



READ US FOR
AWARD-WINNING NEWS.

Partner with us for our
experience and reach.

Free Press
- ADVERTISING -

MEDIA KIT
2025



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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AUDIENCE ENGAGEMENT

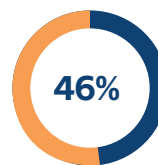
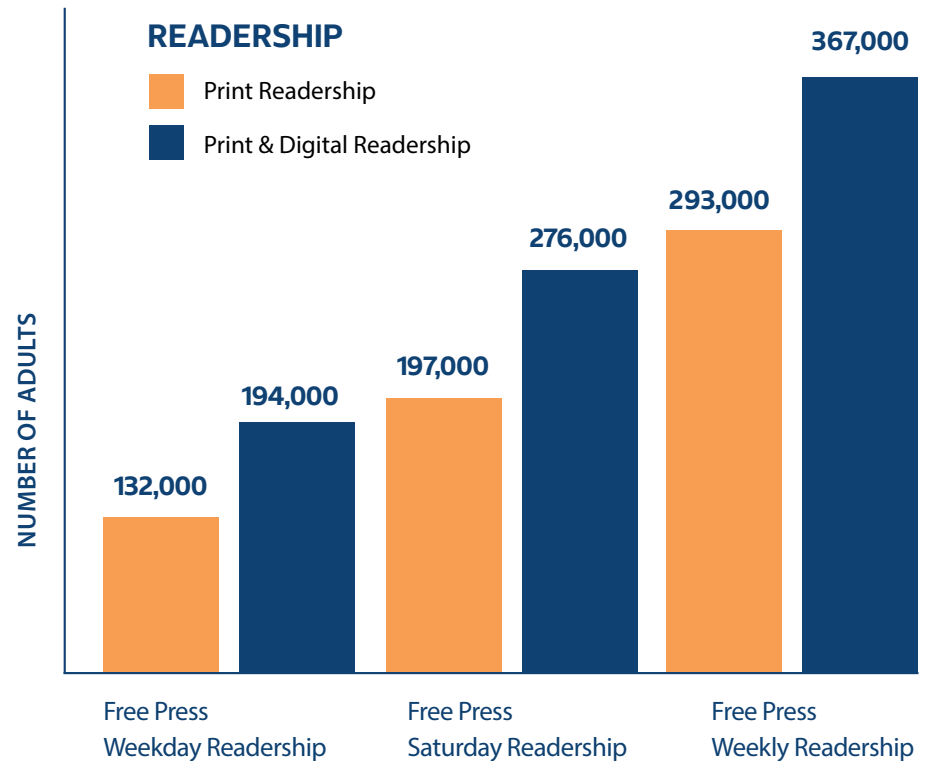
FREE PRESS READERSHIP

The Free Press' print and digital audience is extensive. 1.1 million users visit the *Free Press*' network of sites each month. In Winnipeg, 367,000 adults read the *Free Press* in print or digital format each week. That's more than any other newspaper in Manitoba!

Sources:

Google Analytics Q3 2025 Monthly Average

Base: 803,000 Winnipeg Adults, Source: Vividata SCC | Study of the Canadian Consumer Fall 2025



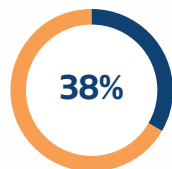
46% of Winnipeg adults read *Free Press* print and digital products weekly. This is the best per capita readership of any English daily newspaper in a major Canadian city.

Base: 803,000 Winnipeg Adults, Source: Vividata SCC | Study of the Canadian Consumer Fall 2025

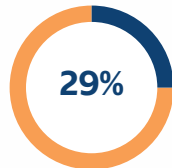
PRINT AUDIENCE

FREE PRESS READERSHIP

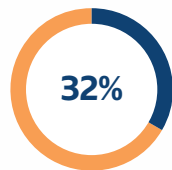
EDUCATION



HIGH SCHOOL GRADUATE

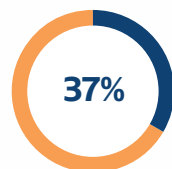


TRADE DIPLOMA OR OTHER CERTIFICATE

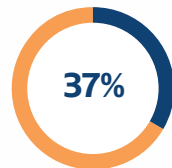


UNIVERSITY DEGREE

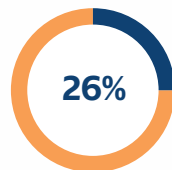
HOUSEHOLD INCOME



UNDER \$50,000

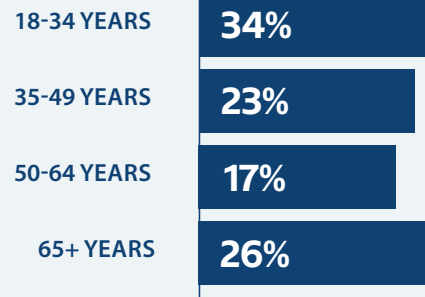


\$50,000 - \$99,999



\$100,000+

AGE



GENDER

48%
FEMALE



52%
MALE

HOUSEHOLD TENURE

59%
OWN HOME



41%
RENT



Base: 803,000 Winnipeg Adults, Source: Vividata SCC | Study of the Canadian Consumer Fall 2025

Some of the demographic percentages do not total 100% due to rounding

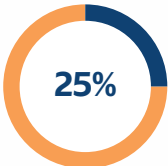
DIGITAL AUDIENCE

FREE PRESS READERSHIP

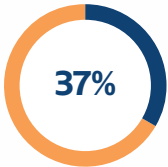
EDUCATION



HIGH SCHOOL GRADUATE

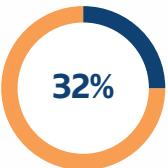


TRADE DIPLOMA OR OTHER CERTIFICATE

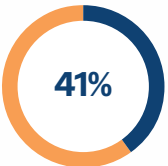


UNIVERSITY DEGREE

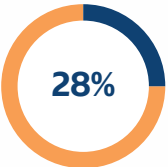
HOUSEHOLD INCOME



UNDER \$50,000

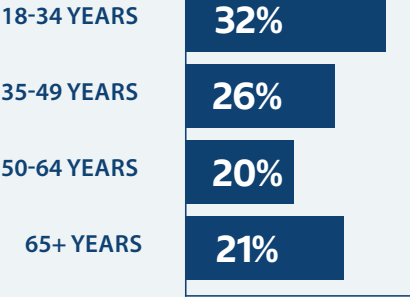


\$50,000 - \$99,999



\$100,000+

AGE



GENDER



HOUSEHOLD TENURE



Base: 803,000 Winnipeg Adults, Source: Vividata SCC | Study of the Canadian Consumer Fall 2025
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 - winniepgfreepress.com**
 - Brand safe engagement site
 - High Impact Display Advertising
- **Google Advertising**
 - AdWords
 - Display
 - YouTube
- **Social Media Advertising**
 - Meta
 - LinkedIn
- **Social Media Management**
- **Local Search Optimization**
- **Web Development**

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.



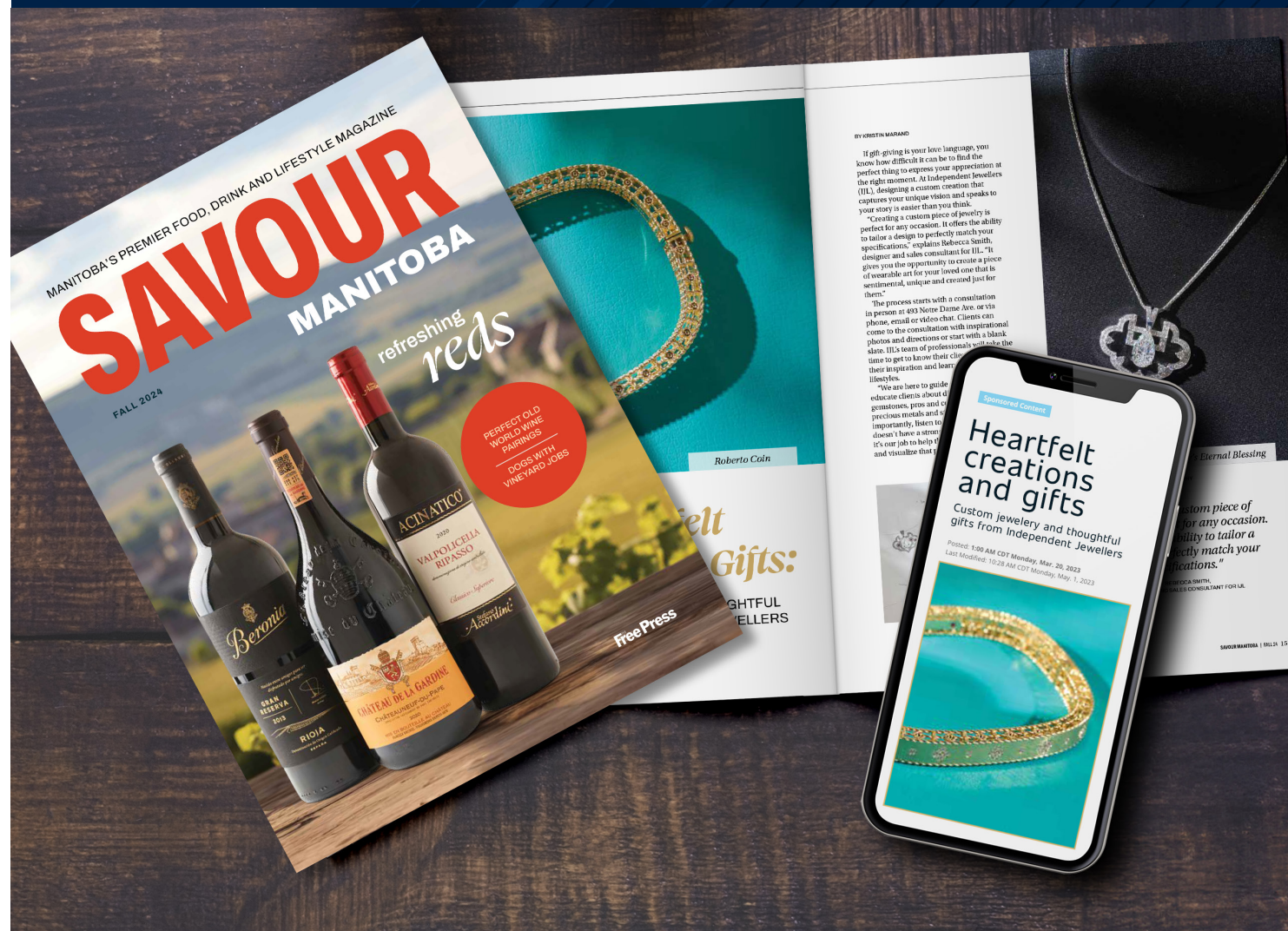
FEATURES

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.

The screenshot shows the 'Editor's NOTE' newsletter sign-up page for Paul Samyn of The Free Press. At the top, there's a header with 'PAUL SAMYN' and 'Editor's NOTE' in a large, stylized font, alongside a photo of Paul Samyn. Below this is a black bar with 'The Free Press' logo. The main content area has a white background with a sign-up form. The form includes a title 'Paul Samyn | Editor's Note', frequency 'WEDNESDAYS', and a description 'A weekly dispatch from the head of the Free Press newsroom.' There is an 'Email Address' input field and a blue 'SIGN UP' button. Below the form, there is a checkbox for agreeing to terms and conditions, with links to 'Terms and Conditions', 'Privacy Policies', and 'CASL agreement'. To the right of the form is a small thumbnail image of the newsletter. Below the form, there is a section titled 'Help us build a Miracle on Mountain' with three paragraphs of text. At the bottom, there is an advertisement for 'ease' software, which includes the text 'Manage more with ease' and 'cloud accounting and bookkeeping'. A small 'Advertisement' label is visible above the ad.

PAUL SAMYN

Editor's NOTE

The Free Press

Winnipeg Free Press | Newsletter

Paul Samyn | Editor's Note
WEDNESDAYS
A weekly dispatch from the head of the Free Press newsroom.

Email Address SIGN UP

☐ I agree to the [Terms and Conditions](#), [Cookie and Privacy Policies](#), and [CASL agreement](#).

Help us build a Miracle on Mountain

Shortly before Santa made his rounds last year, I had the opportunity to deliver a gift from our readers to the Christmas Cheer Board.

With cheque in hand from our **Miracle on Mountain annual campaign**, I entered the long-standing charity's headquarters on Century Street.

To say there was little in the way of cheer left in that near-empty warehouse would be an understatement.

Advertisement

ease
Manage more with ease
cloud accounting and bookkeeping

Newsletters

News

Business Weekly
Community Calendar
Paul Samyn | Editor's Note
Head Start
The Scoop
The Wrap

Politics

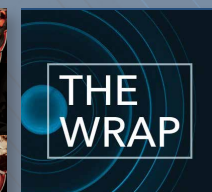
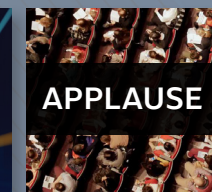
Dan Lett | Not for Attribution
Election Extra

Arts and Life

Applause
Dish
Jen Zoratti | Next
Sunday Passages
Puzzles and Other Diversions
Ready, Pet, Go!
Winnipeg Gardener

Sports

Mike McIntyre | On Sports
The Warm-Up





PODCAST OPTIONS

Ask your account executive about our podcasting opportunities.

Launching 2025

PODCASTS

COMMERCIAL PRINT

Ask about our
one-stop-shop print and
distribution services

Extend your reach with
multi-page flyers, magazines and
single page promotional items.

Event & promotional tools

From large-format banners,
to event guides or menus
– stay on brand and on budget.





FLYER SERVICES

**Print with us.
Deliver through us,
or choose the full package.**

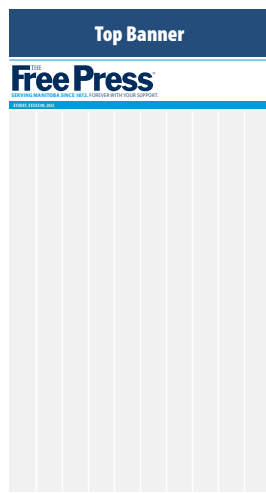
Our advanced delivery system– unique to the *Free Press* – can help you blanket the city or pinpoint one postal code.

And don't forget to ask about our subscriber E-Edition flyer add-on service!

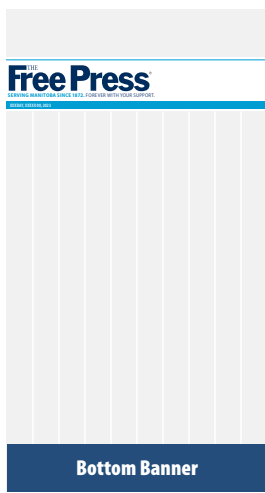
NEWSPAPER SECTIONS That Match Your Message

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

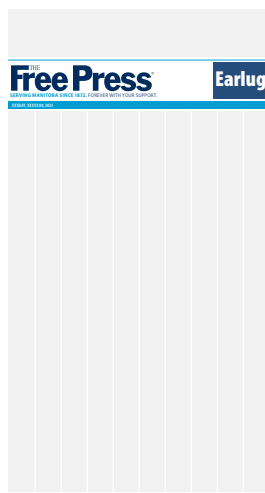
PRINT AD SIZES



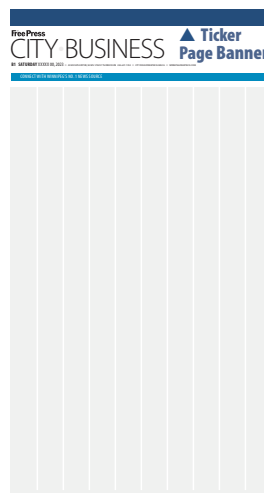
FRONT PAGE / SECTION TOP BANNER
11.5" X 2.142"
(10 column x 30 agates)



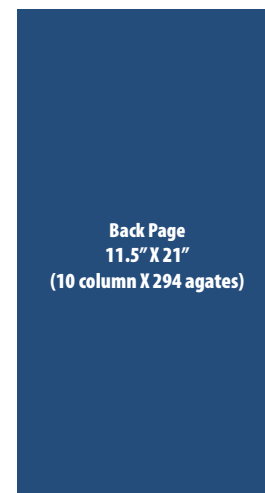
FRONT PAGE / SECTION BOTTOM BANNER
11.5" X 2.142"
(10 column x 30 agates)



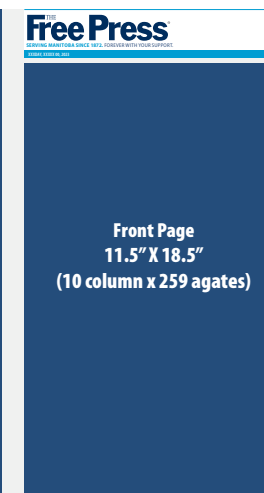
FRONT PAGE/SECTION EARLUG
2.234" X 1.5"
(2 column x 21 agates)



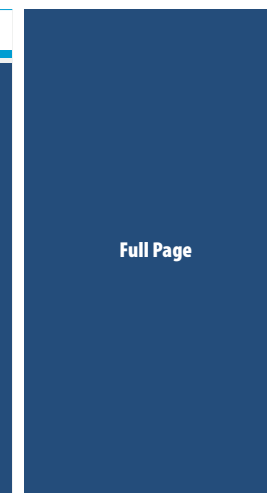
SECTION FRONT TICKER BANNER
11.5" X 0.714"
(10 column x 10 agates)



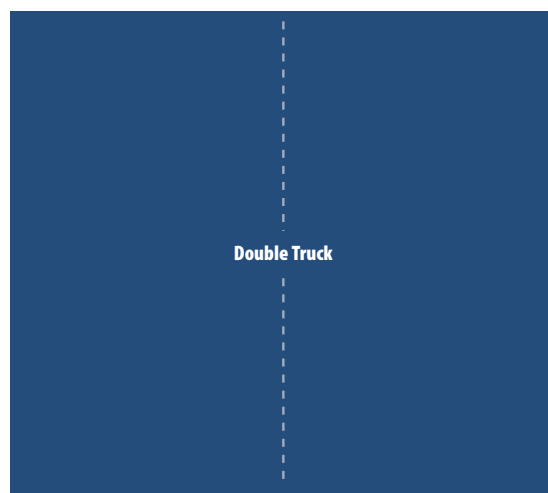
4 PAGE WRAP
Front and back page + inside (double truck or 2 full pages)



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



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

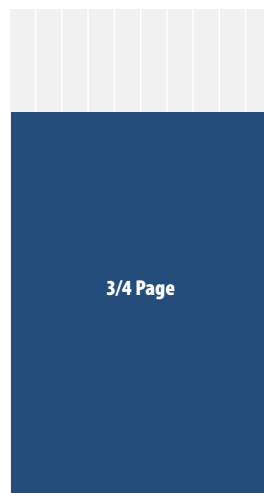


DOUBLE TRUCK
24" X 21" (includes gutter)
(20 column x 294 ag)

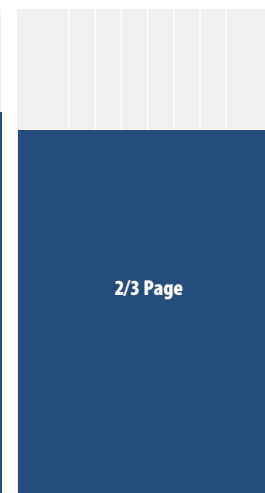
It is advised to **not** put text or logos closer than a 1/4" on either side of the middle line on the outside pages of a double truck.



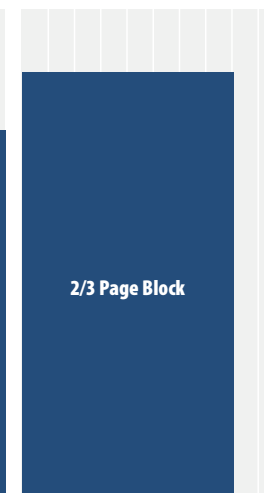
PAGE DOMINANT BLOCK
11.5" X 17.357"
(10 column x 243 agates)



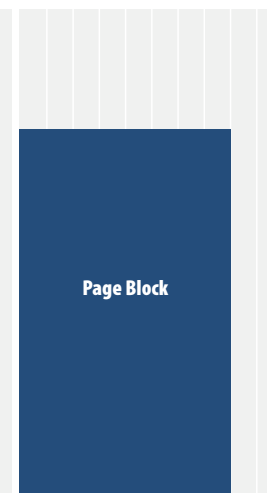
3/4 PAGE
11.5" X 15.714"
(10 column x 220 agates)



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

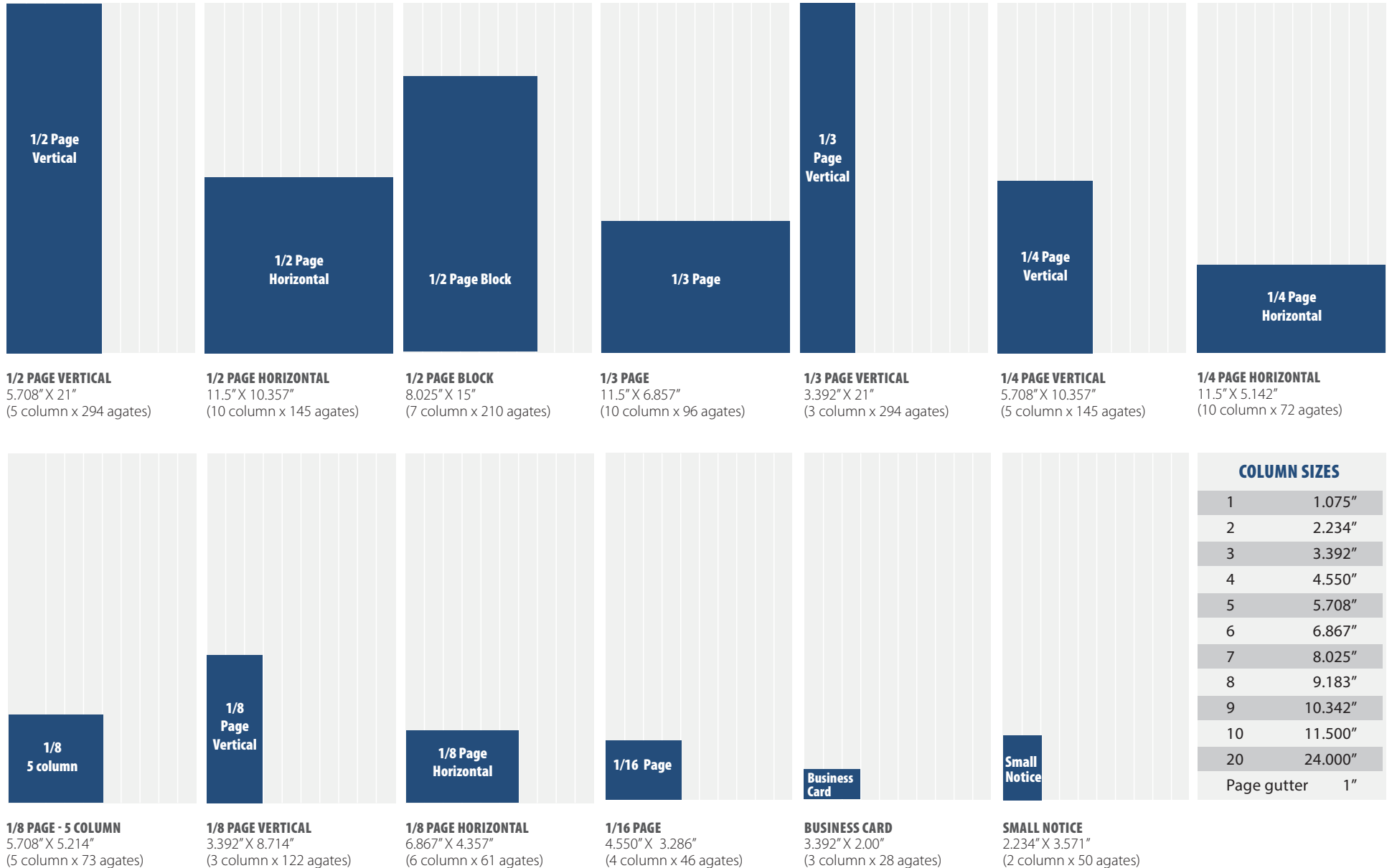


2/3 PAGE BLOCK
9.183" X 17.5"
(8 column x 245 agates)



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

PRINT AD SIZES CONT.



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

LinkedIn Image Ads:

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

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:

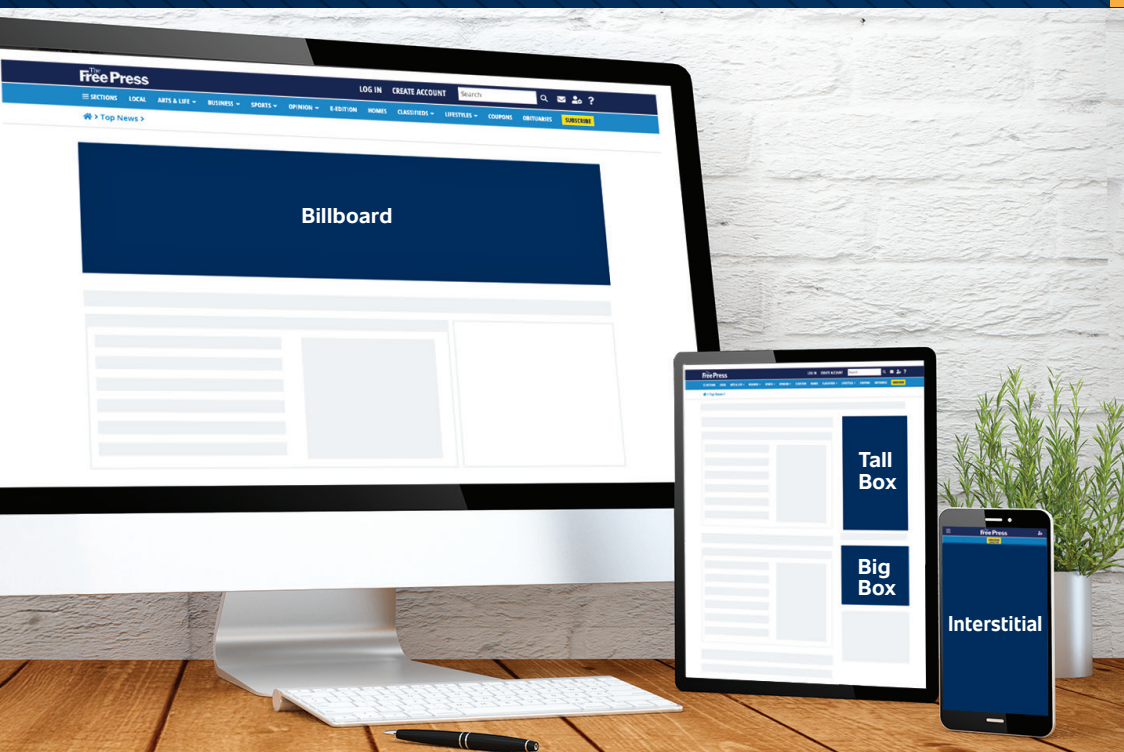
Formats: MP4, MOV
Resolution: 1080x1920 pixels
Aspect Ratio: 9:16
Max File: 4 GB
Max Video Length: 15 seconds

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



MOBILE & DESKTOP AD UNITS



Why use Bitly link:

Link Shortening:
Simplifies long URLs for easier sharing.

Analytics:
Provides detailed performance data, helping track audience engagement.

Customization:
Allows for branded, recognizable links.

Improved Sharing:
Easier to share across platforms without breaking.

Link Management:
Offers a dashboard to organize and manage links.

Integrations:
Connects with various applications to enhance marketing efforts.

Desktop

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

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.

WALLPAPER SPECIFICATIONS

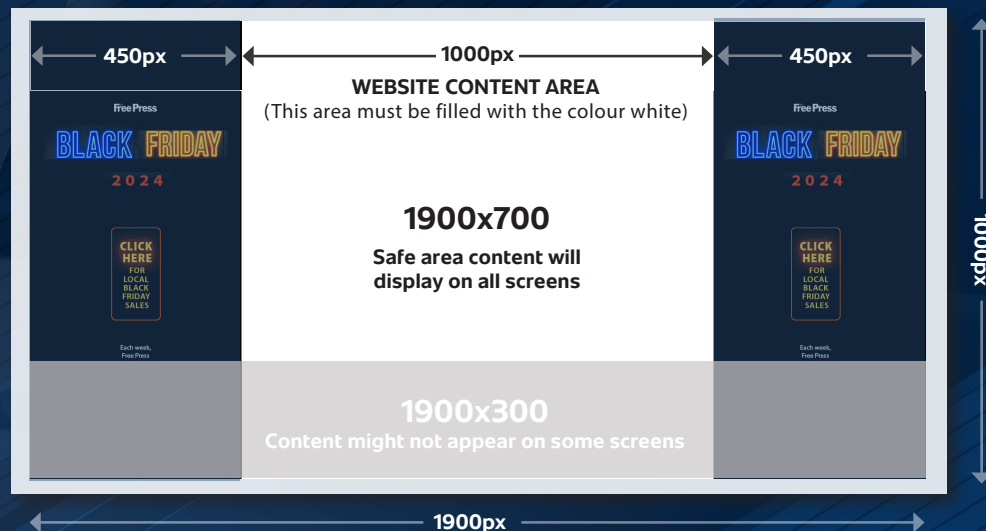
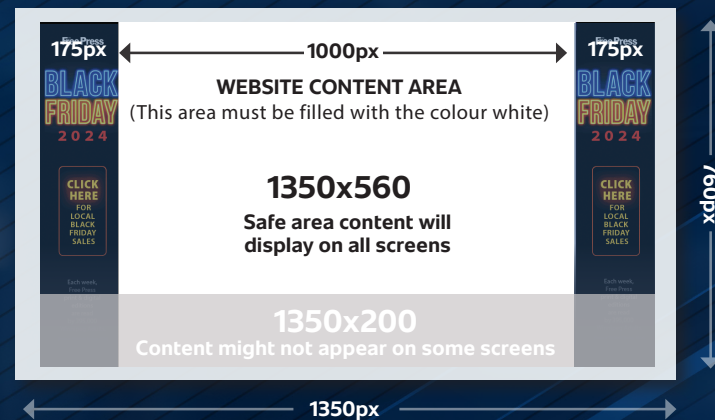
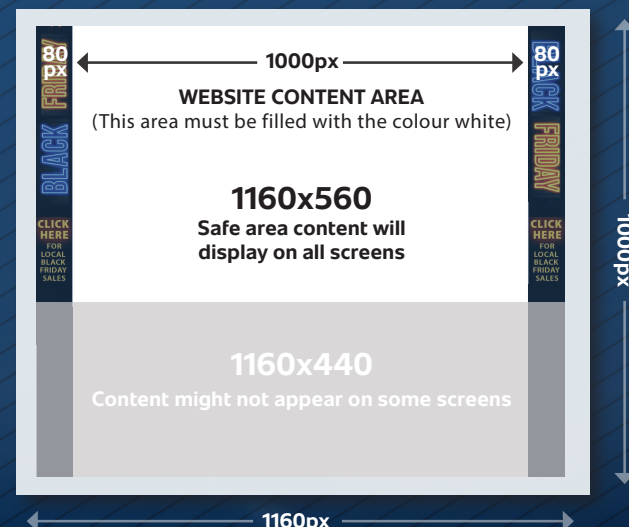
winnipegfreepress.com

Best practices

Wallpapers will not display in their entirety on many screens. Please observe the guidelines to ensure effective delivery of your wallpaper on most screens.

Max file size:

300 kb (jpg or gif)
Ad unit available on home page or section only.



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

BISONS
AT THE CENTRE OF IT ALL



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 be muted with volume controls. The reader has the option to click for sound.