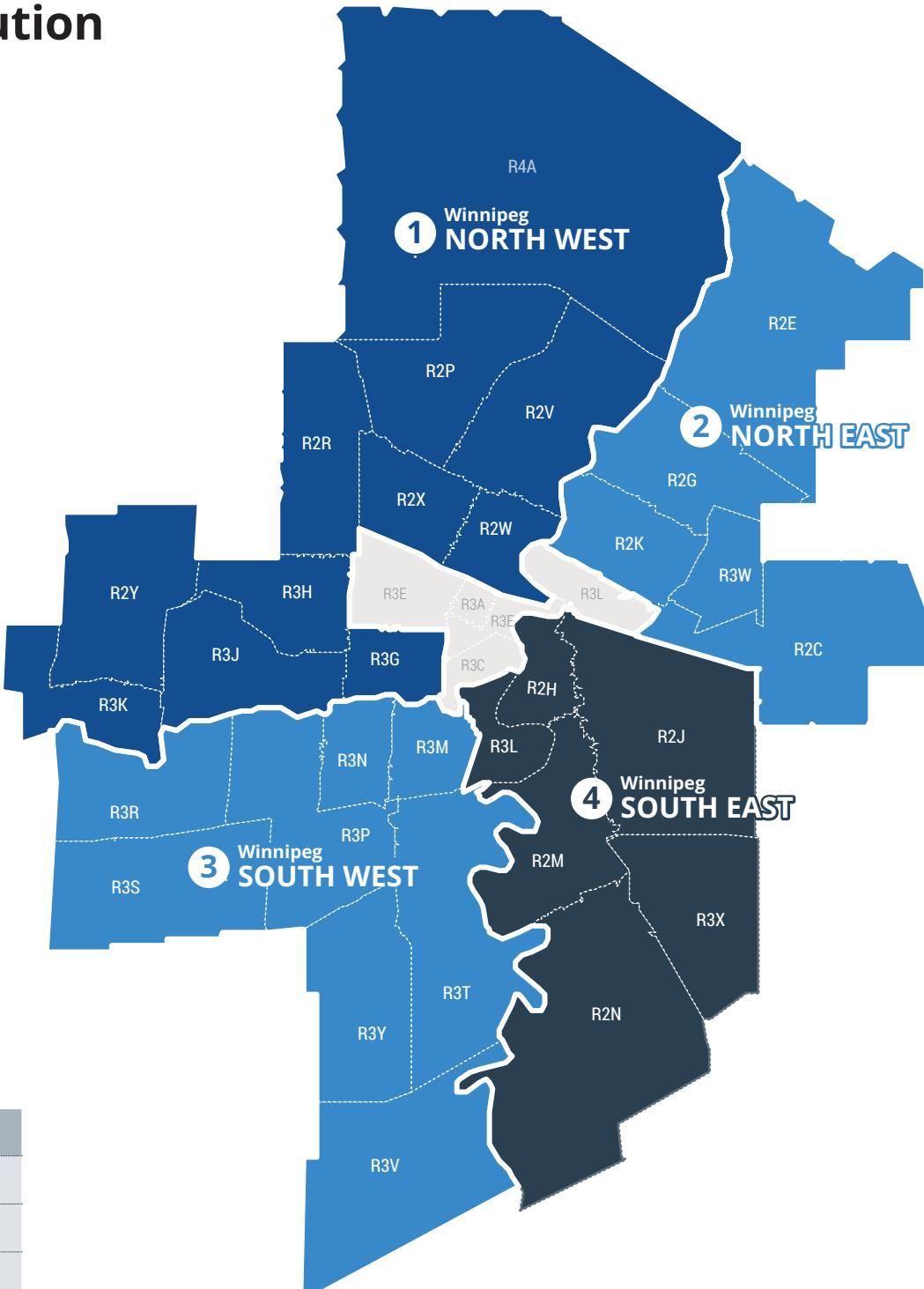


## Targeted Distribution

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

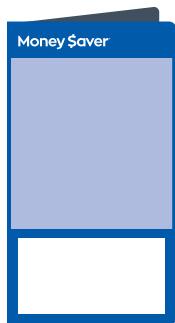


**START YOUR CAMPAIGN TODAY**

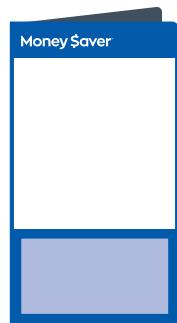
On Target. On Message. On Time. On Results.

**1 866 993 0600 [drg.ca](http://drg.ca)**

### MAGAZINE OPTIONS



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



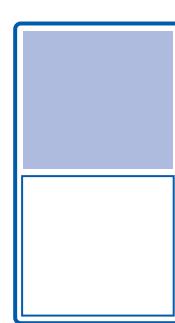
**DOUBLE COVER BAR**  
5.5" w x 2.8" h



**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

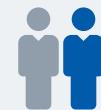
### MAILING SCHEDULE

| 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.



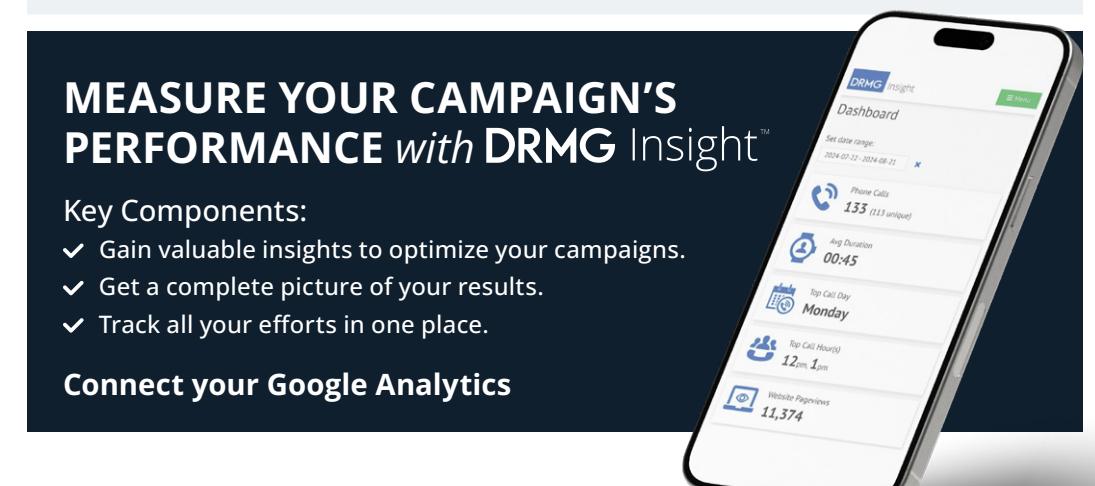
51% say direct mail **helps build** stronger customer **relationships**.

### 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**



Smartmail  
Marketing™ | Expert  
Partner



Sustainable Partner  
Environment Award  
Presented by Canada Post © 2022

**LET'S GET YOUR CAMPAIGN STARTED**

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