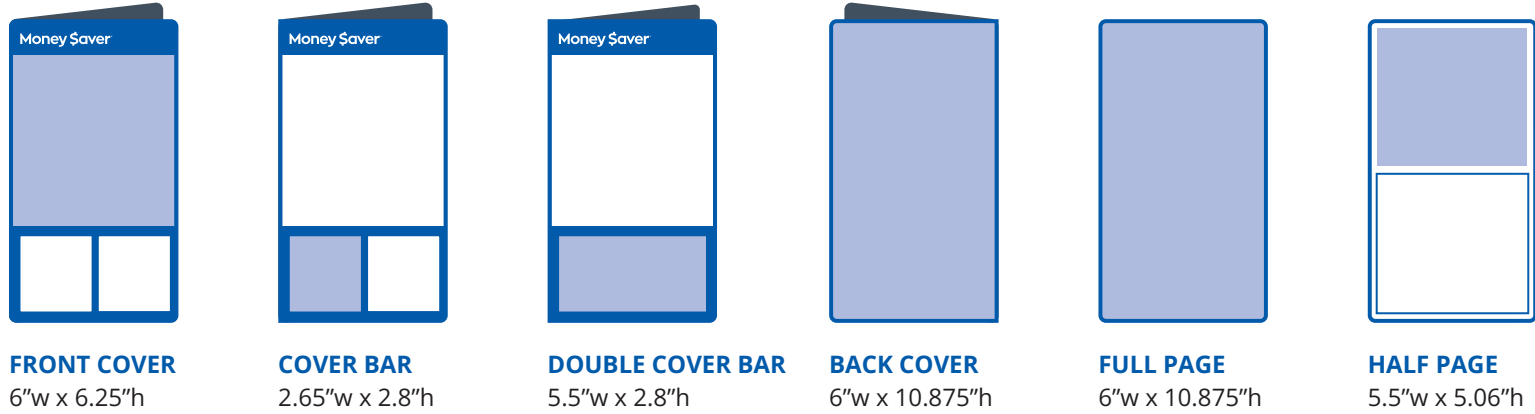




Area	#	Zone Description	Homes
TRI CITIES 4 Zones	40	Cambridge	45,000
	41	Guelph	40,000
	42	Waterloo	35,000
	44	Kitchener	65,000

Approximative Limit Zones

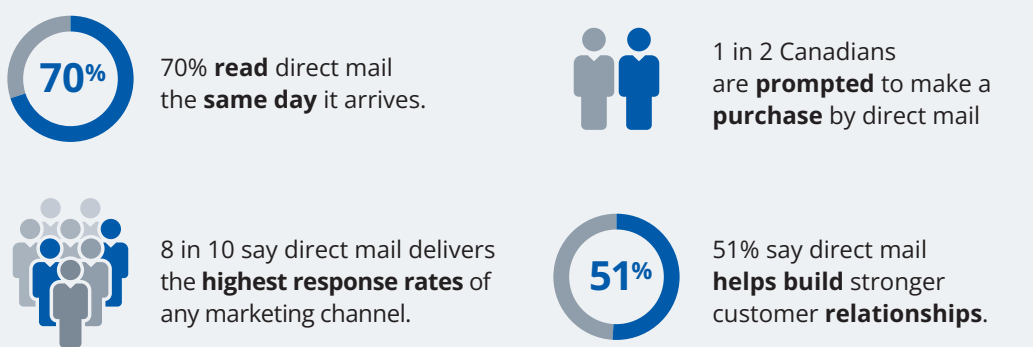
MAGAZINE OPTIONS



MAILING SCHEDULE

Issue	In-Homes Between	
1 Jan	Jan 14	to Jan 21
2 Feb	Feb 11	sto Feb 18
3 Mar	Mar 11	to Mar 18
4 Apr	Apr 1	to Apr 8
5 May	Apr 29	to May 6
6 Jun	Jun 3	to Jun 10
7 Jul	Jul 8	to Jul 15
8 Aug	Aug 12	to Aug 19
9 Sep	Sep 16	to Sep 23
10 Oct	Oct 21	to Oct 28
11 Nov	Nov 11	to Nov 18
12 Dec	Dec 2	to Dec 9

WHY DIRECT MAIL WORKS



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.

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Targeted Distribution

Reaching **1.6M** homes
38 Distribution Zones
12x per year



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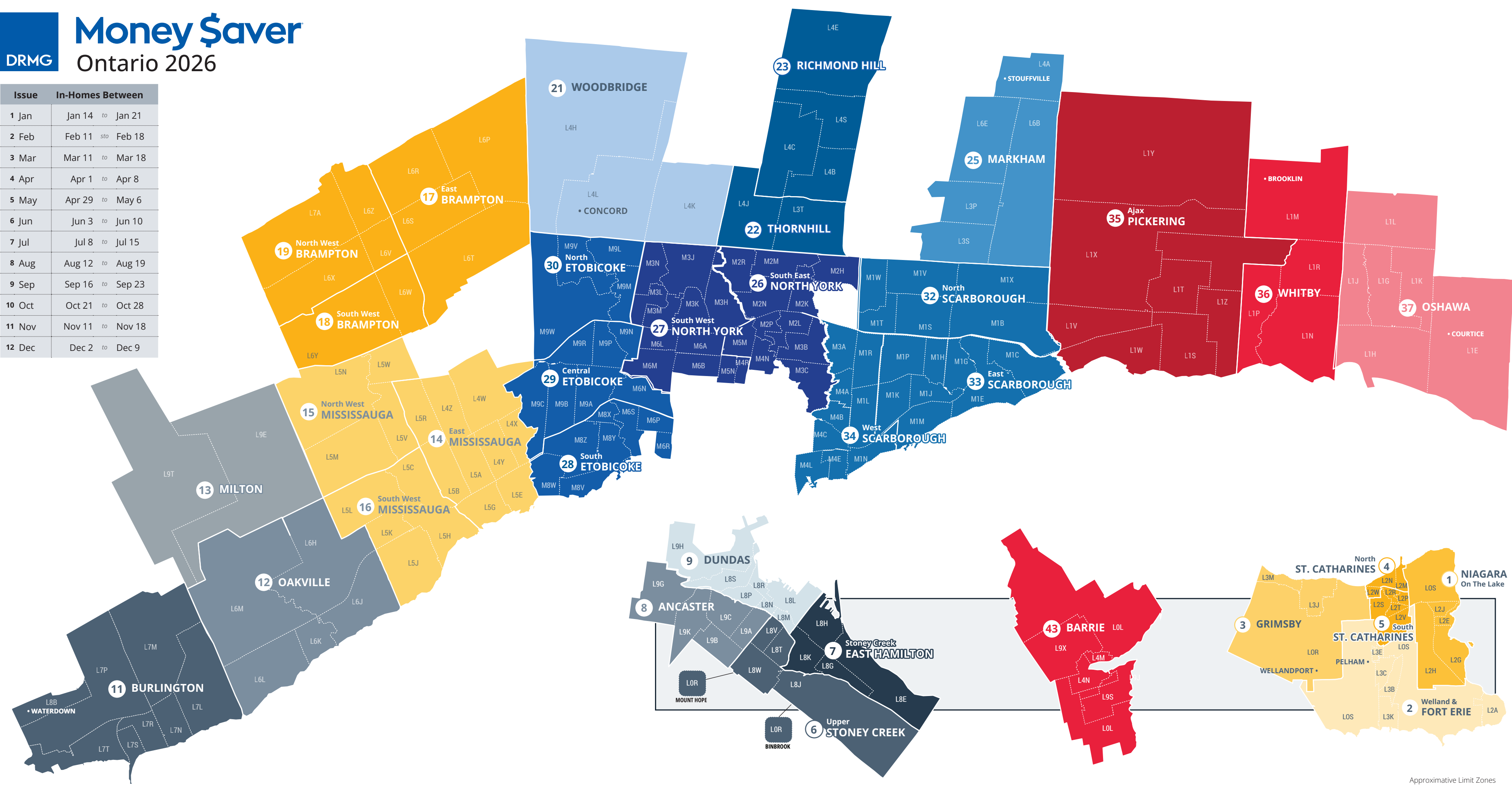
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Issue	In-Homes Between		
1 Jan	Jan 14	to	Jan 21
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10 Oct	Oct 21	to	Oct 28
11 Nov	Nov 11	to	Nov 18
12 Dec	Dec 2	to	Dec 9



Approximative Limit Zones

Area	#	Zone Description	Homes
NIAGARA 5 Zones	1	Niagara Falls / NOTL	35,000
	2	Fort Erie / Welland	45,000
	3	Grimsby	25,000
	4	St Catharines North	25,000
	5	St Catharines South	25,000
HAMILTON 4 Zones	6	Upper Stoney Creek	35,000
	7	Stoney Creek East Hamilton	35,000
	8	Ancaster West Mountain	40,000
	9	Hamilton West / Central Dundas	25,000
HALTON 3 Zones	11	Burlington	60,000
	12	Oakville	55,000
	13	Milton	35,000
PEEL 6 Zones	14	Mississauga East	50,000
	15	Mississauga North West	65,000
	16	Mississauga South West	30,000
	17	Brampton East	60,000
	18	Brampton South West	25,000
	19	Brampton North West	65,000
YORK 4 Zones	21	Woodbridge / Concord	40,000
	22	Thornhill	30,000
	23	Richmond Hill	50,000
	25	Markham / Stouffville	60,000
	26	North York East	45,000
	27	North York West	45,000
	28	Etobicoke South	30,000
CENTRAL TORONTO 6 Zones	29	Etobicoke Central	35,000
	30	Etobicoke North	25,000
	32	Scarborough North	50,000
EAST TORONTO 3 Zones	33	Scarborough South East	50,000
	34	Scarborough South West	45,000
DURHAM 3 Zones	35	Pickering / Ajax	65,000
	36	Whitby	40,000
	37	Oshawa / Courtice	50,000
TRI CITIES 4 Zones	40	Cambridge	45,000
	41	Guelph	40,000
	42	Waterloo	35,000
	44	Kitchener	65,000
BARRIE	43	Barrie	65,000
Total Reach			1,645,000