



READ US FOR
AWARD-WINNING
NEWS

PARTNER WITH US FOR OUR
EXPERIENCE AND REACH

MEDIA KIT
2026

THE
Free Press



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.

TABLE OF CONTENTS

THE
Free Press

AUDIENCE ENGAGEMENT

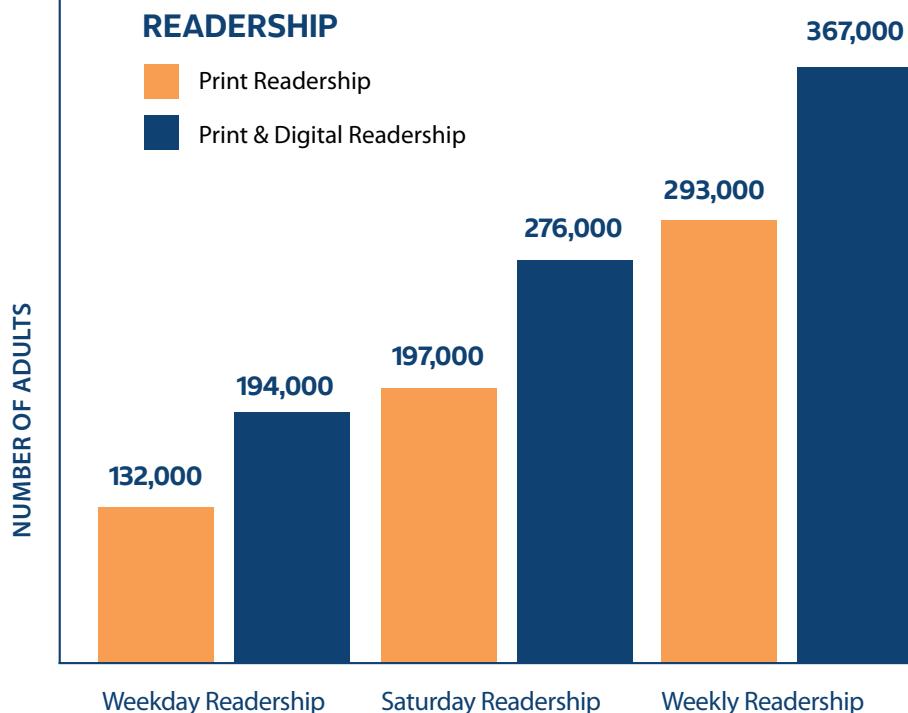
FREE PRESS READERSHIP

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 Q4 2025 Monthly Average

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



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

OUR AUDIENCE

FREE PRESS READERSHIP

PRINT

EDUCATION



HIGH SCHOOL
GRADUATE



TRADE DIPLOMA
OR OTHER CERTIFICATE



UNIVERSITY
DEGREE

HOUSEHOLD INCOME



UNDER \$50,000



\$50,000 - \$99,999



\$100,000+

AGE



DIGITAL

AGE



GENDER



FEMALE

MALE

HOUSEHOLD TENURE



OWN HOME

RENT

EDUCATION



HIGH SCHOOL
GRADUATE



TRADE DIPLOMA
OR OTHER CERTIFICATE



UNIVERSITY
DEGREE

HOUSEHOLD INCOME



UNDER \$50,000



\$50,000 - \$99,999



\$100,000+

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**
 - winnipegfreepress.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**

BE SEEN FIRST

Wrap your message around the news

A wrap in *The Free Press* is a premium advertising format that delivers unmatched visibility and impact by placing your brand message in the most prominent position readers see first.



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

FP Features celebrate the people, places, and stories that make Manitoba unique

Thoughtfully produced and beautifully designed, they give readers meaningful content they love—and give advertisers a trusted space to reach engaged audiences.

- 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.



SPONSORED CONTENT

Tell your story

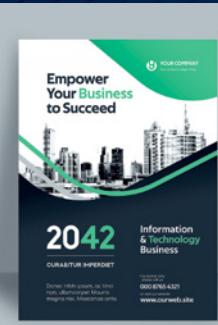
- Collaborate with our experts to create your own article.
 - Publish across print, digital or FP Features for maximum reach.
 - Amplify your message online and through social media for an even greater impact.



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

– Craig Davis

COMMERCIAL PRINT



Print. Promote. Perform.

Maximize: Multi-page flyers, magazines or single-page promos that reach your audience.

Stand Out: Banners, guides, menus—everything you need to stay on brand and on budget.

One-Stop Solution: From design to distribution, we make your print campaigns effortless



FLYER SERVICES

**Print with us. Deliver
through us. Or take the
full package.**

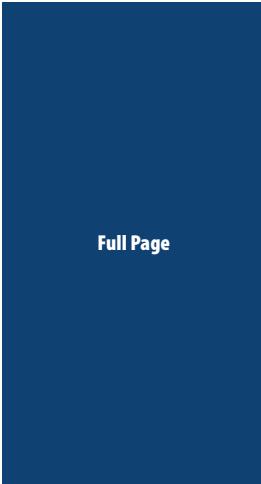
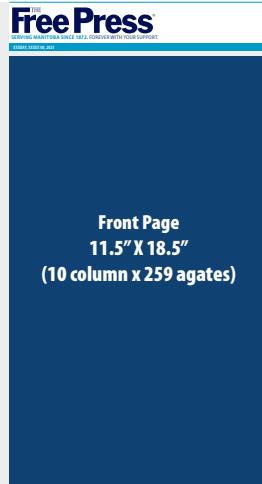
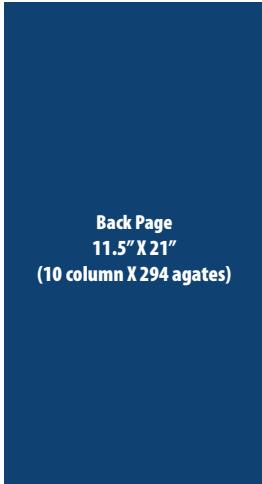
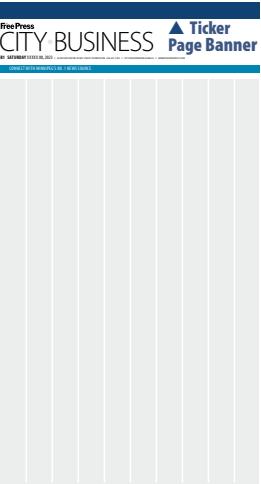
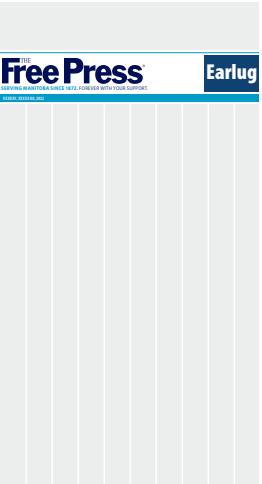
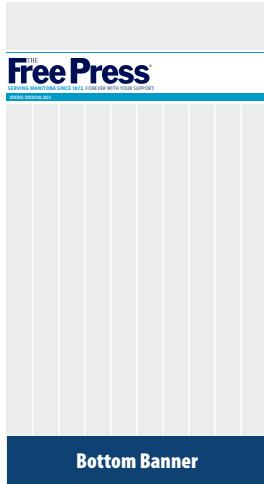
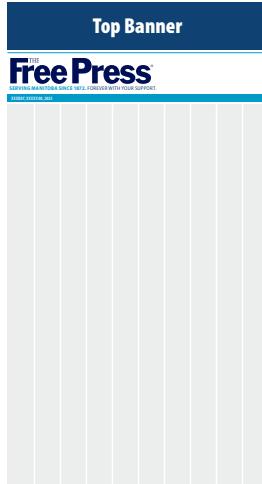
Our advanced delivery system—
exclusive to *The Free Press*—lets
you blanket the city or target a
single postal code.

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 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 SATURDAY LIFE Entertainment Family Notices 2 Horoscopes
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	HOMES New Homes Weekly Sold Feature Real Estate Picture Listings HomeStyle Gardening PASSAGES A Life's Story Obituaries In Memoriams WEEKEND REVIEW Books Entertainment T.V. Index DESTINATIONS & DIVERSIONS Travel Weekend Comics Puzzles
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	Weather is published daily

PRINT AD SIZES

Print Specs: 150 DPI, CMYK, PDF, EPS, JPG, PNG



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

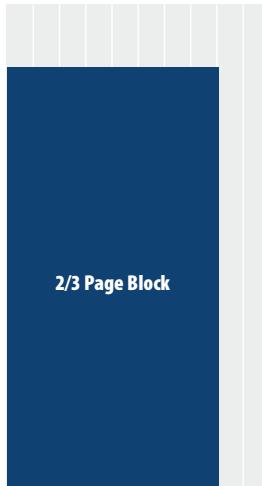
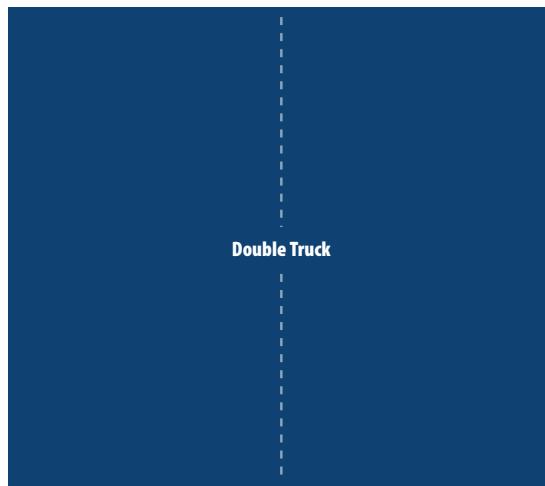
FRONT PAGE / SECTION BOTTOM BANNER
11.5" X 2.142"
(10 column x 30 agates)

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)

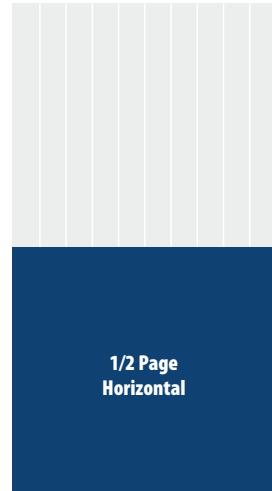
PAGE BLOCK
9.183" X 14.857"
(8 column x 208 agates)

PRINT AD SIZES CONT.

Print Specs: 150 DPI, CMYK, PDF, EPS, JPG, PNG



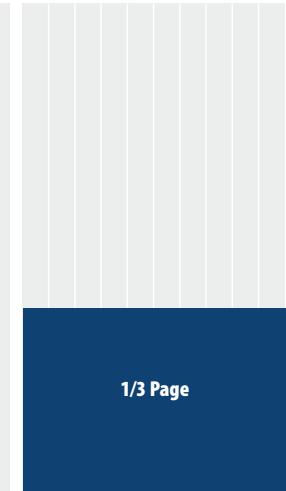
**1/2 Page
Vertical**



**1/2 Page
Horizontal**



1/2 Page Block



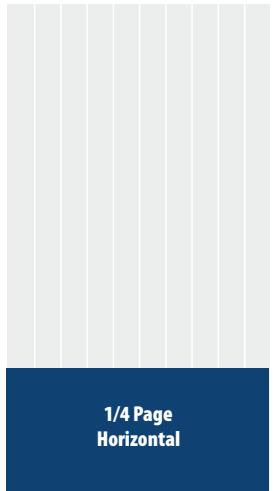
1/3 Page



**1/3 Page
Vertical**



**1/4 Page
Vertical**



**1/4 Page
Horizontal**

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

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

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

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

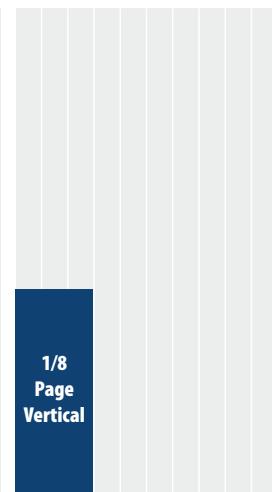
1/3 PAGE VERTICAL
3.392"X 21"
(3 column x 294 agates)

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

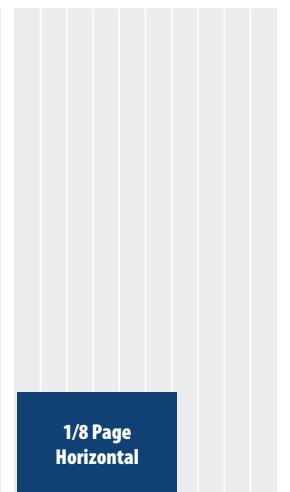
1/4 PAGE HORIZONTAL
11.5"X 5.142"
(10 column x 72 agates)



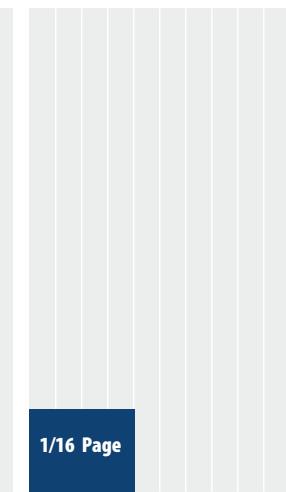
**1/8
5 column**



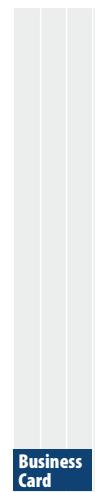
**1/8
Page
Vertical**



**1/8 Page
Horizontal**



1/16 Page



**Business
Card**



**Small
Notice**

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"	

1/8 PAGE - 5 COLUMN
5.708"X 5.071"
(5 column x 71 agates)

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

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

1/16 PAGE
4.550"X 3.286"
(4 column x 46 agates)

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

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

SOCIAL MEDIA CAMPAIGNS



Facebook Video Ad Specs:

File Type: MP4, MOV
Resolution: 1080x1080px
(for desktop & mobile) &
1080x1920px (mobile only)
Max file size: 500 MB
Recommended length:
30 seconds – 1 minute
Video Thumbnail:
No more than 20% text

Facebook Ad Image:

File Type: JPG, PNG
Resolution:
1080x1080px & 1080x1920px
Max file size: 2 MB

Instagram Video Ad Specs:

File Type: MP4, MOV
Resolution: 1140x1800 px
Max length: 60 seconds
Max file size: 500MB

Instagram Stories

Video Ads:

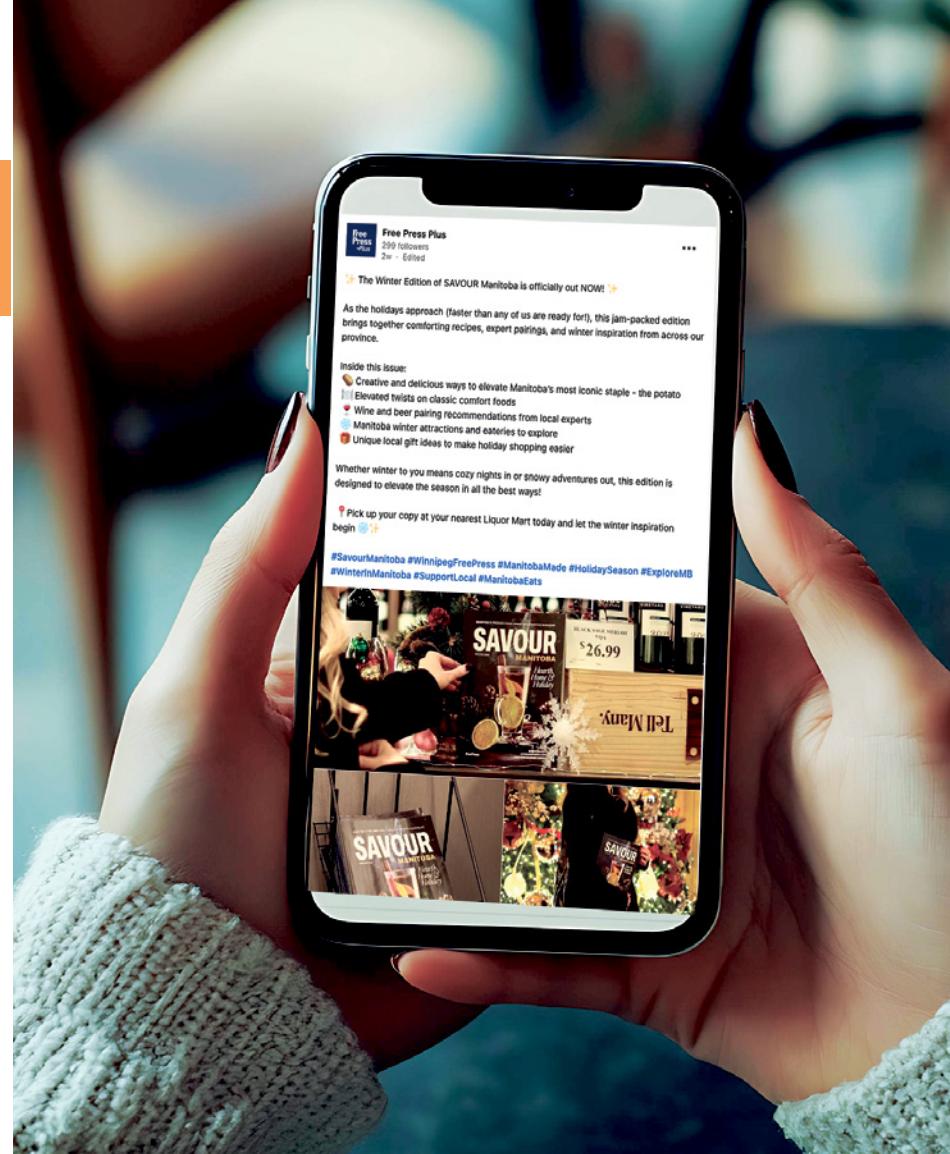
Formats: MP4, MOV
Dimensions: 1080x1920 px
Aspect ratio: 9:16
Maximum length 15 seconds
Max file size: 500 MB

Instagram Image Ads:

File Type: JPG, PNG
Resolution: 1080x1080 px
Aspect Ratio: 1:1
Max file size: 2 MB

LinkedIn Image Ads:

File type: JPG, PNG
Resolution: 1200x1200
(square, desktop and mobile)
2430 x 4320 px
(vertical, mobile only)
Aspect Ratio: 1:1 (square,
desktop and mobile)
4:5 (vertical, mobile only)
Max file size: 1MB





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: 970x250px

Max file size: 250 kb
Ad units available on every page.

Big Box: 300x250px

Max file size: 150 kb
Ad units available on every page.

Tall Box: 300x600px

Max file size: 250 kb
Ad units available on article pages.

Leaderboard: 728x90px

Max file size: 150 kb
Ad units available on every page.

Superboard: 970x90px

Max file size: 200 kb
Ad units available on every page.

Mobile

Mobile Banner: 320x50px

Max file size: 150 kb
Located at the top of the page.

Fixed Mobile Banner:

320x50px
Max file size: 50 kb
Sits above website content hugging the bottom of the screen.

In-Article Mobile

Big Box: 300x250px
Max file size: 50 kb
Appears at the top of the story.

Mobile Tall Box: 300x600px

Max file size: 250 kb
Appears in-article, at the end of the story.

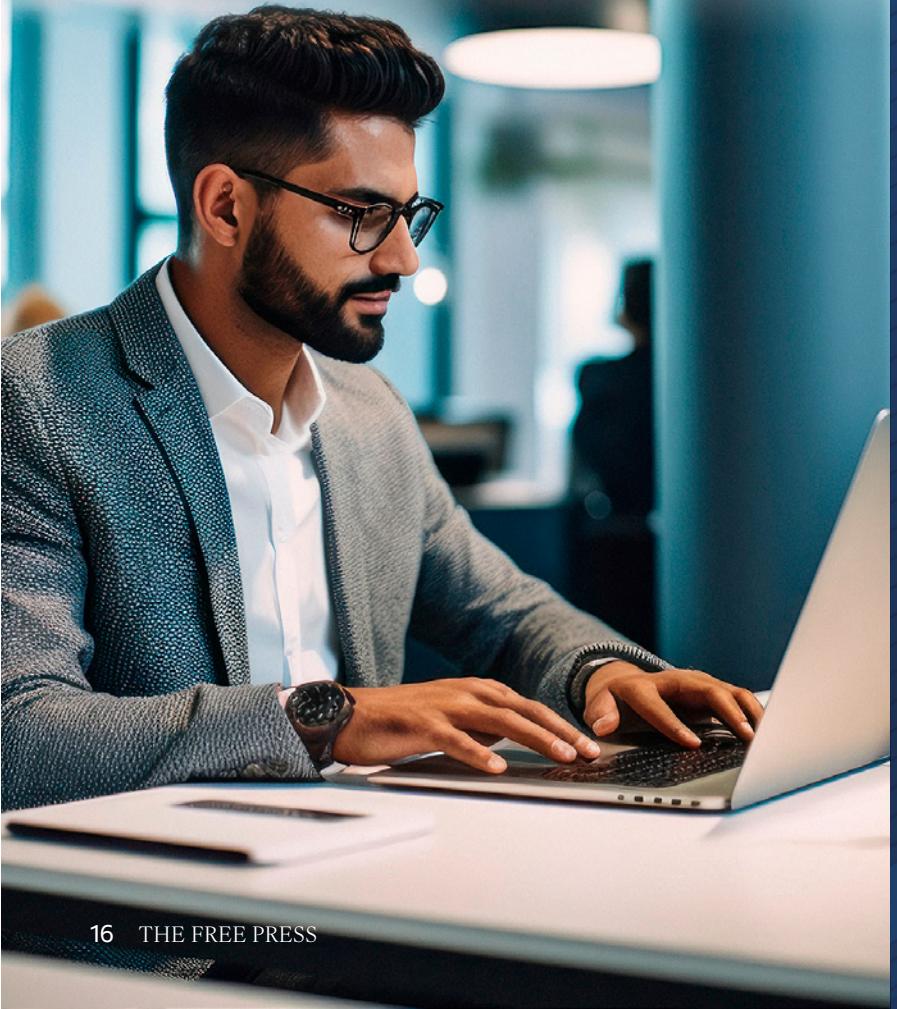
Interstitial Mobile: 320x480px

Max file size: 250 kb
Covers the majority of the mobile screen.

Accepted file formats: jpg, gif, png, HTML5

WALLPAPER SPECIFICATIONS

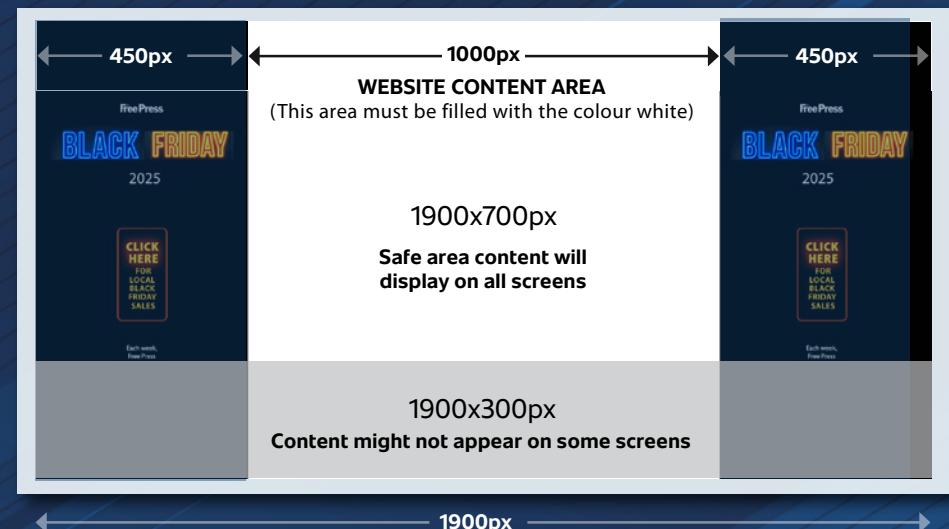
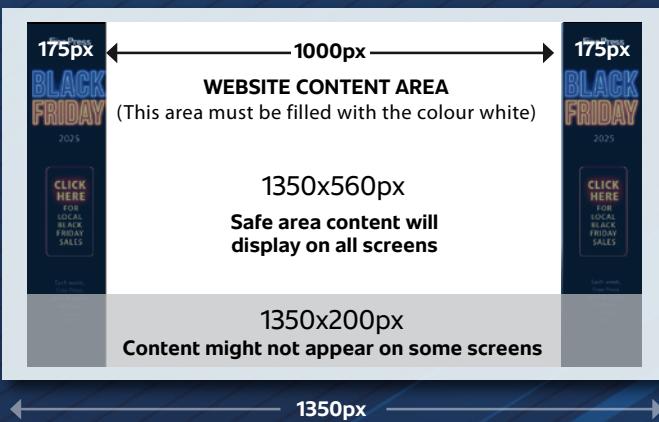
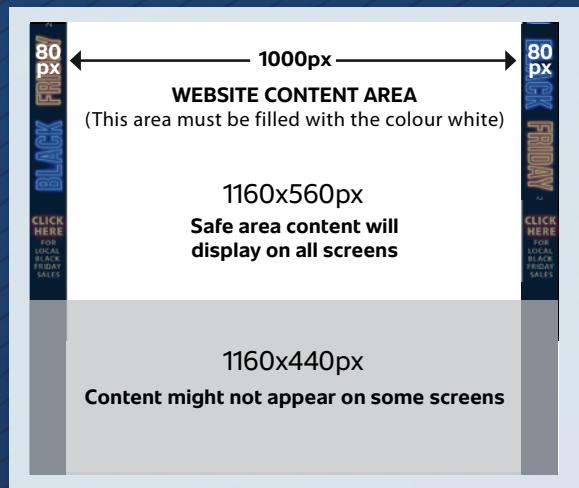
winnipegfreepress.com



Best practices

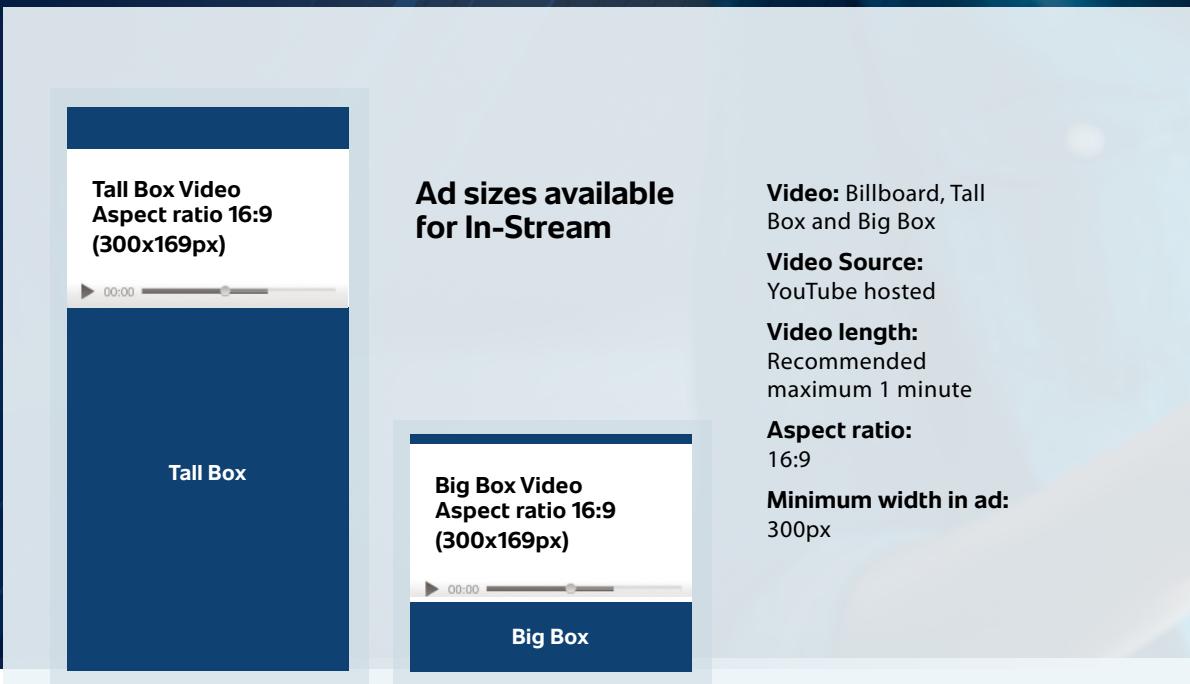
Wallpapers will not display in their entirety on many screens. Please observe the guidelines to ensure effective delivery of your wallpaper on most screens.

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



IN-STREAM VIDEO ADS

winnipegfreepress.com



Tall Box Video
Aspect ratio 16:9
(300x169px)

Big Box Video
Aspect ratio 16:9
(300x169px)

Ad sizes available for In-Stream

Video: Billboard, Tall Box and Big Box

Video Source:
YouTube hosted

Video length:
Recommended maximum 1 minute

Aspect ratio:
16:9

Minimum width in ad:
300px



BISONS
AT THE CENTRE OF IT ALL

University of Manitoba

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)
- YouTube video link.

Note: All videos will be muted with volume controls. The reader has the option to click for sound.