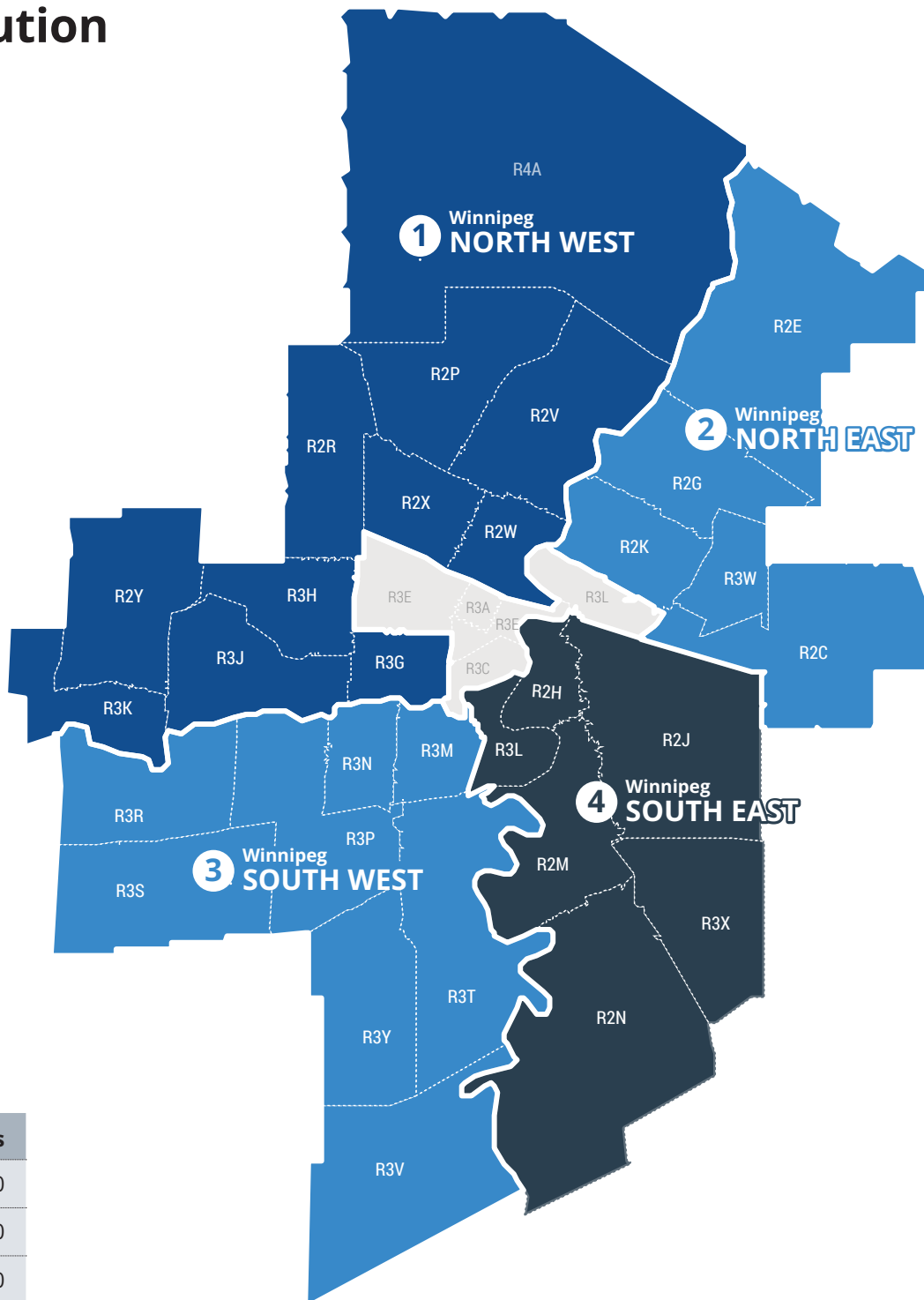


Targeted Distribution

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

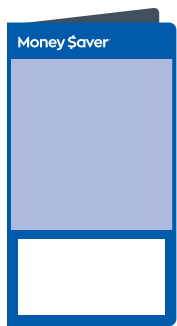


START YOUR CAMPAIGN TODAY

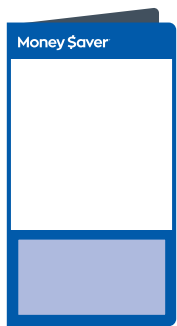
On Target. On Message. On Time. On Results.

1 866 993 0600 drmg.ca

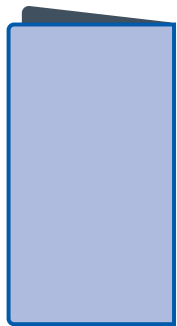
MAGAZINE OPTIONS



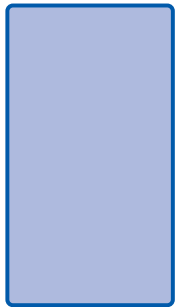
FRONT COVER
6"w x 6.25"h



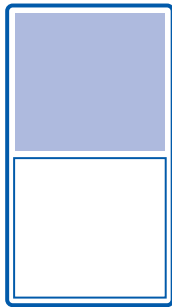
DOUBLE COVER BAR
5.5"w x 2.8"h



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**.

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- 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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