

<sup>THE</sup>  
**Free Press**

# **MARKETING & ADVERTISING**

PARTNER WITH US FOR OUR EXPERIENCE AND REACH

**MEDIA KIT**  
2026

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



## 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.



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

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

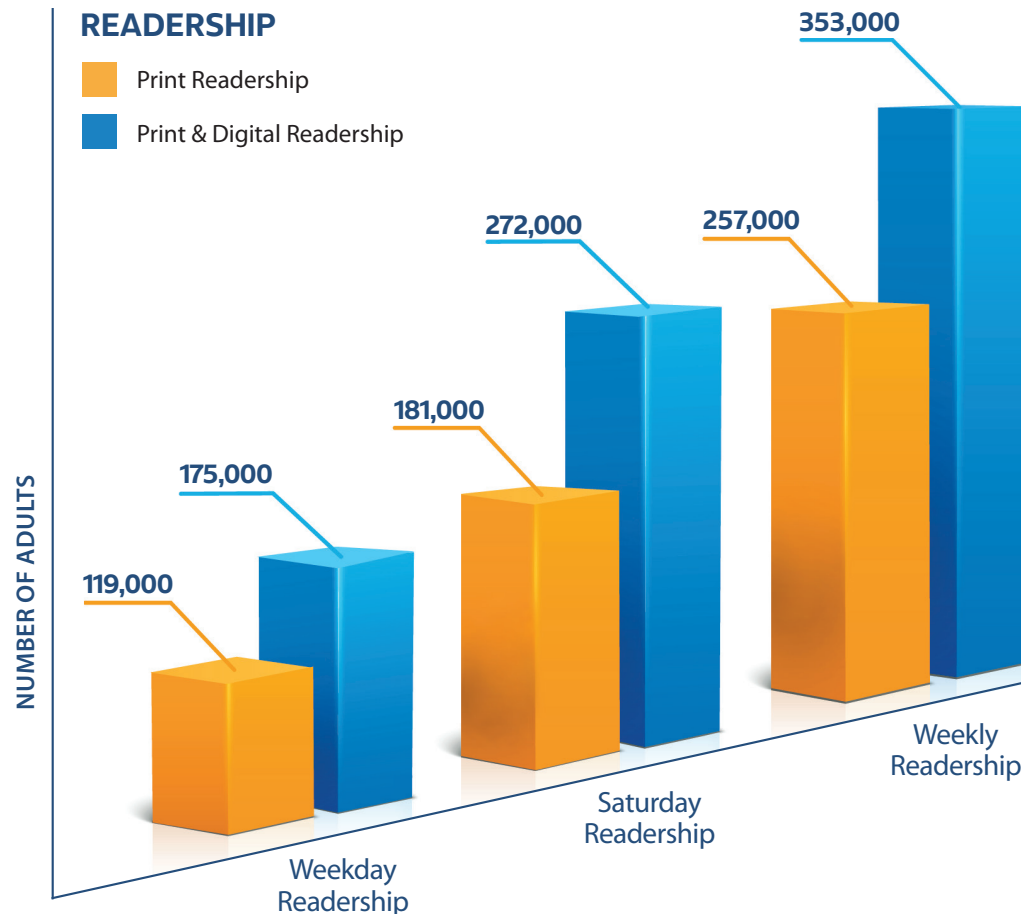
# AUDIENCE ENGAGEMENT

## FREE PRESS READERSHIP

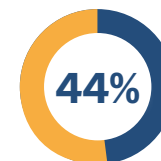
The Free Press's print and digital audience is extensive. 1.2 million users visit the Free Press's network of sites each month. In Winnipeg, 353,000 adults read *The Free Press* in print or digital format each week. That's more than any other newspaper in Manitoba!

### 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



HIGH SCHOOL  
GRADUATE



TRADE DIPLOMA OR  
OTHER CERTIFICATE



UNIVERSITY  
DEGREE

## HOUSEHOLD INCOME



UNDER \$50,000



\$50,000 - \$99,999



\$100,000+

## AGE

18-34  
YEARS

36%

35-49  
YEARS

23%

50-64  
YEARS

15%

65+  
YEARS

26%

## GENDER

48%

FEMALE



52%

MALE

## HOUSEHOLD TENURE

62%

OWN HOME



39%

RENT

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

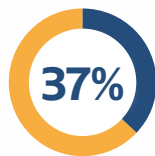
### EDUCATION



HIGH SCHOOL  
GRADUATE



TRADE DIPLOMA OR  
OTHER CERTIFICATE



UNIVERSITY  
DEGREE

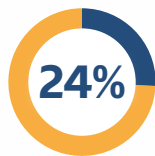
### HOUSEHOLD INCOME



UNDER \$50,000



\$50,000 - \$99,999



\$100,000+

### AGE

18-34  
YEARS

29%

35-49  
YEARS

26%

50-64  
YEARS

21%

65+  
YEARS

24%

### GENDER

48%

FEMALE



52%

MALE

### HOUSEHOLD TENURE

60%

OWN HOME



40%

RENT

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**



## 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.

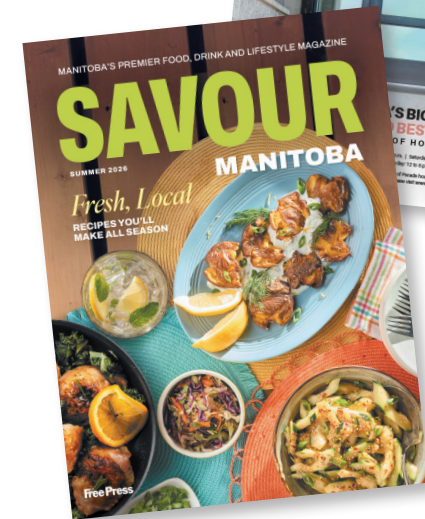
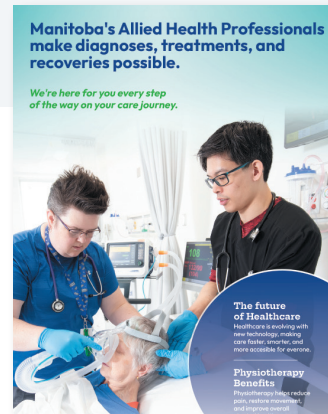
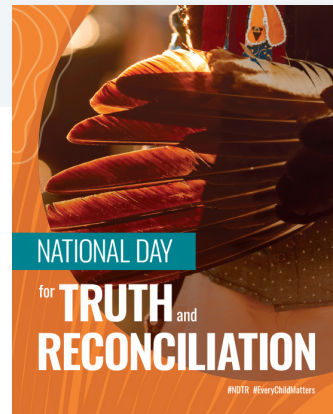
Includes a front page  
and page 2



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







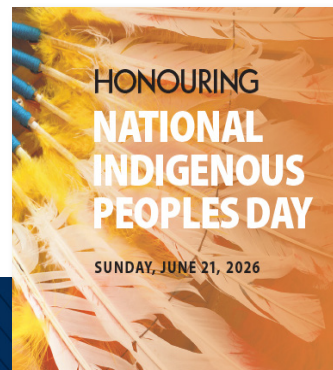
## FP | Features

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

## 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.**

– Craig Davis



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



# 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.

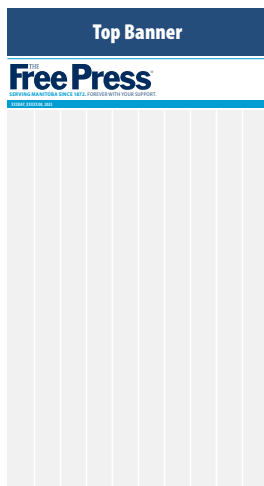
**One-Stop Solution:** From design to distribution, we make your print campaigns effortless



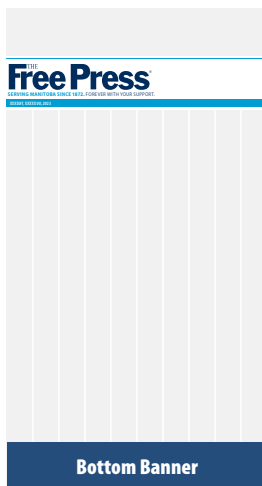


# PRINT AD SIZES

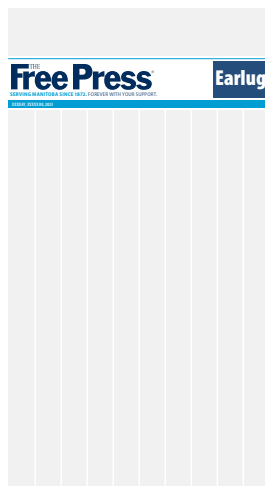
Print Specs: 150 DPI, CMYK, PDF, EPS, JPG, PNG



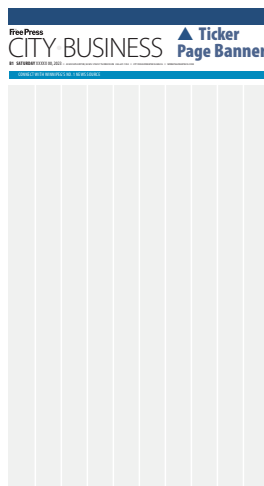
**FRONT PAGE / SECTION TOP BANNER**  
11.5" X 2.142"  
(10 column x 30 agates)



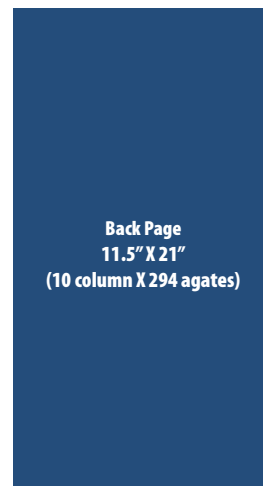
**FRONT PAGE / SECTION BOTTOM BANNER**  
11.5" X 2.142"  
(10 column x 30 agates)



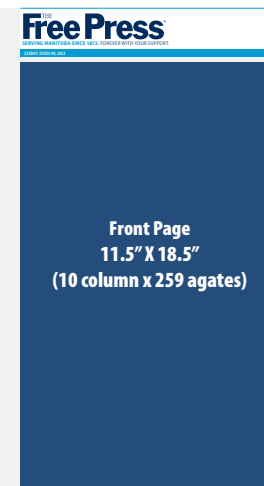
**FRONT PAGE/SECTION EARLUG**  
2.234" X 1.5"  
(2 column x 21 agates)



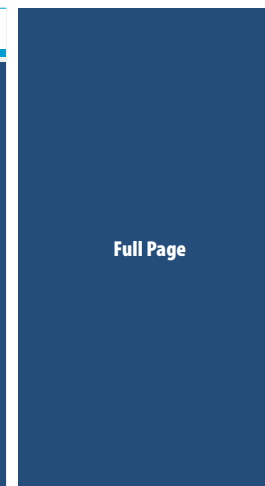
**SECTION FRONT TICKER BANNER**  
11.5" X 0.714"  
(10 column x 10 agates)



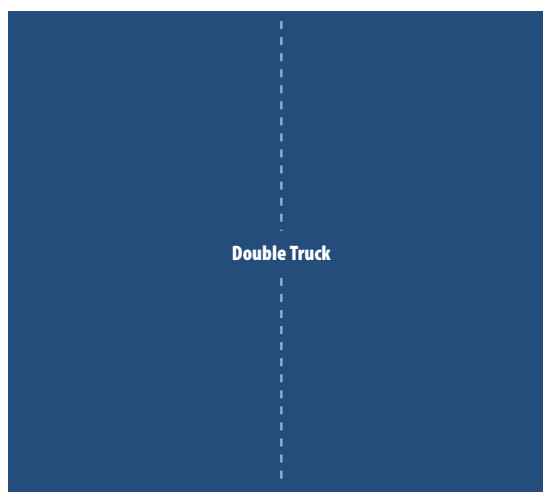
**4 PAGE WRAP**  
Front and back page + inside (double truck or 2 full pages)



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



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

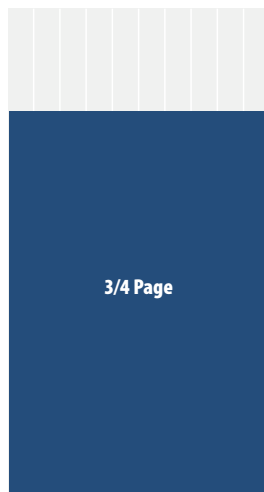


**DOUBLE TRUCK**  
24" X 21" (includes gutter)  
(20 column x 294 ag)

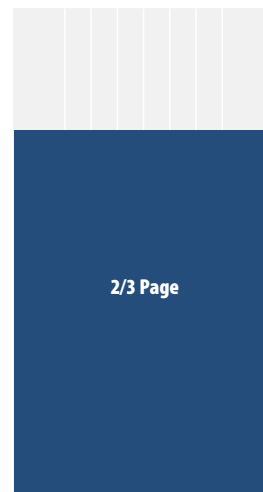
It is advised to **not** put text or logos closer than a 1/4" on either side of the middle line on the outside pages of a double truck.



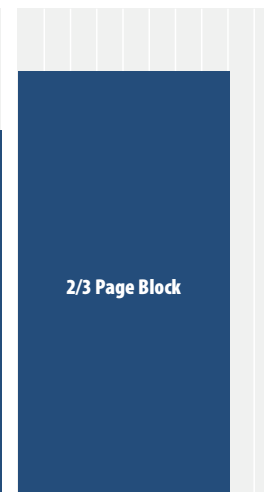
**PAGE DOMINANT BLOCK**  
11.5" X 17.357"  
(10 column x 243 agates)



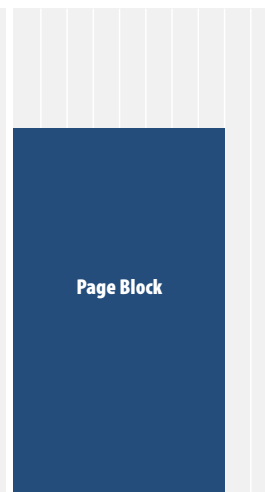
**3/4 PAGE**  
11.5" X 15.714"  
(10 column x 220 agates)



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



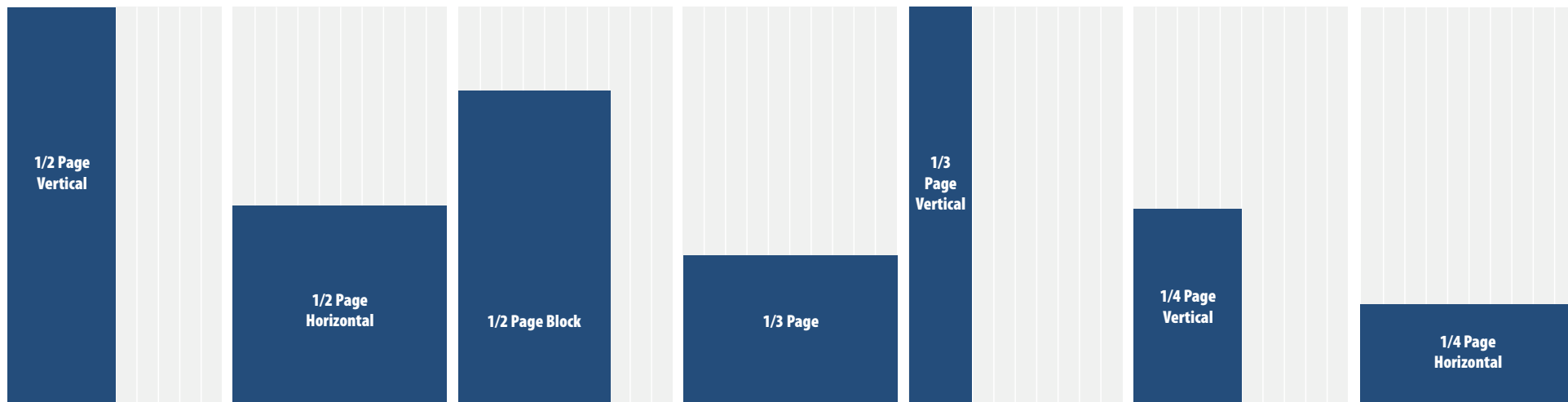
**2/3 PAGE BLOCK**  
9.183" X 17.5"  
(8 column x 245 agates)



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

# PRINT AD SIZES CONT.

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)

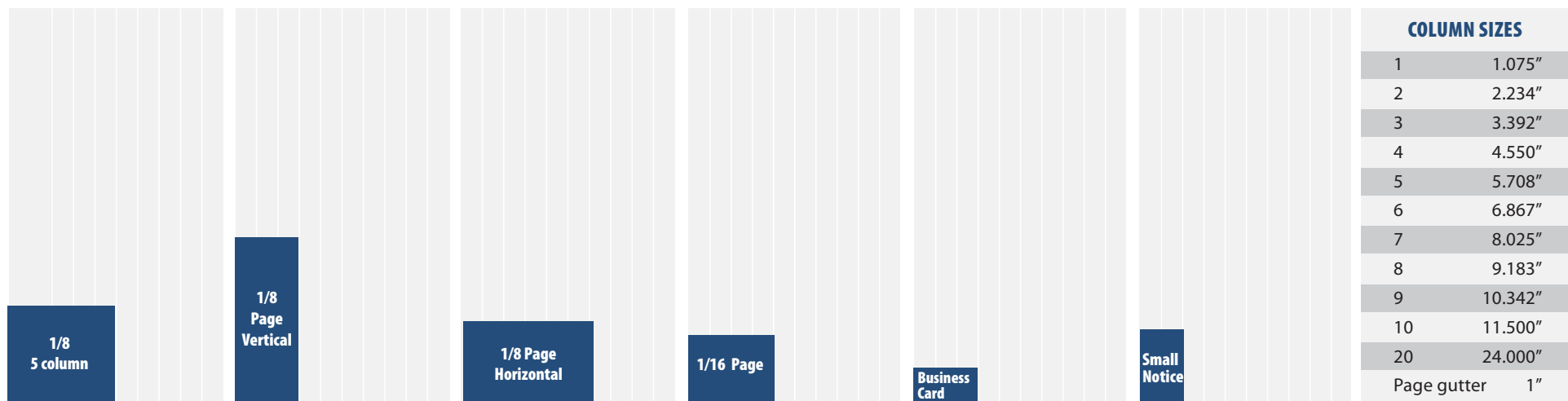
**1/2 PAGE BLOCK**  
8.025" X 15"  
(7 column x 210 agates)

**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

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

# 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

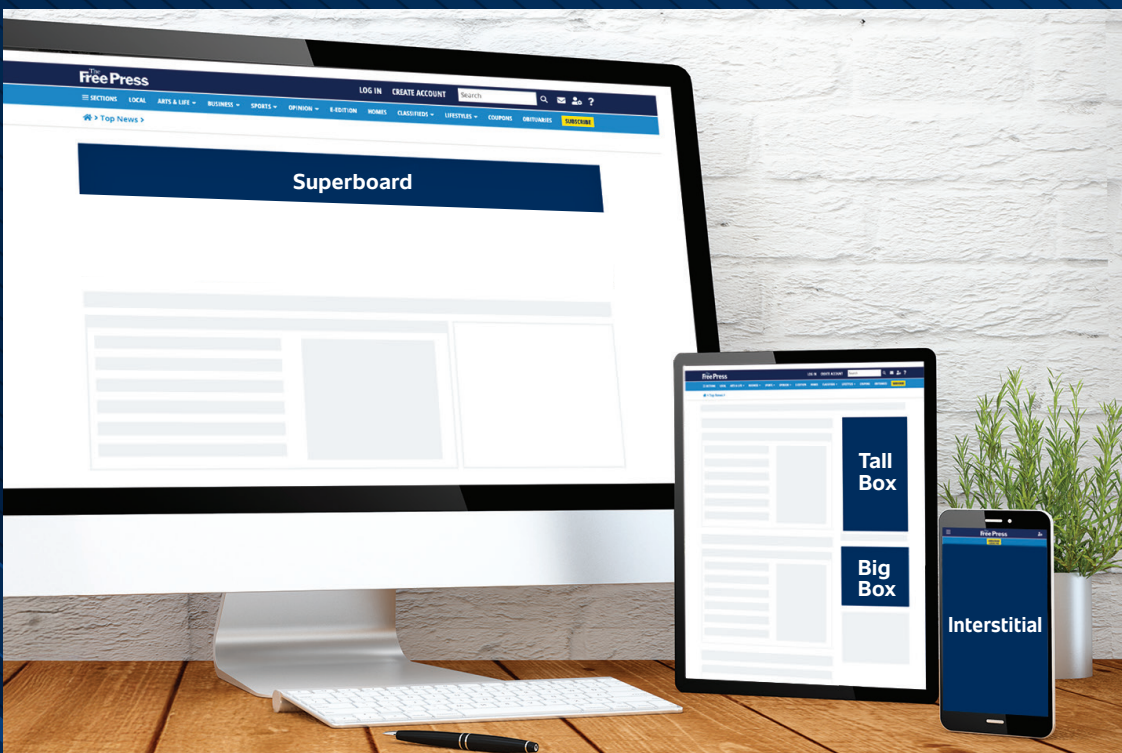
### LinkedIn Image Ads:

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





# 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

**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.

**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

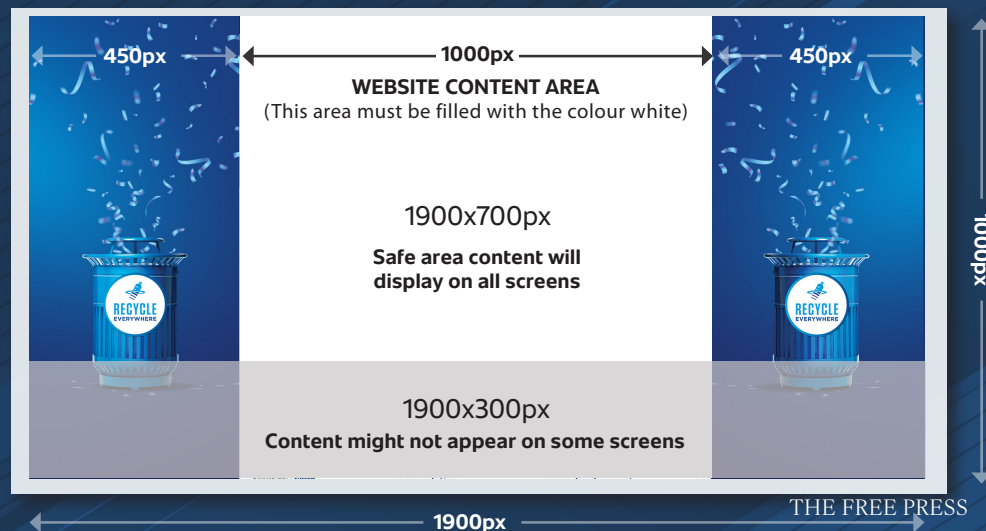
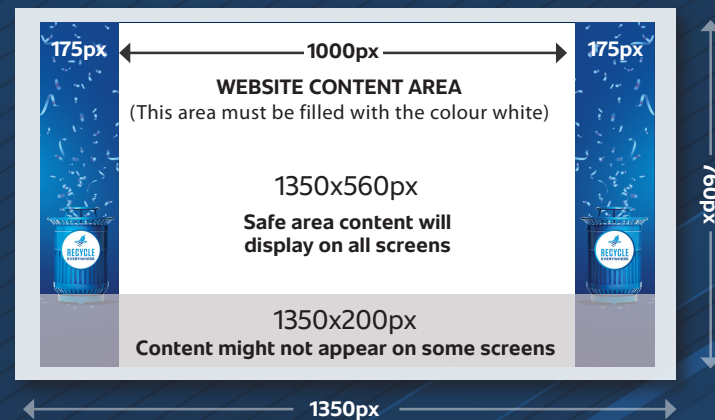
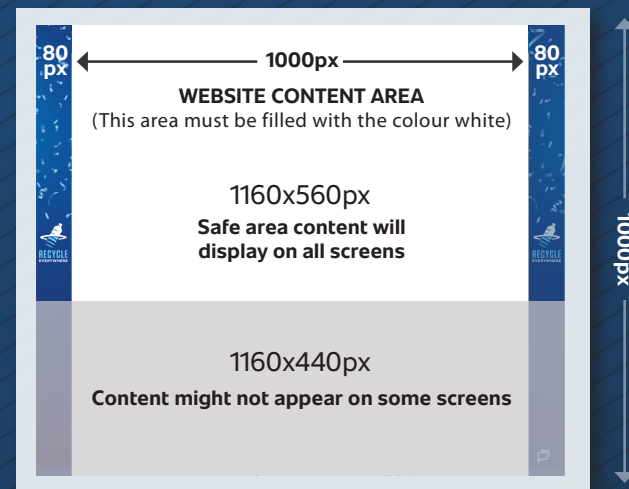
winnipegfreepress.com

## 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)



Tall Box

## Ad sizes available for In-Stream

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



Big Box

**Video:** Tall Box and Big Box

**Video Source:**  
YouTube hosted

**Video length:**  
Recommended  
maximum 1 minute

**Aspect ratio:**  
16:9

**Minimum width in ad:**  
300px

## 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.