

MEDIA KIT

2023

THE
Free Press
ADVERTISING

MEET YOUR NEW MARKETING PARTNERS

We are a full-service agency and we're here to create the best-in-class campaigns to achieve overall growth for your company.



PRINT
ADVERTISING



SOCIAL MEDIA
CAMPAIGNS



ADVERTISING ON



SEARCH
AND DISPLAY
ADVERTISING



SEARCH ENGINE
OPTIMIZATION



WEBSITE
DEVELOPMENT

SCHEDULE A CONSULTATION TO DISCUSS THE FUTURE SUCCESS OF YOUR BUSINESS.



Free Press Advertising

ALWAYS EVOLVING

Read us for award-winning journalism... partner with us for cutting-edge services.

TABLE OF CONTENTS

- The Facts4
- Audience Engagement5
- Print Advertising6
- Digital Advertising7
- Print Options8
- Newspaper Sections9
- Print Ad Sizes 10
- Digital Ad Sizes 11
- Lifestyles Media 11
- Sponsored Content..... 12
- Flyers & Commercial Print..... 13
- Event & Promotional..... 14
- Home Page Take Over 15
- Desktop Display Ads..... 16
- Digital Marketing Services... 17
- Mobile Display Ads 18
- Newsletters 19-20
- Video Ads..... 21

OUR SERVICES INCLUDE:



DIGITAL ADVERTISING SPECIALISTS



CONTENT CREATORS



IN-HOUSE DESIGN EXPERTS



Manitoba is home to over 1.1 million people, with 834,000 living in the Winnipeg Census Metropolitan Area (CMA).

Winnipeg's population grew by an average of 1.1% each year from 2017 to 2021. Winnipeg is the model of multiculturalism with more than 200 ethnic groups speaking over 130 languages.

STATISTICS CANADA 2021

AUDIENCE ENGAGEMENT

FREE PRESS READERSHIP

1.1 million users visit the Free Press' network of sites each month.

In Winnipeg, 397,000 adults read the Free Press in print or digital format each week. Our web and print products are consumed more than any other newspaper in Manitoba.

Source:
GOOGLE ANALYTICS MONTHLY AVERAGE
FROM JANUARY – JUNE 2022
VIVIDATA SPRING 2023 STUDY

Total Market Coverage
(Flyer Distribution)
222,000



Source: Vividata Spring 2023 Study

57% of Winnipeg adults read Free Press print and digital products weekly. This is the best per capita readership of any English daily newspaper in a major Canadian city.

Base: 699,000 WINNIPEG ADULTS, Source: VIVIDATA SPRING 2023 STUDY

PRINT ADVERTISING

Sponsored Content:

Promote your business by sharing your story through an editorial-style feature in the Free Press.

Commercial Printing:

Our in-house team will create and print flyers, banners, posters, booklets and more.

Flyer Distribution:

Our carriers deliver your flyer to our home delivery subscribers as well as non-subscriber households - reaching more than 230,000 homes weekly.

Front Page Notes:

Affix a removable note with your message to the front page of the newspaper.

PRINT & DIGITAL ADVERTISING

Specialty Products:

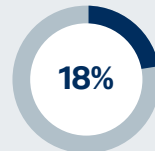
Share your message in our publications. Throughout the year, established magazines, unique supplements and custom features are delivered to 230,000 homes. These publications remain available for digital/mobile views for a year.



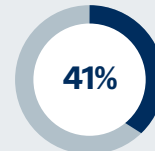
PRINT COMPOSITION

WINNIPEG FREE PRESS READERSHIP

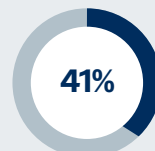
EDUCATION



HIGH SCHOOL GRADUATE



TRADE DIPLOMA OR OTHER CERTIFICATE

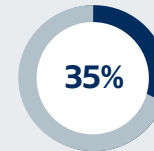


UNIVERSITY DEGREE

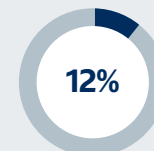
HOUSEHOLD INCOME



UNDER \$50,000

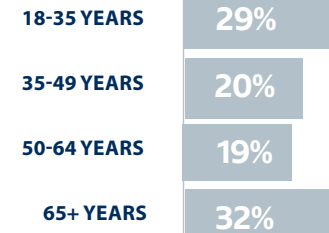


\$50,000 - \$99,999



\$100,000+

AGE



GENDER



HOUSEHOLD TENURE



THE FREE PRESS PRINT EDITION REACHES 287,000 WINNIPEG ADULTS EACH WEEK.

DIGITAL ADVERTISING

Display Advertising:

Reach your audience on our highly-ranked winniepgfreepress.com site.

Home Page Takeovers:

Expanded visibility of your ad campaign on the front page of winniepgfreepress.com. Blanket our home page for a day with time-relevant advertising to reach thousands of readers in a single day.

Search and Display Advertising:

Reach your target market and get your message seen with Search and Display advertising through Google and Bing.

Social Media Marketing:

Digital social strategies to build an audience and gain loyal followers by advertising with key partners including Facebook, Instagram, Twitter and YouTube.

Video Production:

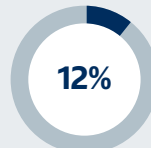
Custom video productions for targeted ads on social platforms to inform, entertain and educate potential customers.



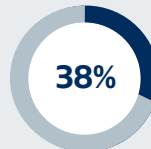
DIGITAL COMPOSITION

WINNIPEG FREE PRESS READERSHIP

EDUCATION



HIGH SCHOOL GRADUATE

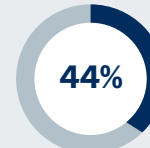


TRADE DIPLOMA OR OTHER CERTIFICATE



UNIVERSITY DEGREE

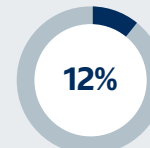
HOUSEHOLD INCOME



UNDER \$50,000

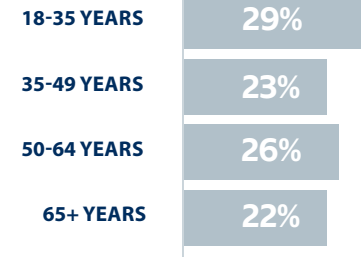


\$50,000 - \$99,999



\$100,000+

AGE



GENDER



HOUSEHOLD TENURE



THE FREE PRESS DIGITAL EDITION REACHES 272,000 WINNIPEG ADULTS EACH WEEK.

HIGH IMPACT PRINT OPTIONS

BE SEEN FIRST! WRAP YOUR MESSAGE AROUND THE FREE PRESS.

Supply your advertisement and editorial-style story, or partner with our creative content team to craft them for you.



2-Page Wrap

Includes a front page and page 2.



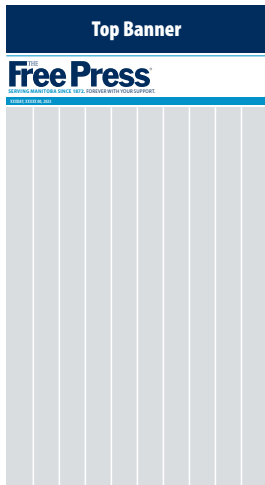
4-Page Wrap

Includes a front page, an inside spread that wraps around section, and a back cover.

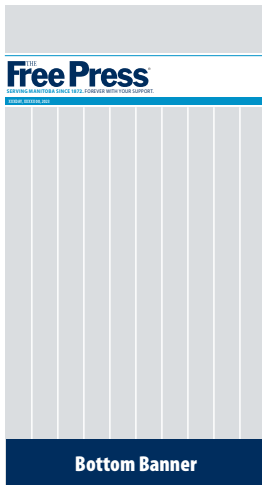
NEWSPAPER SECTIONS

MONDAY ▼	TUESDAY ▼	WEDNESDAY ▼	THURSDAY ▼	FRIDAY ▼	SATURDAY EDITION ▼
<p>SECTION A Top News Manitoba Canada News World News Editorials</p>	<p>SECTION A Top News Manitoba Canada News World News Editorials</p>	<p>SECTION A Top News Manitoba Canada News World News Editorials</p>	<p>SECTION A THERE ARE TWO ON THURSDAY Top News Manitoba Canada News World News Editorials</p>	<p>SECTION A THERE ARE TWO ON THURSDAY Top News Manitoba Editorials Community Billboard Canada News Growing Older Listings Health World World News</p>	<p>SECTION A THERE ARE TWO ON SATURDAY Top News Manitoba Canada News Editorials World News</p> <p>49.8 A section that features everything from food, faith and fashion, to the pulse of Winnipeg.</p> <p>SATURDAY LIFE Entertainment Movie Reviews New Music Reviews Family Notices Social Page</p> <p>CITY & BUSINESS City News Saturday Business FP Markets Money Matters Careers Marketplace & Jobs</p> <p>HOMES New Homes Weekly Sold Feature Real Estate Picture Listings HomeStyle</p> <p>PASSAGES A Life's Story Obituaries In Memoriams</p> <p>DESTINATIONS & DIVERSIONS Travel Weekend Comics Puzzles</p> <p>WEEKEND REVIEW Books Entertainment T.V. Index Weather Page</p> <p>SATURDAY LIFE Entertainment Movie Reviews New Music Reviews Family Notices Social Page</p> <p>HOMES New Homes Weekly Sold Feature Real Estate Picture Listings HomeStyle</p> <p>DESTINATIONS & DIVERSIONS Travel Weekend Comics Puzzles</p> <p>WEEKEND REVIEW Books Entertainment T.V. Index Weather Page</p> <p>SPORTS Sports Record Local Scene Saturday Sports Special</p>
<p>CITY & BUSINESS Local News Monday Business Commercial Real Estate Business Calendar Manitoba Movers</p>	<p>CITY & BUSINESS Local News Business FP Markets</p>	<p>CITY & BUSINESS Local News Business FP Markets</p>	<p>CITY & BUSINESS Local News Business FP Markets</p>	<p>CITY & BUSINESS Local News Business FP Markets Family Notices Classified Marketplace Class. Home & Biz Dir. Real Estate Listings</p>	
<p>ARTS & LIFE Life/Health The Scene T.V. Index Personals Comics Diversions Miss Lonelyhearts</p>	<p>ARTS & LIFE Life/Health The Scene T.V. Index Pet Page Gardening Comics Diversions Miss Lonelyhearts</p>	<p>ARTS & LIFE Life/Food The Scene Food Comics Diversions Miss Lonelyhearts</p>	<p>SPORTS Sports Record Local Scene</p>	<p>ARTS & LIFE Movies The Scene T.V. Index Comics Diversions Miss Lonelyhearts</p>	
<p>SPORTS Sports Record Local Scene Family Notices Classified Marketplace Class. Home & Biz Dir.</p>	<p>SPORTS Sports Record Local Scene Family Notices Classified Marketplace Class. Home & Biz Dir.</p>	<p>SPORTS Sports Record T.V. Index Local Scene Family Notices Classified Marketplace Class. Home & Biz Dir.</p>	<p>UPTOWN Weekly Ent. Section What's Up this weekend Restaurant Reviews Comics & Diversions T.V. Index & Movie Listings Miss Lonelyhearts</p>	<p>SPORTS Sports Record Local Scene</p>	

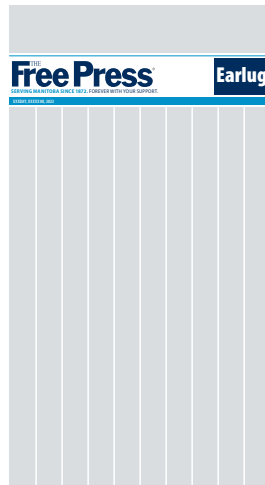
PRINT AD SIZES



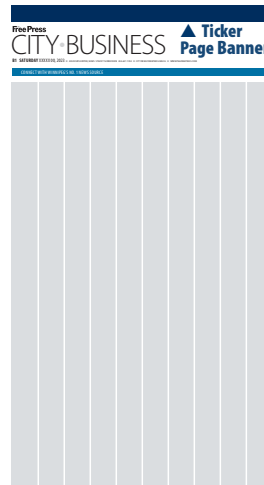
FRONT PAGE / SECTION TOP BANNER
11.5" X 2.142"
(10 column x 30 agates)



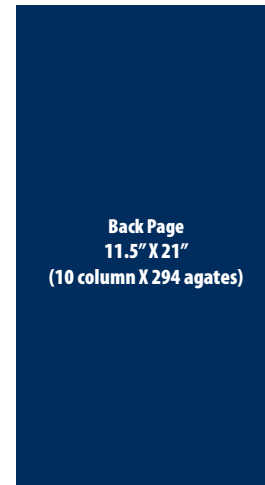
FRONT PAGE / SECTION BOTTOM BANNER
11.5" X 2.142"
(10 column x 30 agates)



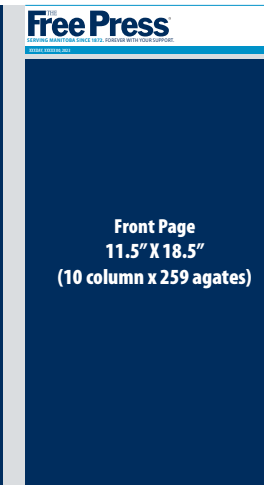
FRONT PAGE/SECTION EARLUG
2.234" X 1.5"
(2 column x 21 agates)



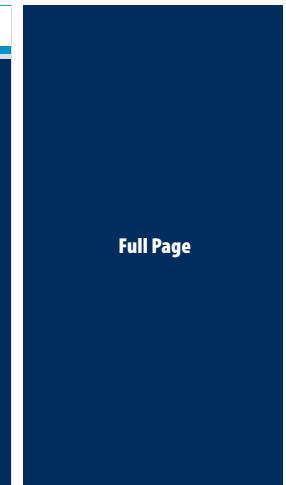
SECTION FRONT TICKER BANNER
11.5" X 0.714"
(10 column x 10 agates)



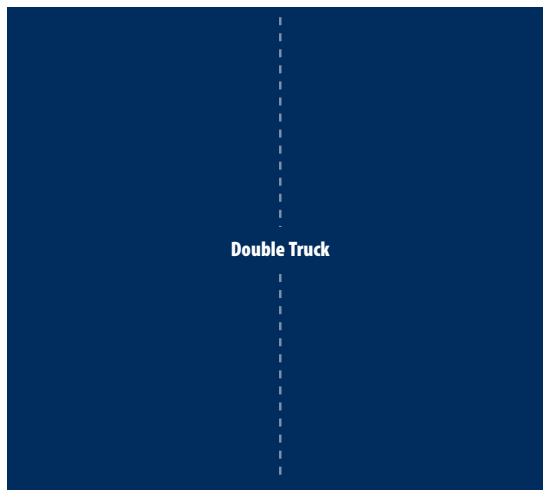
4 PG PAGE WRAP
front and back page + inside (double truck or 2 full pages)



Front Page
11.5" X 18.5"
(10 column x 259 agates)



FULL PAGE
11.5" X 21"
(10 column x 294 agates)

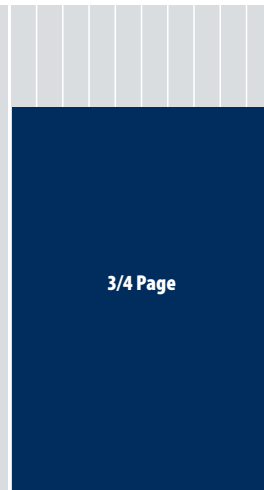


DOUBLE TRUCK
24" X 21" (includes gutter)
(20 column x 294 ag)

It is advised to **not** put text or logos closer than a 1/4" on either side of the middle line on the outside pages of a double truck.



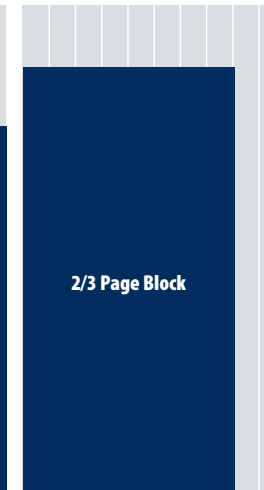
PAGE DOMINANT BLOCK
11.5" X 17.357"
(10 column x 243 agates)



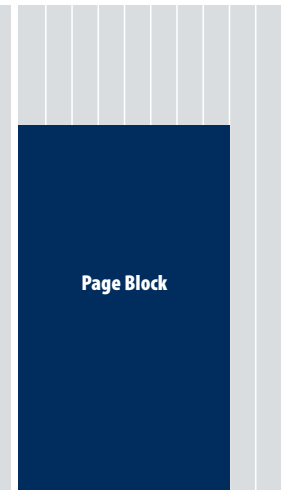
3/4 PAGE
11.5" X 15.714"
(10 column x 220 agates)



2/3 PAGE
11.5" X 13.857"
(10 column x 194 agates)



2/3 PAGE BLOCK
9.183" X 17.5"
(8 column x 245 agates)

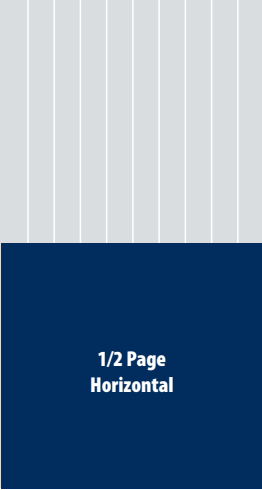


PAGE BLOCK
9.183" X 14.857"
(8 column x 208 agates)



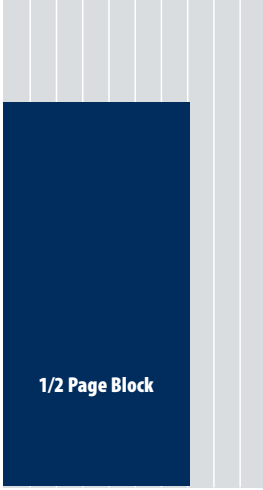
**1/2 Page
Vertical**

1/2 PAGE VERTICAL
5.708" X 21"
(5 column x 294 agates)



**1/2 Page
Horizontal**

1/2 PAGE HORIZONTAL
11.5" X 10.357"
(10 column x 145 agates)



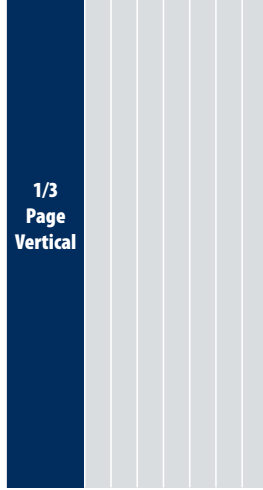
1/2 Page Block

1/2 PAGE BLOCK
8.025" X 15"
(7 column x 210 agates)



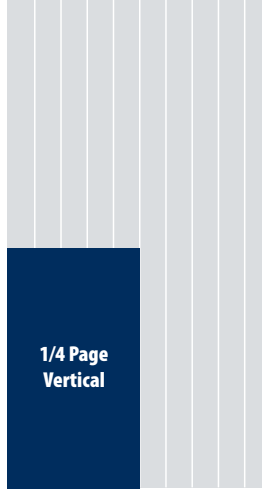
1/3 Page

1/3 PAGE
11.5" X 6.857"
(10 column x 96 agates)



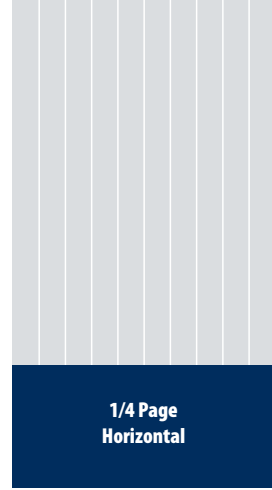
**1/3
Page
Vertical**

1/3 PAGE VERTICAL
3.392" X 21"
(3 column x 294 agates)



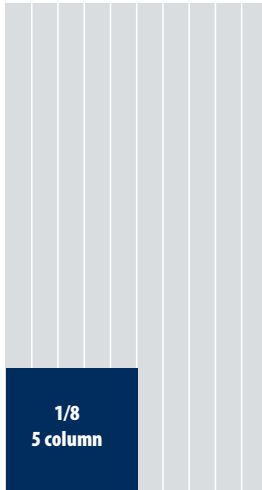
**1/4 Page
Vertical**

1/4 PAGE VERTICAL
5.708" X 10.357"
(5 column x 145 agates)



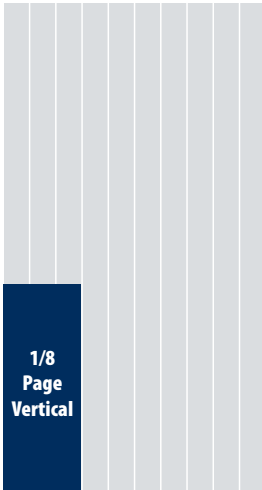
**1/4 Page
Horizontal**

1/4 PAGE HORIZONTAL
11.5" X 5.142"
(10 column x 72 agates)



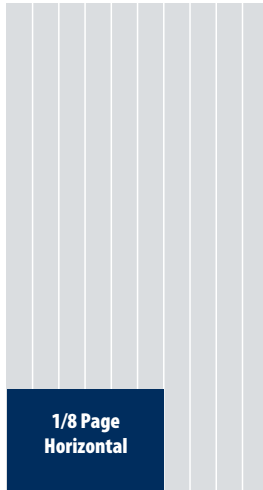
**1/8
5 column**

1/8 COLUMN
5.708" X 5.214"
(5 column x 73 agates)



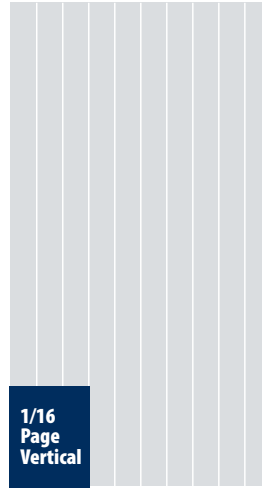
**1/8
Page
Vertical**

1/8 PAGE VERTICAL
3.392" X 8.714"
(3 column x 122 agates)



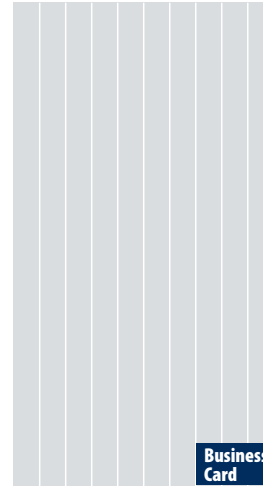
**1/8 Page
Horizontal**

1/8 PAGE HORIZONTAL
6.867" X 4.357"
(6 column x 61 agates)



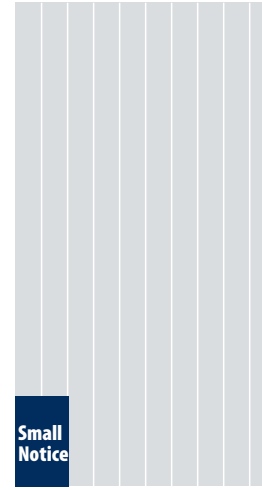
**1/16
Page
Vertical**

1/16 PAGE
3.392" X 4.357"
(3 column x 61 agates)



**Business
Card**

BUSINESS CARD
3.392" X 2.00"
(3 column x 28 agates)



**Small
Notice**

SMALL NOTICE
2.234" X 3.571"
(2 column x 50 agates)

COLUMN SIZES	
1	1.075"
2	2.234"
3	3.392"
4	4.550"
5	5.708"
6	6.867"
7	8.025"
8	9.183"
9	10.342"
10	11.500"
20	24.000"
Page gutter	1"

Many other ad sizes available upon request. 1"=14ag.



The Free Press distributes approximately 100 supplements each year about different industries and events.

Create partnered digital and print magazines, design event guides or align your content with existing opportunities, options abound!

LIFESTYLE MEDIA



For rate and publication date information, please contact your sales representative or call (204) 697-7122.



SPONSORED CONTENT

BREAK FREE FROM THE PAYWALL

Supply your advertisement and editorial-style story, or partner with our creative content team to craft them for you.

Share uninterrupted

Sponsored content performs well in print and digital.

Your story told your way

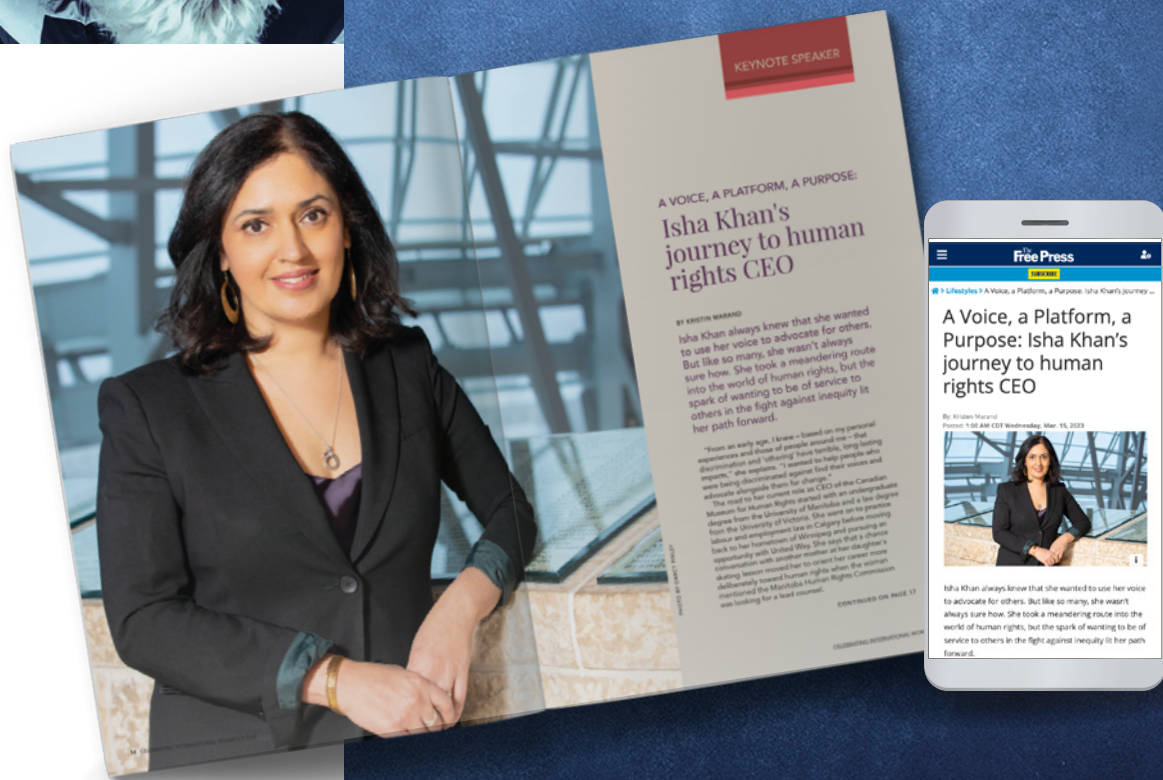
Today's marketers know that content is king. An engaging article provides more opportunity to tell your whole story, and turn customers into fans.

Online stories send domain authority

A link to your site tells Google to rank you higher in search results.

PLUS: Broadcast your message

Enhance your sponsored content by promoting it on social media, and give users a reason to discover you.



Leverage the trust of the Free Press



FLYER DISTRIBUTION & COMMERCIAL PRINT SERVICES

FLYER DISTRIBUTION OFFERS:

Subscriber Circulation

- Wednesday and Thursday distributed in home delivered subscription – machine inserted
- FSA distribution and rural truck runs

Extended Market Coverage (EMC)

- Non-subscriber distribution Wednesday and Friday
- FSA distribution
- Quality controlled through phone and visual audits as well as colour coded bundles

Benefits:

- Paid circulation of the Free Press is invited into the home both in Winnipeg and rural areas as well as through single copy sales
- Inserted product does not need to be bundled
- EMC every Wednesday and Friday allows you to reach every house not covered by the Free Press
- All flyers are pre-inserted in the Wednesday and Friday EMC jacket before it reaches the carrier – all inserts are free standing and in their original condition

COMMERCIAL PRINTING SERVICES:

Winnipeg Free Press and Derksen Printers provide a full range of printing capabilities – from design and prepress production to printing the completed product.

We not only offer both sheet fed and web printing services on a variety of papers including gloss coated, but can also fold, stitch, perfect bind, die cut and UV coat your product.

We have the capability for short-run quick printing, including large-format banners and posters in paper or vinyl as well as flyers and booklets.

Our complete printing services, along with our distribution capabilities, make us a one stop solution.



MORE THAN MEDIA

TAKE ADVANTAGE OF OUR
EVENT SERVICES PACKAGE.

Event and promotional items:

Event guide creation, event cards or menus, outdoor display panels and the stand rentals too.

Ask your representative about our endless event options.

WWC 2023 BREAKOUT SPEAKERS

Liz Choi
Liz Choi is an award-winning and highly sought after senior executive leader with over 15 years of experience in higher education. Currently serving as the CEO of Education Canada Online, the national Korean Canadian Arts Festival in Canada, she has been the face of the brand, she brings behaviors in the power of storytelling when it comes to designing systems of vision, data, strategy and partnership.

Nova Riddell
Nova's career has been a journey that has spanned over the past few decades and has included several titles for women in both the beer and spirits & entertainment industries. She has been fortunate to work in various roles which have required work, management, team & operational skills, project, relationships and collaborating with others, and she thrives on finding the ways to do the best job possible. Every day provides new challenges and opportunities.

Liz Crawford
Liz is the CEO of South model management, South production, and founder of Studio 218 and owner of Real Coffee and Wine. She is passionate about new adventures and inspiring others in business and life to pursue their passions and objectives. She has the drive to create, to lead, to inspire, to lead the way to a better world. This is not a job, it's a passion.

Justine McDonald
Justine McDonald is a business coach for women and author of the Memoir's Got Goals planner. After a decade of working in corporate marketing, she decided to use her knowledge of creating great business brands to help women create freedom-based businesses. She's been recognized for national publications and recently earned a custom planner with other items for her ally Academy Box.

Connie Walker
Connie is the outgoing president and CEO of United Way Winnipeg. She is grateful to have had her time serving as president for entire career and would love to have passed the torch on to day tomorrow's CEO. She has made a difference.

Kirsten May
Kirsten May is the co-owner of Lighthouse, an award winning advertising agency that focuses on brand marketing teams and their brands. Kirsten and Steve's lifelong message of marketing led the development of the company's social purpose - to inspire the social consciousness of brands. Kirsten believes we have a responsibility to use marketing to bring the brand and our clients to life in a way that is more inclusive, diverse, accessible and equitable.

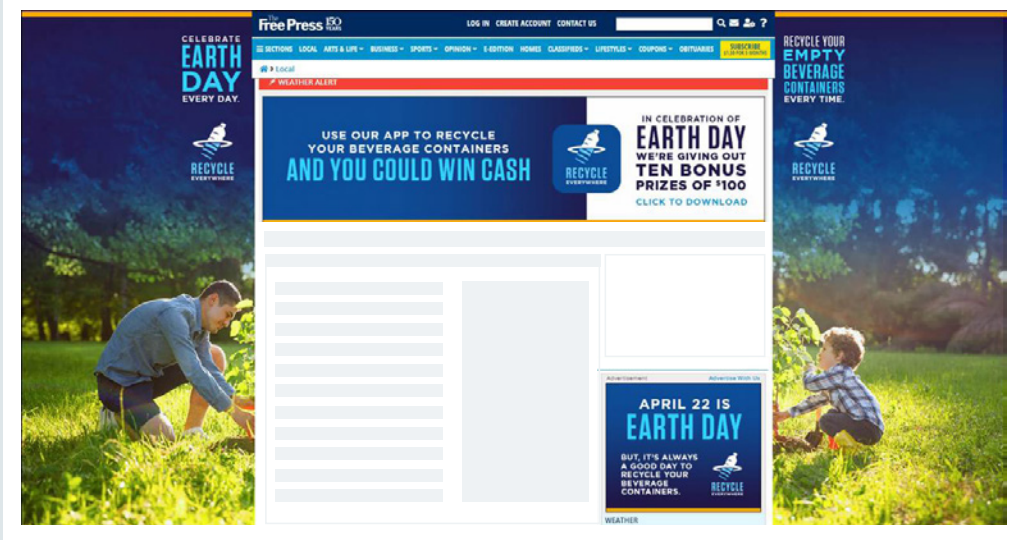
25% OFF SALE
Some exclusions may apply.
CITY JEWELLERS

MAAC
Manitoba Association of Auto Clubs
event guide 2023
Corvette Club of Manitoba celebrating their 52nd Anniversary
1963 Chevrolet Corvette
Ranger Corporation
Mike and Nancy Koster
and Auto Club Directory
Free Press



HIGH IMPACT DIGITAL ADVERTISING

on winniepegfreepress.com

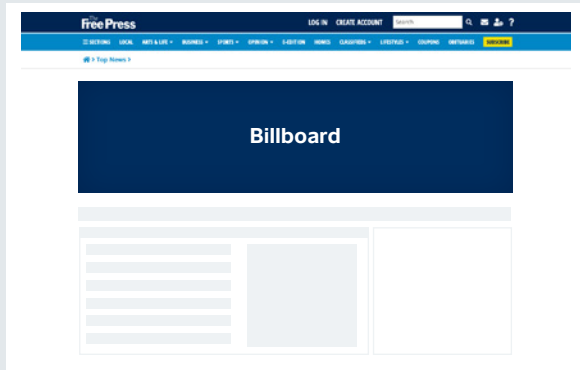


HOME PAGE TAKEOVER

Make a strong brand statement with your ad by using the margins of the web page as well as the billboard, big box, leaderboard, super leaderboard, and tall box ad positions.

A mobile version is also available using the mobile banner, mobile fixed banner, mobile big box, mobile tall box, and interstitial ad positions.

Impossible not to notice



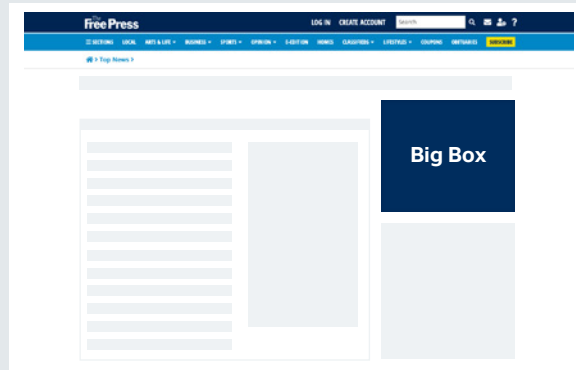
Billboard: 970x250

Max file size:

250 kb (jpg or gif)

250 kb (HTML 5)

Ad units available on every page.



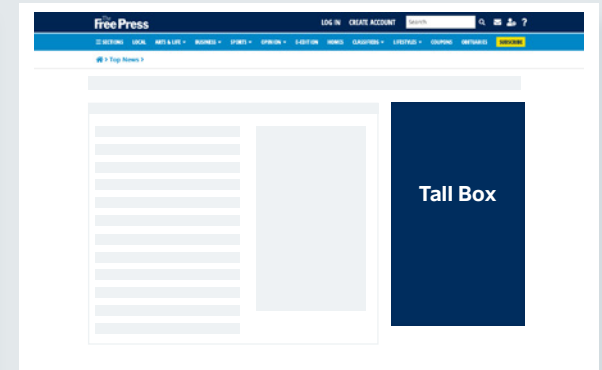
Big Box: 300x250

Max file size:

150 kb (jpg or gif)

150 kb (HTML 5)

Ad units available on every page.



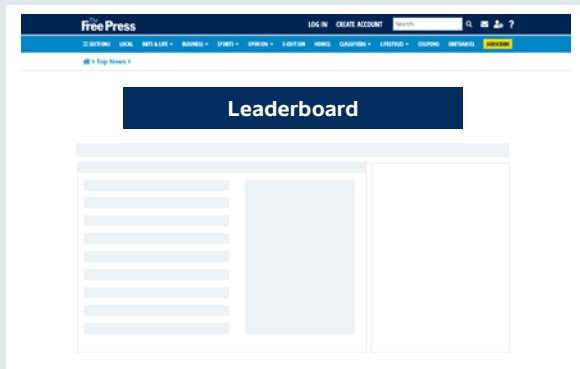
Tall Box: 300x600

Max file size:

250 kb (jpg or gif)

250 kb (HTML 5)

Units available on article pages.



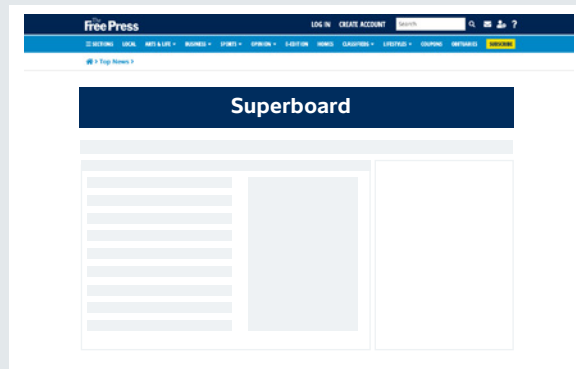
Leaderboard: 728x90

Max file size:

75 kb (jpg or gif)

150 kb (HTML 5)

Ad units available on every page.



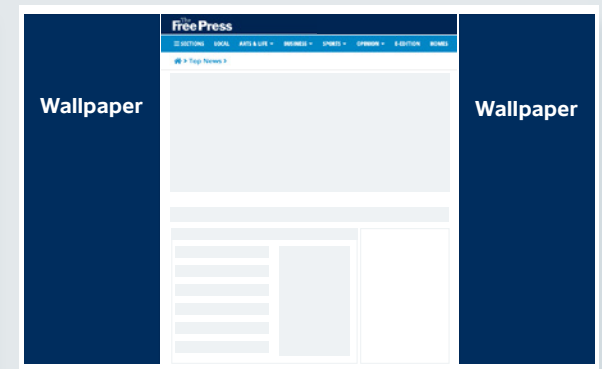
Superboard: 970x90

Max file size:

150 kb (jpg or gif)

200 kb (HTML 5)

Ad units available on every page.



Wallpaper: 1900 x 1000

Max file size:

300 kb (jpg or gif)

Ad unit available on home page or section only.

DIGITAL MARKETING SERVICES

SOCIAL MEDIA MARKETING

Engage and grow your target audience by placing messages in your Facebook, Instagram and Twitter newsfeeds. Place pre-roll ads on YouTube videos watched by your target audience. Target by interests, behaviours, and demographics.

PROGRAMMATIC DISPLAY ADVERTISING

- Reach your audience on third party websites using standard display and video ads
- Retarget your website visitors to draw them back to your site once they have left
- Target audience behaviours, categories, and demographics across multiple ad exchanges
- Track conversions and extended metrics such as view-throughs

SEARCH ENGINE MARKETING

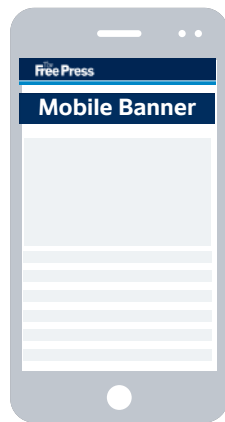
- Reach customers actively searching for products or services you provide
- Target your pay-per-click campaign on Google
- Optimize your website to rank highly in search engine organic results
- Receive standard ongoing optimizations and full-service campaign management

RESULTS TRACKING

- Track results across display, search and social media campaigns using a web-based dashboard
- Receive third party research and insights to support campaign success

MOBILE WEBSITE AD UNITS

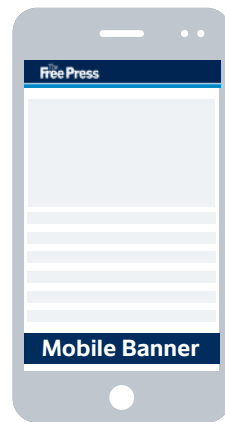
winnipegfreepress.com



Mobile Banner:
320x50

Max file size:

150 kb (jpg or gif)
150 kb (HTML 5)
Located at the top of the page.



Fixed Mobile Banner:
320x50

Max file size:

150 kb (jpg or gif)
150 kb (HTML 5)
Sits above website content hugging the bottom of the screen.



In-Article Mobile Big Box:
300x250

Max file size:

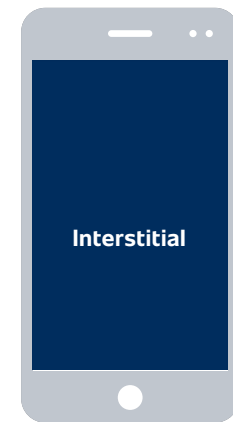
150 kb (jpg or gif)
150 kb (HTML 5)
Appears at the top of the story.



Mobile Tall Box:
300x600

Max file size:

250 kb (jpg or gif)
250 kb (HTML 5)
Appears in-article, at the end of the story.



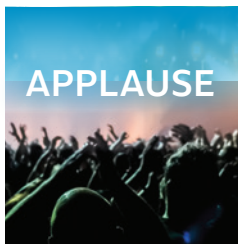
Interstitial Mobile:
320x480

Max file size:

250 kb (jpg or gif)
250 kb (HTML 5)
Appears on almost the entire mobile screen.

EMAIL ADVERTISING

The Free Press distributes multiple newsletters focused on many different interests, each providing a great opportunity for your ad to be seen by a captive audience.



Applause
A weekly review of the Winnipeg arts scene.
• Sent every Thursday



Editor's Note
A weekly dispatch from the head of the Free Press newsroom.
• Sent every Wednesday



Dan Lett | Not for Attribution
A weekly look at politics close to home and around the world.
• Sent every Tuesday



Dish
The latest on food and drink in Winnipeg and beyond from arts writers Ben Sigurdson and Eva Wasney.
• Sent every other Friday



Head Start
A quick glance at the news for the upcoming day.
• Sent every weekday morning



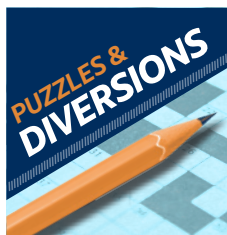
Jen Zoratti | Next
A weekly look towards a post-pandemic future.
• Sent every Wednesday



**Mike McIntyre
| On Sports**
Keep up-to-date on sports
with Mike McIntyre.
• Sent every Thursday



Passages
Kevin Rollason honours
and remembers lives
well-lived in Manitoba.
• Sent every Sunday morning



**Puzzles and
Other Diversions**
A daily dose of fun:
crosswords, sudokus,
horoscopes and
Miss Lonelyhearts all
in one email.
• Sent every morning



Ready, Pet, Go!
Leesa Dahl looks at
everything to do with
our furry, fuzzy, feathered,
fishy (and more!)
pet friends.
• Sent every Monday



The Wrap
Today's must-read stories
and a roundup of the
day's headlines, delivered
every evening.
• Sent every Evening

IN-STREAM VIDEO ADS

winnipegfreepress.com



Video
Aspect ratio 16:9
(300x169)

00:00

Tall Box

Ad sizes available for In-Stream

Video
Aspect ratio 16:9
(300x169)

00:00

Big Box

Video: Billboard, Tall Box and Big Box

Video specifications:
YouTube hosted

Video length:
Recommended maximum 1 minute

Recommended minimum width in ad space:
300 pixels

Aspect ratio:
16:9

Minimum width in ad:
300 pixels

Billboard

Video
Aspect ratio 16:9
Minimum 300 pixels

00:00 02

Video ad Specifications:

Three components are needed for video ads: The static background graphic (jpg or gif), the video, and a YouTube video link.

Note - All videos will begin mute with volume controls. The reader has the option to click for sound.

A young man with short dark hair and glasses is sitting in a recording studio. He is wearing a light-colored t-shirt and has his hands clasped in front of him. He is looking directly at the camera with a slight smile. The background is dimly lit, showing a professional microphone on a stand and a computer monitor. The overall color palette is cool and blue-toned.

**ASK US ABOUT OUR
VIDEO AND PODCASTING
OPPORTUNITIES.**

THE
Free Press
A D V E R T I S I N G