



Read us for  
award-winning news.  
Partner with us for our  
experience and reach.

**MEDIA KIT**  
2024

**Free Press**  
- ADVERTISING -



Whether you are a new client building your brand or a global company seeking expansion into our market, our team of local experts will help you achieve your goals.

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



# AUDIENCE ENGAGEMENT

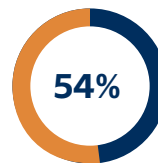
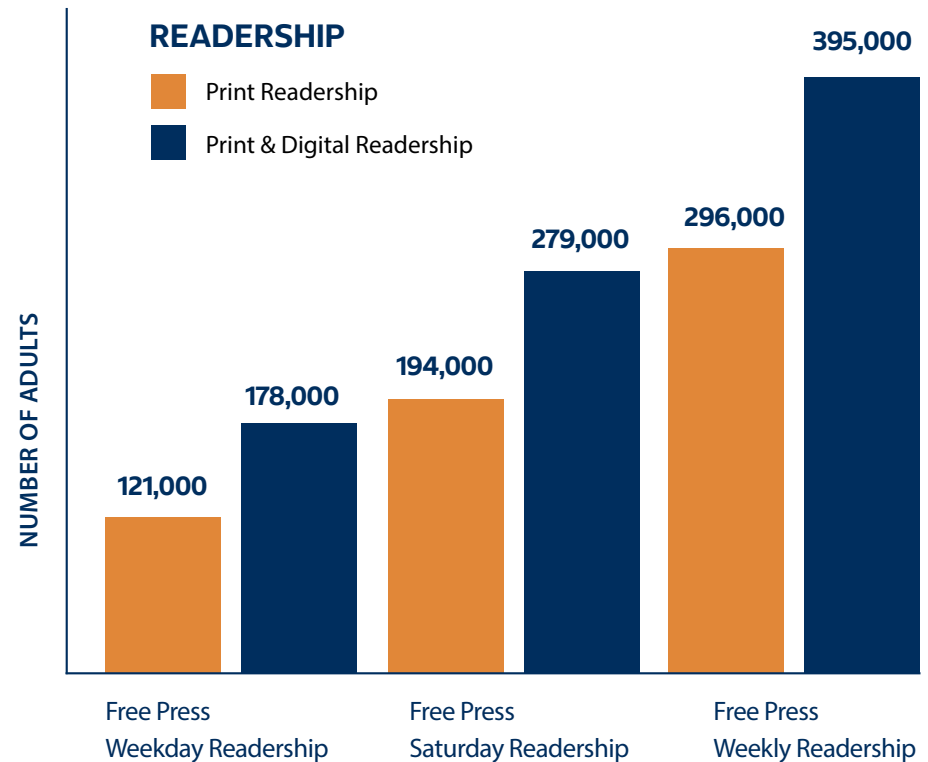
## FREE PRESS READERSHIP

The *Free Press*' print and digital audience is extensive. 915,000 users visit the *Free Press*' network of sites each month. In Winnipeg, 395,000 adults read the *Free Press* in print or digital format each week. That's more than any other newspaper in Manitoba!

Sources:

Google Analytics Monthly Average From October 2023 - March 2024.

Vividata SCC | Spring 2024



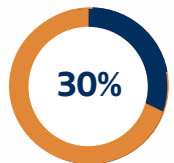
54% of Winnipeg adults read *Free Press* print and digital products weekly. This is the best per capita readership of any English daily newspaper in a major Canadian city.

Base: 737,000 Winnipeg Adults. Source: Vividata SCC | Study of the Canadian Consumer Spring 2024

# PRINT AUDIENCE

FREE PRESS READERSHIP

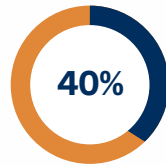
## EDUCATION



HIGH SCHOOL GRADUATE

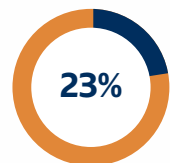


TRADE DIPLOMA OR OTHER CERTIFICATE

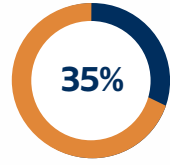


UNIVERSITY DEGREE

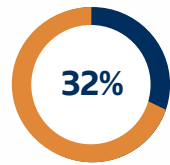
## HOUSEHOLD INCOME



UNDER \$50,000

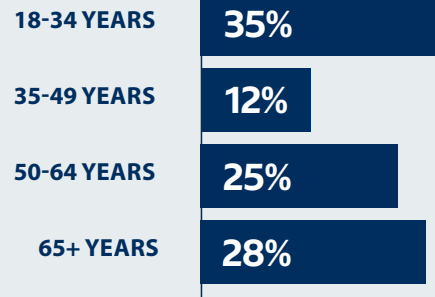


\$50,000 - \$99,999



\$100,000+

## AGE



## GENDER

50% FEMALE



50% MALE

## HOUSEHOLD TENURE

77% OWN HOME

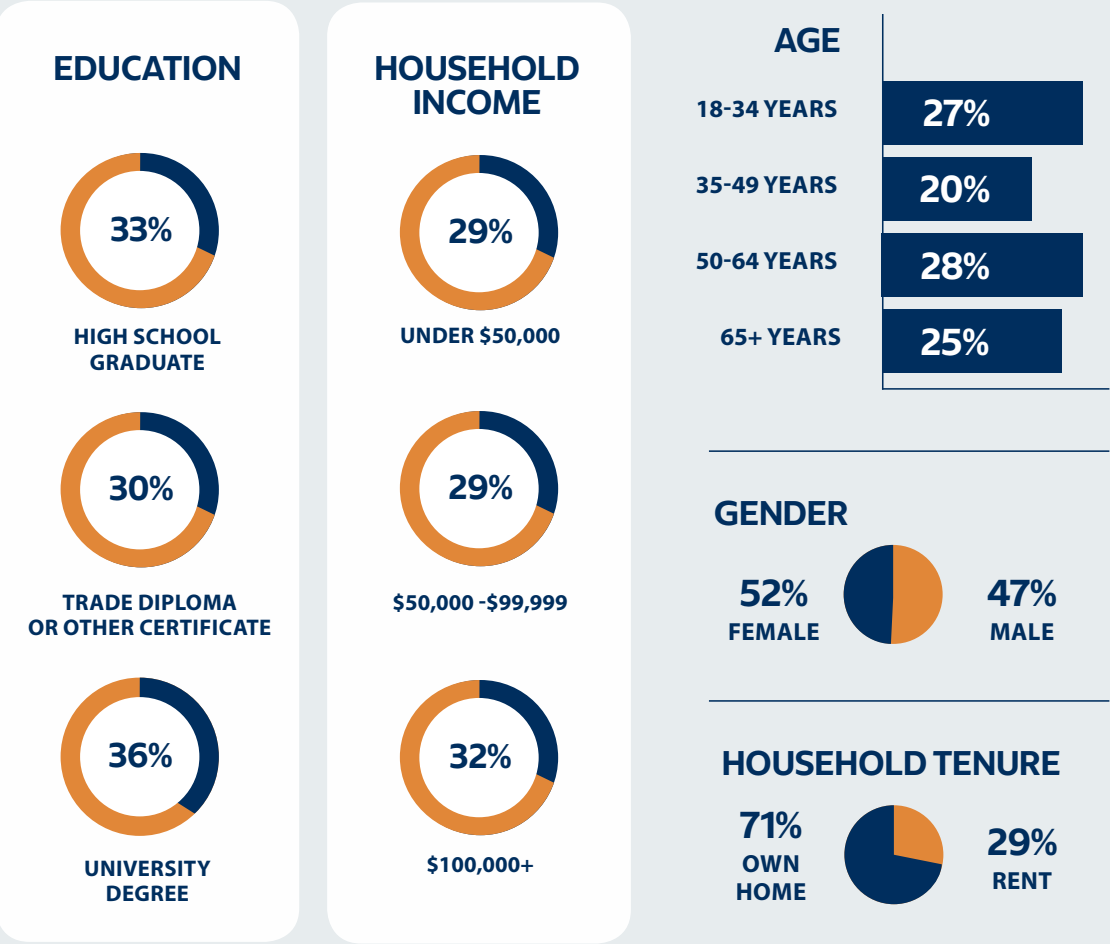


24% RENT



# DIGITAL AUDIENCE

FREE PRESS READERSHIP



Base: 737,000 Winnipeg Adults. Source: Vividata SCC | Study of the Canadian Consumer Spring 2024.  
Some of the demographic percentages do not total 100% due to rounding.



# FP **DIGITAL** SERVICES

Partner with us to unleash the full potential of your brand with our comprehensive and customized marketing solutions.

We don't just sell products; we create holistic solutions that directly align with your objectives and goals, ensuring a strategic and purposeful approach to your marketing. Whether it's enhancing brand visibility, driving sales, or fostering customer engagement, our tailored marketing is designed to propel your organization towards success.

- **Owned and Operated - [winnipegfreepress.com](http://winnipegfreepress.com)**

- Brand safe engagement site
- High Impact Display Advertising

- **Google Advertising**

- AdWords
- Display
- YouTube

- **Social Media Advertising**

- Meta
- LinkedIn
- Pinterest
- X

- **Social Media Management**

- **Local Search Optimization**

- **Web Development**



# BE SEEN FIRST

Wrap your message around the news



2-Page Wrap

Includes a front page and page 2



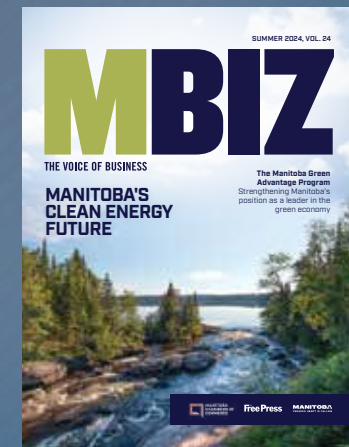
4-Page Wrap

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

## FP | *Features*

# CREATED IN FP FEATURES – SHARED BEYOND THE PAYWALL

- Partner to create your print/digital supplement or feature.
- Align your message with coffee table worthy magazines.
- Share content in supplements that dive into topics vital to Manitobans.



*Created for print,  
enjoyed in digital too.*





# SPONSORED CONTENT

Your story – your choice

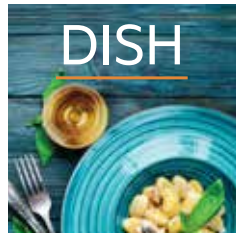
- Create your own article or craft with our experts.
- Publish in print and digital or in FP Features.
- Promote online or through social media channels.

***"We need to stop interrupting what people are interested in and be what people are interested in."***

– Craig Davis

# NEWSLETTERS

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.



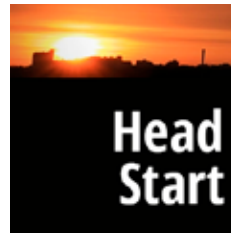
## DISH

The latest on food and drink from arts writers Ben Sigurdson and Eva Wasney.  
*Sent every other Friday*



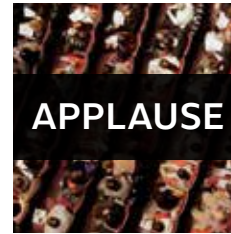
## EDITOR'S NOTE

A weekly dispatch from the head of the *Free Press* newsroom.  
*Sent every Wednesday*



## HEAD START

A quick glance at the news for the upcoming day.  
*Sent every weekday morning*



## APPLAUSE

A weekly review of the Winnipeg arts scene.  
*Sent every Friday*



## BEHIND THE BENCH

Jason Bell keeps you up-to-date from the ice, the court, the field and more.  
*Sent every Friday*



## BUSINESS WEEKLY

The latest local business news and a look ahead to the coming week.  
*Sent Monday mornings*



## JEN ZORATTI | NEXT

A weekly look towards a post-pandemic future.  
*Sent every Wednesday*



## DAN LETT | NOT FOR ATTRIBUTION

A weekly look at politics close to home and around the world.  
*Sent every Tuesday*



## MIKE MCINTYRE | ON SPORTS

Keep up-to-date on sports with Mike McIntyre.  
*Sent every Thursday*



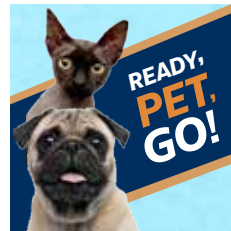
## PASSAGES

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



## PUZZLES AND 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 WARM-UP

Winnipeg Jets news, notes and quotes. From Mike McIntyre and Ken Wiebe.  
*Arrives a few hours prior to puck drop*



## WINNIPEG GARDENER

Advice, ideas and tips to keep your outdoor and indoor plants growing.  
*Sent monthly*



## THE WRAP

Today's must-read stories and a roundup of the day's headlines.  
*Sent every weekday evening*





## PODCAST OPTIONS

Ask your representative  
about our podcasting  
opportunities.



# EVENT & PROMOTIONAL TOOLS

In addition to our print and digital services, we offer additional promotional packages:

- event guides
- transportable display banners
- menus
- cards
- signs



# FLYER DISTRIBUTION & COMMERCIAL PRINT SERVICES

## FLYER DISTRIBUTION SERVICES:

### Market Coverage:

- Thursday distribution to home delivery subscribers– machine inserted
- FSA distribution and rural truck runs
- Non-subscriber distribution Wednesday and Friday
- 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
- Market coverage 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 market coverage jacket before it reaches the carrier – all inserts are free standing and in their original condition

## COMMERCIAL PRINTING SERVICES:

The *Free Press* provides a full range of printing capabilities – from design and pre-press 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.**



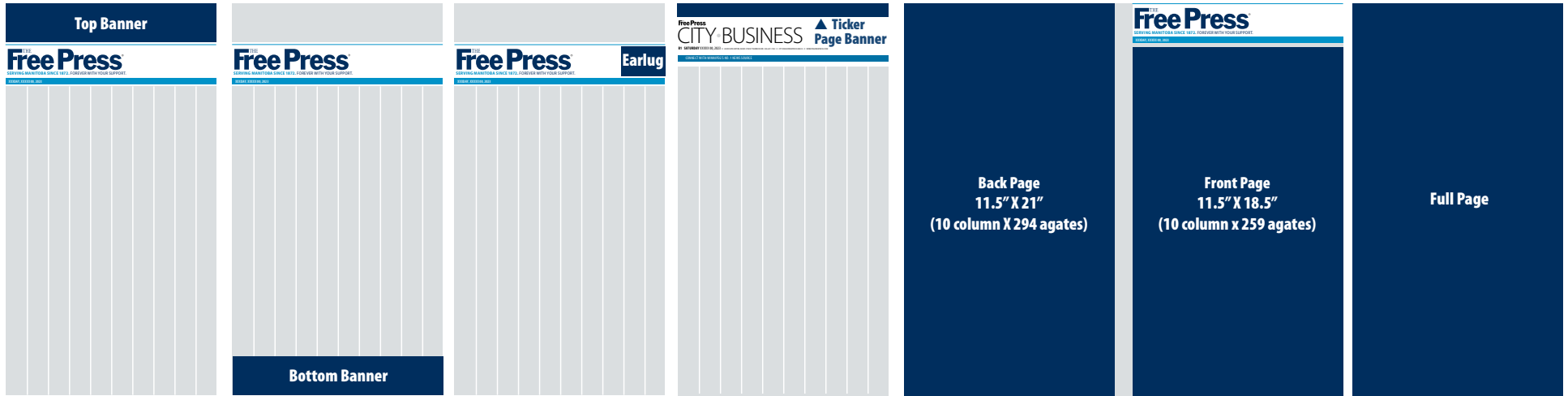


# NEWSPAPER SECTIONS

MONDAY ▼	TUESDAY ▼	WEDNESDAY ▼	THURSDAY ▼	FRIDAY ▼	SATURDAY EDITION ▼
<b>SECTION A</b> Top News Manitoba Canada News World News Editorials	<b>SECTION A</b> Top News Manitoba Canada News World News Editorials	<b>SECTION A</b> Top News Manitoba Canada News World News Editorials	<b>SECTION A</b> <b>THERE ARE TWO ON THURSDAY</b> Top News Manitoba Canada News World News Editorials	<b>SECTION A</b> <b>THERE ARE TWO ON FRIDAY</b> Top News Manitoba Editorials Canada News World News	<b>SECTION A</b> <b>THERE ARE TWO ON SATURDAY</b> Top News Manitoba Canada News Editorials World News
<b>CITY &amp; BUSINESS</b> Local News Business Commercial Real Estate Manitoba Movers	<b>CITY &amp; BUSINESS</b> Local News Business FP Markets	<b>CITY &amp; BUSINESS</b> Local News Business FP Markets	<b>CITY &amp; BUSINESS</b> Local News Business FP Markets	<b>CITY &amp; BUSINESS</b> Local News Business FP Markets Family Notices Classified	<b>CITY &amp; BUSINESS</b> City News Saturday Business FP Markets Money Matters Working World Marketplace & Jobs
<b>SPORTS</b> Sports Record Local Scene Family Notices Classified Marketplace Class. Home & Biz Dir.	<b>ARTS &amp; LIFE</b> Life/Health T.V. Index Comics Diversions Miss Lonelyhearts Around Town Horoscopes	<b>ARTS &amp; LIFE</b> Life/Food Comics Diversions Miss Lonelyhearts Horoscopes	<b>SPORTS</b> Sports Record Local Scene	<b>ARTS &amp; LIFE</b> Movie Reviews CD Reviews T.V. Index Comics Diversions Miss Lonelyhearts	<b>SPORTS</b> Sports Record Local Scene Saturday Sports Special
<b>ARTS &amp; LIFE</b> Life/Health T.V. Index Comics Diversions Miss Lonelyhearts Horoscopes	<b>SPORTS</b> Sports Record Local Scene Family Notices Classified Marketplace Class. Home & Biz Dir.	<b>SPORTS</b> Sports Record T.V. Index Local Scene Family Notices Classified Marketplace Class. Home & Biz Dir.	<b>ARTS &amp; LIFE</b> Arts/Theatre What's Up Comics & Diversions T.V. Index Miss Lonelyhearts Horoscopes	<b>SPORTS</b> Sports Record Local Scene	<b>49.8</b> A section that features everything from food, faith and fashion, to the pulse of Winnipeg. <b>SATURDAY LIFE</b> Entertainment Family Notices 2 Horoscopes <b>HOMES</b> New Homes Weekly Sold Feature Real Estate Picture Listings HomeStyle Gardening <b>DESTINATIONS &amp; DIVERSIONS</b> Travel Weekend Comics Puzzles
					<b>PASSAGES</b> A Life's Story Obituaries In Memoriams <b>WEEKEND REVIEW</b> Books Entertainment T.V. Index Weather is published daily



# PRINT AD SIZES



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

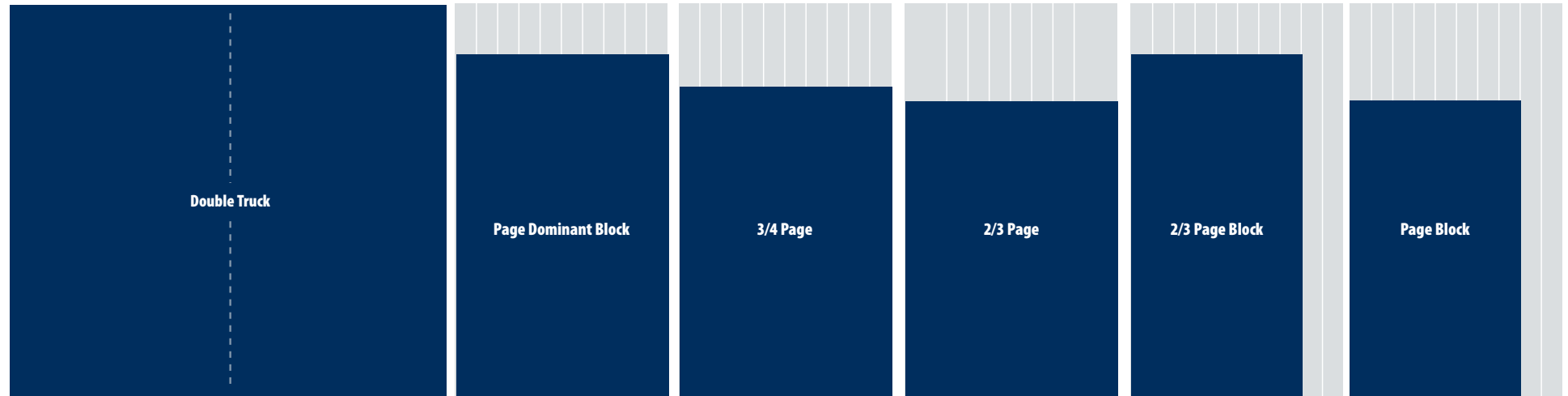
**FRONT PAGE / SECTION BOTTOM BANNER**  
11.5" X 2.142"  
(10 column x 30 agates)

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

**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)

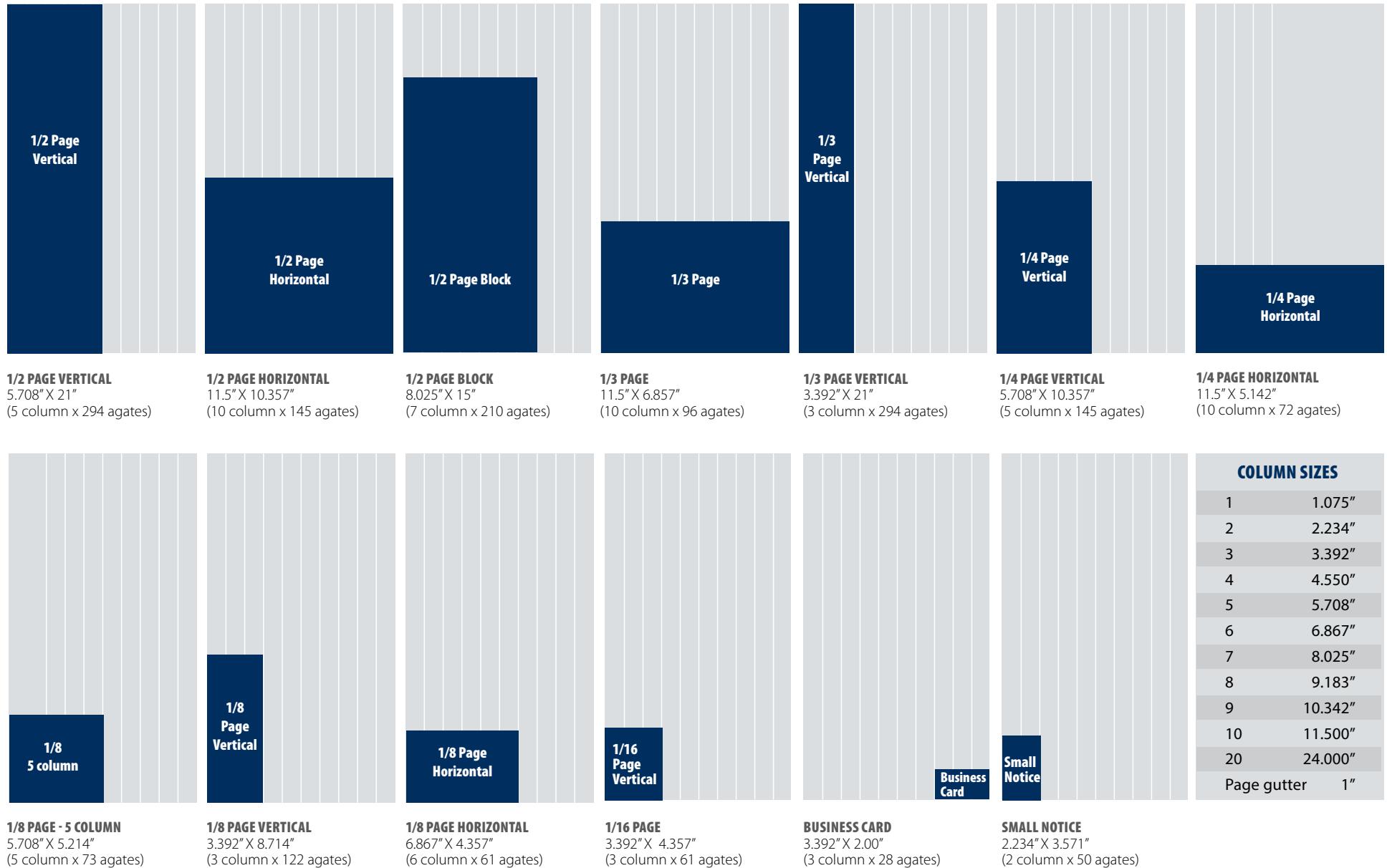
**3/4 PAGE**  
11.5" X 15.714"  
(10 column x 220 agates)

**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)

# PRINT AD SIZES CONT.



# MOBILE & DESKTOP AD UNITS



**Wallpaper:** 1900x1000

**Max file size:**

300 kb (jpg or gif)

Ad unit available on home page or section only.

**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.

**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)

Covers the majority of the mobile screen.



# IN-STREAM VIDEO ADS

winnipegfreepress.com



## Ad sizes available for In-Stream

Video  
Aspect ratio 16:9  
(300x169)

Tall Box

Video  
Aspect ratio 16:9  
(300x169)

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

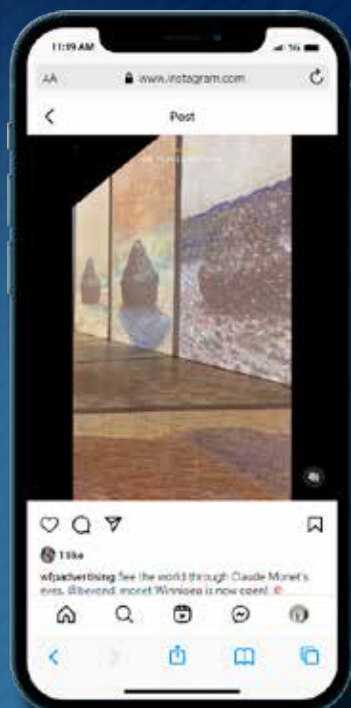
Billboard

Video  
Aspect ratio 16:9  
Minimum 300 pixels

## 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.



# SOCIAL MEDIA CAMPAIGNS

## Facebook Video Ad Specs:

Formats: MP4, MOV  
 Dimensions: 1280x720 pixels  
 Aspect Ratio: 9:16 to 16:9  
 Max File Size: 4 GB  
 Max Frames: 30 fps  
 Max Length: 240 minutes  
 Recommended Length: 3 minutes  
 Video Thumbnail:  
 No more than 20% text

## Facebook Ad Image:

Formats: JPG, PNG  
 Dimensions: 1200x628 pixels  
 Image Ratio: 9:16 to 16:9  
 Images that consist of more than 20% text may experience reduced delivery

## Instagram Video Ad Specs:

Formats: MP4, MOV  
 Minimum Resolution: 600x600 pixels  
 Max Resolution: 1080x1080 pixels  
 Aspect Ratio: 1:1  
 Max File Size: 4 GB  
 Max Video Length: 60 seconds  
 Max Frames: 30 fps

## Instagram Stories Video Ads:

Formats: MP4, MOV  
 Resolution: 1080x1920 pixels  
 Aspect Ratio: 9:16  
 Max File: 4 GB  
 Max Video Length: 15 seconds

## Instagram Image Ads:

Formats: JPG, PNG  
 Landscape Image Resolution: 1200x628 pixels  
 Square Image Resolution: 1080x1090 pixels  
 Stories Image Resolution: 1080x1920  
 Max File Size: 30 MB

## LinkedIn Image Ads:

Formats: JPG, PNG  
 Dimensions: 1200x1200 & 800x418 pixels

## Pinterest Image Ad:

Formats: JPG, PNG  
 Dimension: 1000x1500 pixels