

^{THE}
Free Press

MARKETING & ADVERTISING

PARTNER WITH US FOR OUR EXPERIENCE AND REACH

MEDIA KIT
2026

WE **CONNECT** BRANDS TO
WINNIPEG'S MOST ENGAGED AUDIENCE

READ US FOR **AWARD WINNING NEWS**.
PARTNER WITH US FOR OUR EXPERIENCE AND REACH.



AVERAGING OVER
2 MILLION
UNIQUE VISITORS
MONTHLY



AVERAGING OVER
28 MILLION
PAGE VIEWS
MONTHLY



AVERAGING OVER
18 MILLION
SUBSCRIBER
PAGE VIEWS MONTHLY

WE MAKE IT **EASY** TO REACH YOUR TARGET MARKET

Our online campaign builder makes it easy to create and launch digital advertising campaigns, with a built-in creative tool that lets you design professional ads in minutes.

Whether you're a new business building brand awareness or an established global company expanding into our market, our team of local experts is here to help you achieve your advertising goals.



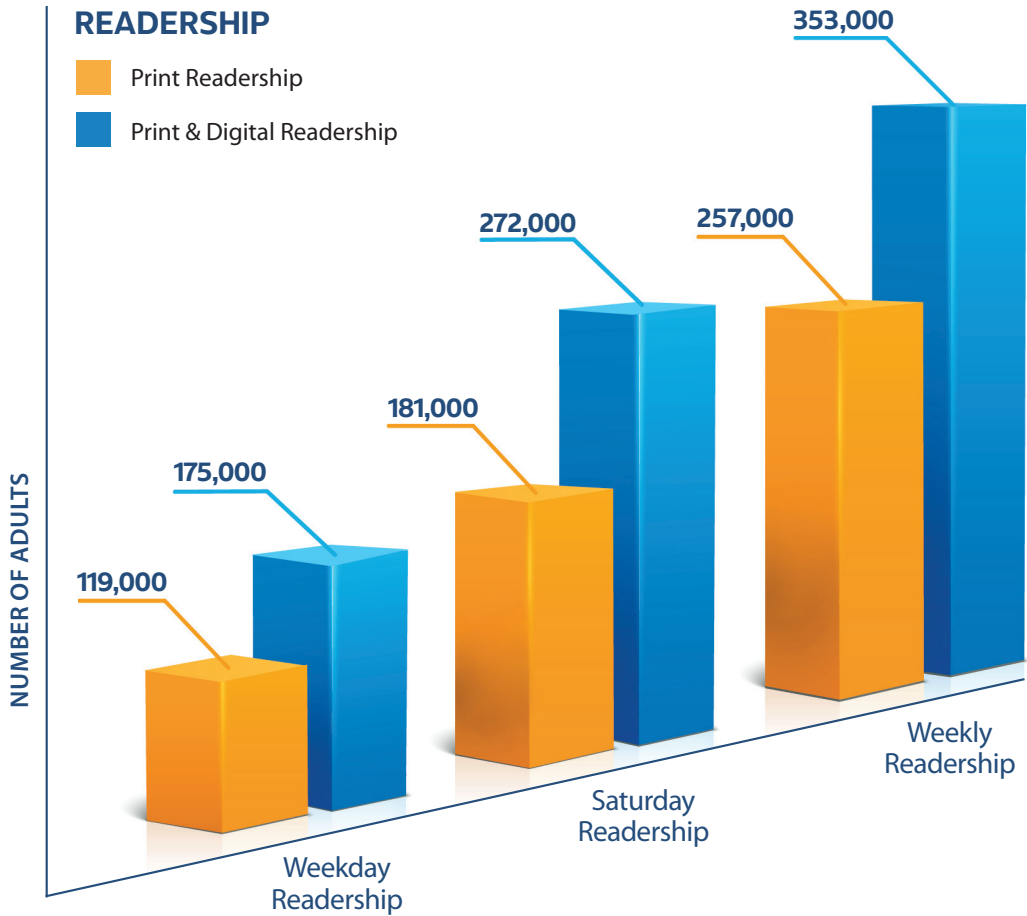
- Digital Advertising
- Publication Wraps
- Special Features
- Sponsored Content
- Custom Printing

AUDIENCE ENGAGEMENT

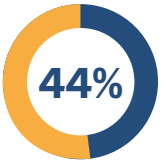
FREE PRESS READERSHIP

The Free Press’s print and digital audience is extensive. 1.2 million users visit the Free Press’s network of sites each month. In Winnipeg, 353,000 adults read The Free Press in print or digital format each week. That’s more than any other newspaper in Manitoba!

Sources:
Google Analytics Q1 2026 Monthly Average
Base: 802,000 Winnipeg Adults, Source: Vividata SCC
| Study of the Canadian Consumer Spring 2026



44% 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.



PRINT AUDIENCE

FREE PRESS READERSHIP

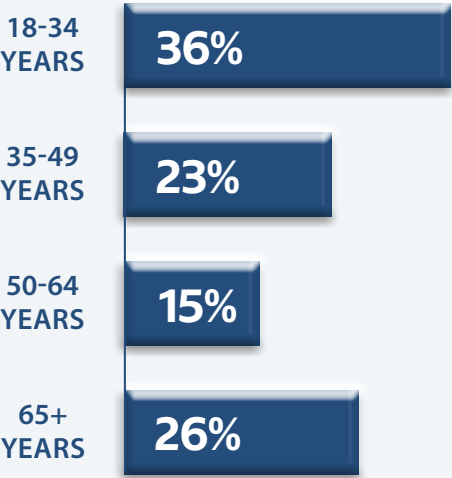
EDUCATION



HOUSEHOLD INCOME



AGE



GENDER



HOUSEHOLD TENURE



Base: 802,000 Winnipeg Adults, Source: Vividata SCC | Study of the Canadian Consumer Spring 2026. Some of the demographic percentages do not total 100% due to rounding

DIGITAL AUDIENCE

FREE PRESS READERSHIP

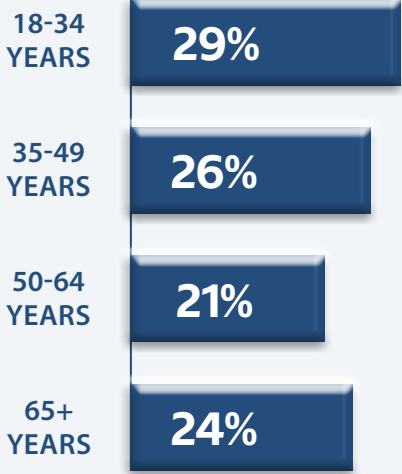
EDUCATION



HOUSEHOLD INCOME



AGE



GENDER



HOUSEHOLD TENURE



Base: 802,000 Winnipeg Adults, Source: Vividata SCC | Study of the Canadian Consumer Spring 2026. Some of the demographic percentages do not total 100% due to rounding

FP DIGITAL SERVICES

Let our experts unleash the full potential of your brand with our customized marketing solutions.



We don't just offer advertising products; we build customized marketing solutions that help you achieve your goals. By combining strategy, creativity, and local expertise, we create campaigns that increase brand awareness, drive sales, and strengthen customer engagement, delivering results that move your business forward.

- Owned and Operated
 - Winnipegfreepress.com
 - Brand safe engagement site
 - High Impact Display Advertising
- Web Development

- Google Advertising
 - AdWords
 - Display
 - YouTube
- Local Search Optimization

- Social Media Advertising
 - Meta
 - LinkedIn
- Social Media Management

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.

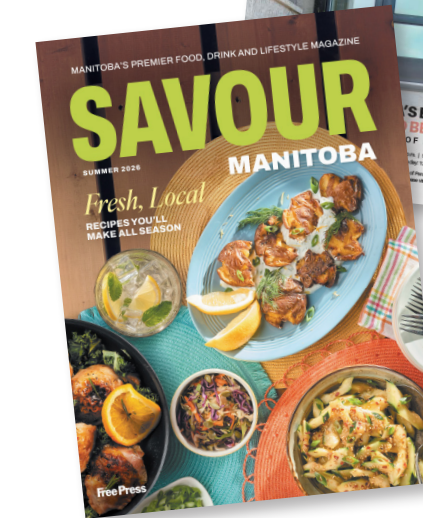
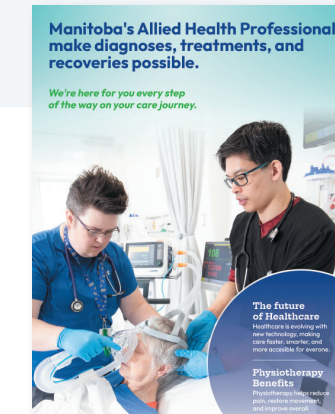
2-PAGE WRAP

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

Showcase the people, places, and stories that define Manitoba.

Through high-quality storytelling and exceptional design, these premium publications engage readers and provide advertisers with a credible, brand-safe environment to reach valuable audiences.

- Create a custom print and digital feature tailored to your goals.
- Position your brand alongside trusted, award-worthy content.
- Connect with readers through in-depth coverage of topics that matter most to Manitobans.

Beautiful in print. Powerful in digital.



SPONSORED CONTENT



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

– Craig Davis

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.

A powerful way to connect

Sponsored content offers a unique opportunity to tell your story in a compelling, authentic way.

Sponsored content blends seamlessly with editorial, giving readers valuable insights while showcasing your expertise, services or products. Whether you want to highlight innovative products, share success stories or position your brand as a trusted resource, The Free Press can help bring your vision to life.

Our team can also provide professional writing, photography and design services, if needed, to ensure your message is polished, engaging and visually striking.

This is your chance to stand out and make a lasting impression.

CUSTOM PRINT

Print. Promote. Perform.

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

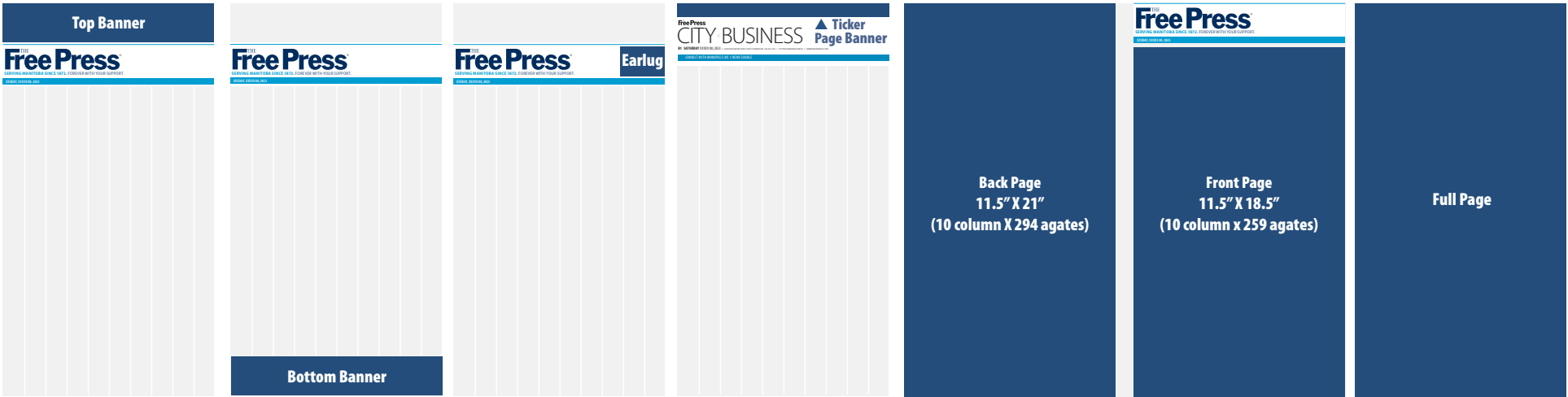
Stand Out: Banners, guides, menus —everything you need to stay on brand and on budget.

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



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)

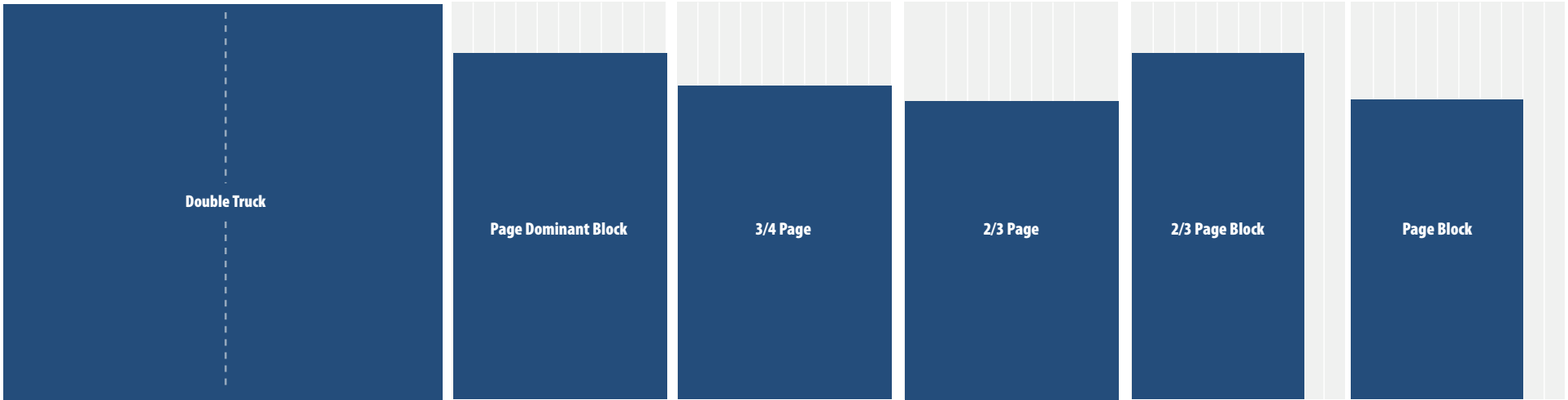
FRONT PAGE / SECTION BOTTOM BANNER
11.5" X 2.142"
(10 column x 30 agates)

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)

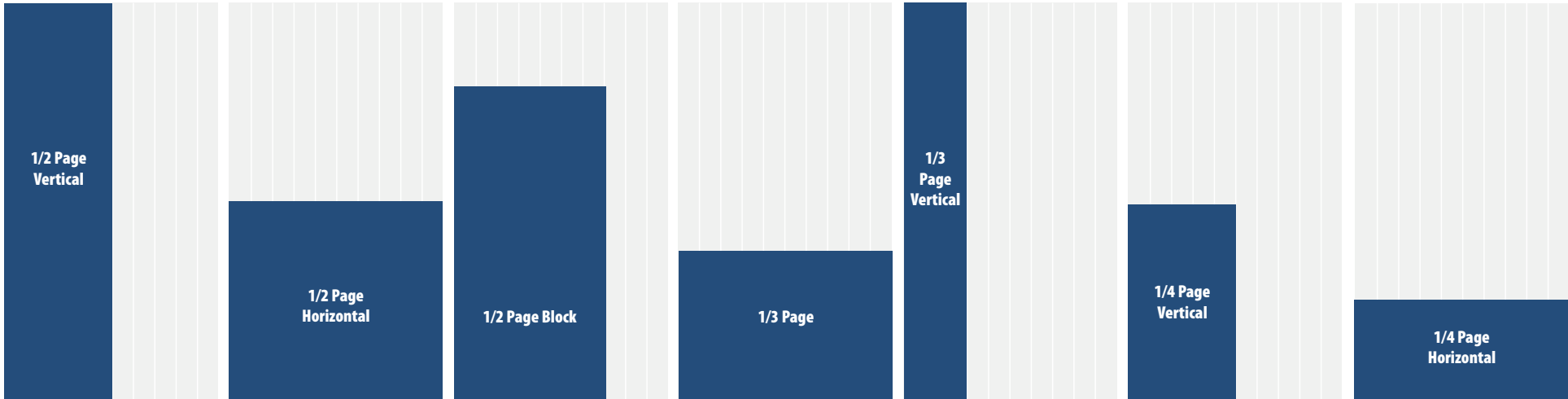
2/3 PAGE
11.5" X 13.857"
(10 column x 194 agates)

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
5.708" X 21"
(5 column x 294 agates)

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

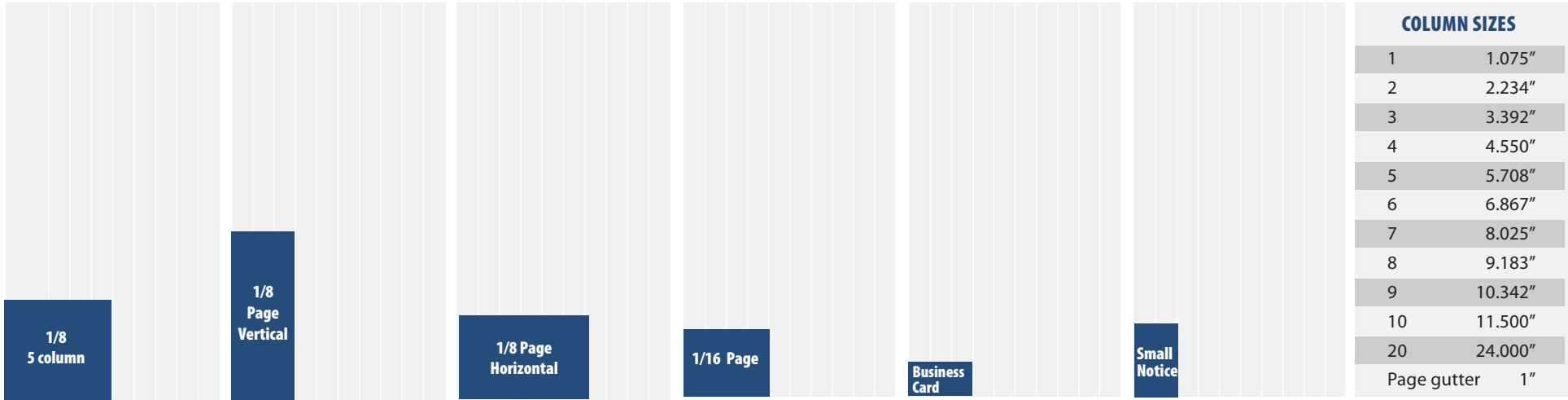
1/2 PAGE BLOCK
8.025" X 15"
(7 column x 210 agates)

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 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)

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"	

NEWSPAPER SECTIONS That Match Your Message

SOCIAL MEDIA CAMPAIGNS



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
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 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	SPORTS Sports Record Local Scene HOMES New Homes Weekly Sold Feature Real Estate Picture Listings HomeStyle Gardening
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	DESTINATIONS & DIVERSIONS Travel Weekend Comics Puzzles
Weather is published daily					

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

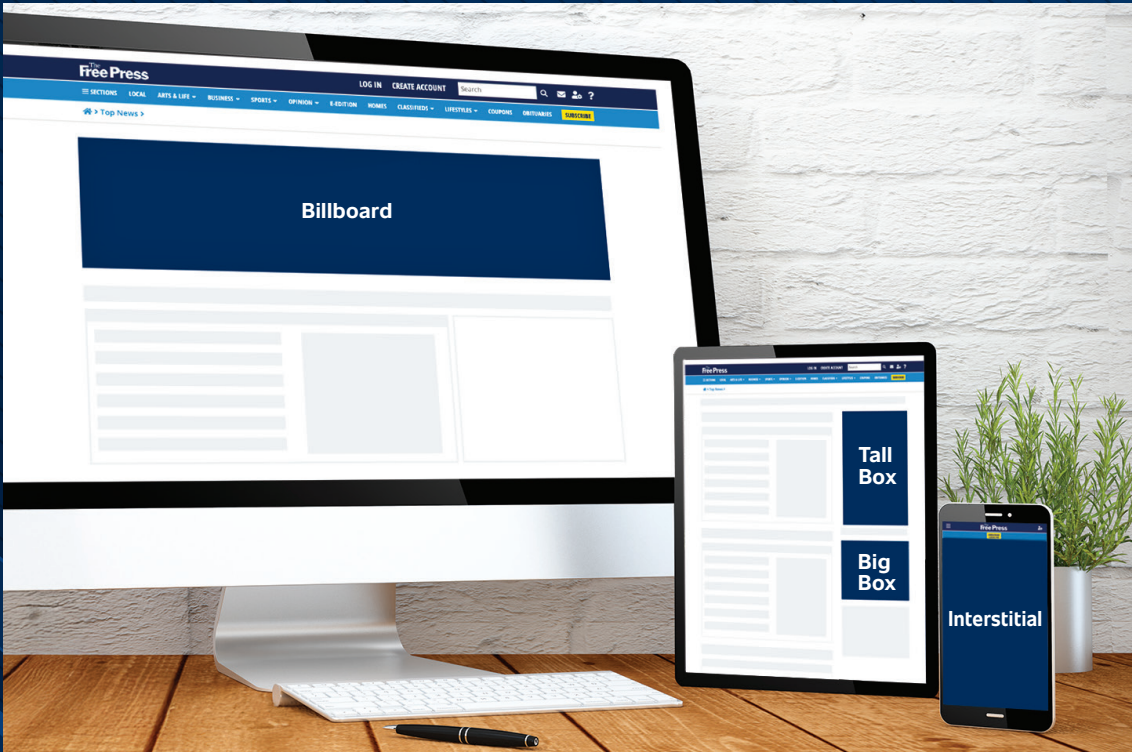
Instagram Stories Video Ads:
Formats: MP4, MOV
Dimensions: 1080x1920 px
Aspect ratio: 9:16
Maximum length 15 seconds
Max file size: 500 MB

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



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: 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.

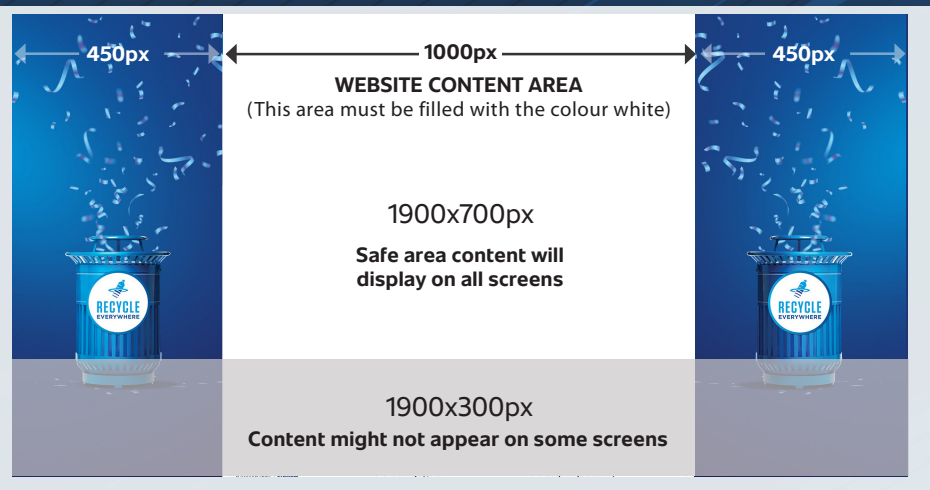
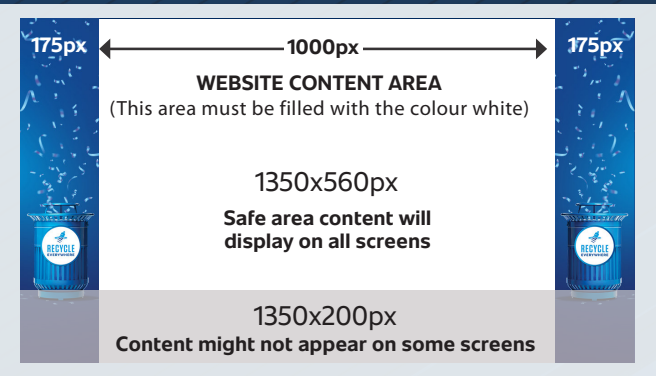
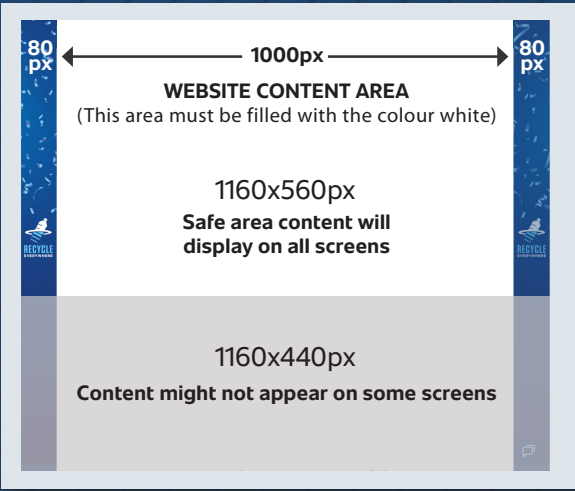
Accepted file formats: jpg, gif, png, HTML5

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.



IN-STREAM VIDEO ADS

winnipegfreepress.com

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

▶ 00:00

Tall Box

Ad sizes available for In-Stream

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

▶ 00:00

Big Box

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



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.