

Canadians who move represent one of the most lucrative of all markets. Get exclusive access to this market with the *smartmoves*™ program.



smartmoves™

2012 Media Kit



smartmoves is a sophisticated, multi-channel advertising program that targets households on the move by using Canada Post's Change of Address data. Now you can connect with a group of Canadians who spend \$11 billion* per year on move-related products and services, and are likely to develop new shopping habits and switch to new products and brands.

smartmoves.ca



From anywhere... to anyone

Movers: a unique and attractive market

Approximately 900,000 Canadian households change residences each year.**

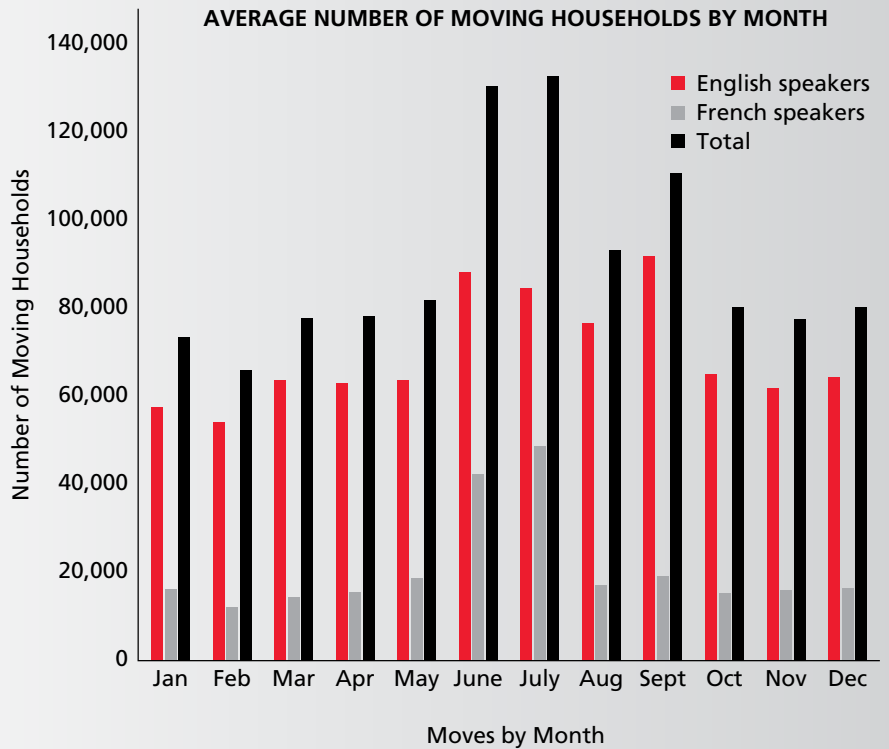
- 63 per cent of movers are aged 25-44.*
- 86 per cent have annual household incomes in excess of \$70,000.*
- 87 per cent move into new neighbourhoods and are likely to change their shopping habits.*
- 81 per cent say they're willing to try new products and services.*
- Movers tend to invest in new appliances, furniture, renovations and cars.

The *smartmoves* program

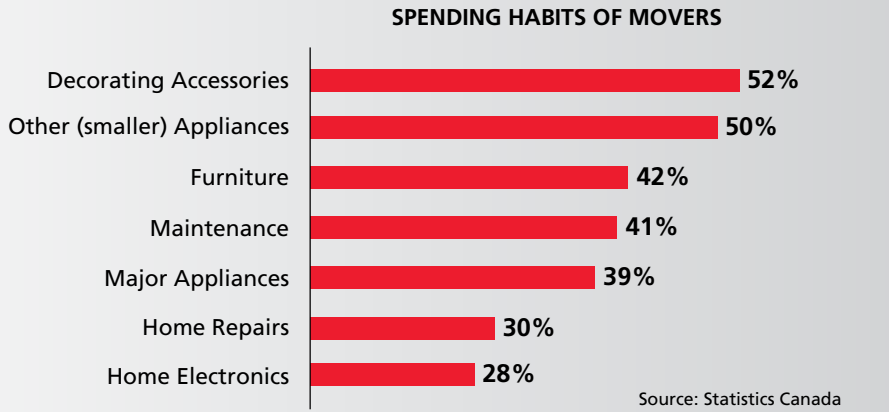
Movers have always been hard to reach—until now. The *smartmoves* program connects you with households before and after their move.

- Validated addresses (registered by Canada Post) and receptive market
- Multi-channel—specialty magazine, direct mail, email and Internet
- Scalable, flexible and cost-effective
- Be the first to reach movers throughout the move cycle—deliver messages where and when they're most effective

*Mover Spending Frenzy, CP 11-218, November 2011
 **2011 Canada Post Change of Address service



- Canadian households spend an average of \$7,200 after the move.
- One in 10 movers buys a new car.
- 60 per cent of all movers purchase new appliances.
- 73 per cent redecorate—average spend of \$1,852.



Multi-channel solutions for a multi-channel world

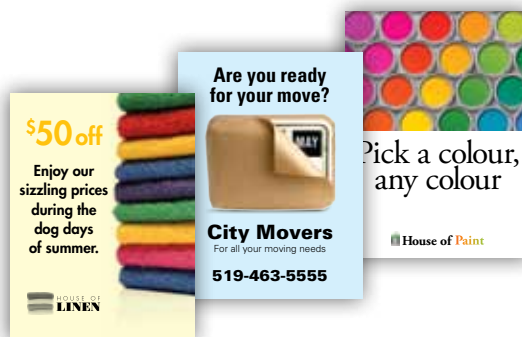
The *smartmoves* program delivers a variety of cost-effective print and online multi-channel marketing opportunities. Use one or a combination to create an efficient and successful campaign to reach movers.

Make the most of *smartmoves* multi-channel solutions including:

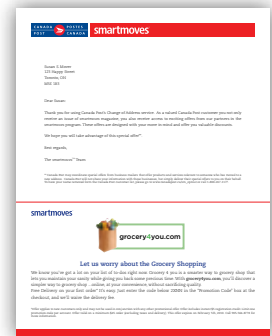
smartmoves Magazine



Outserts



smartmoves Direct



Banner ads



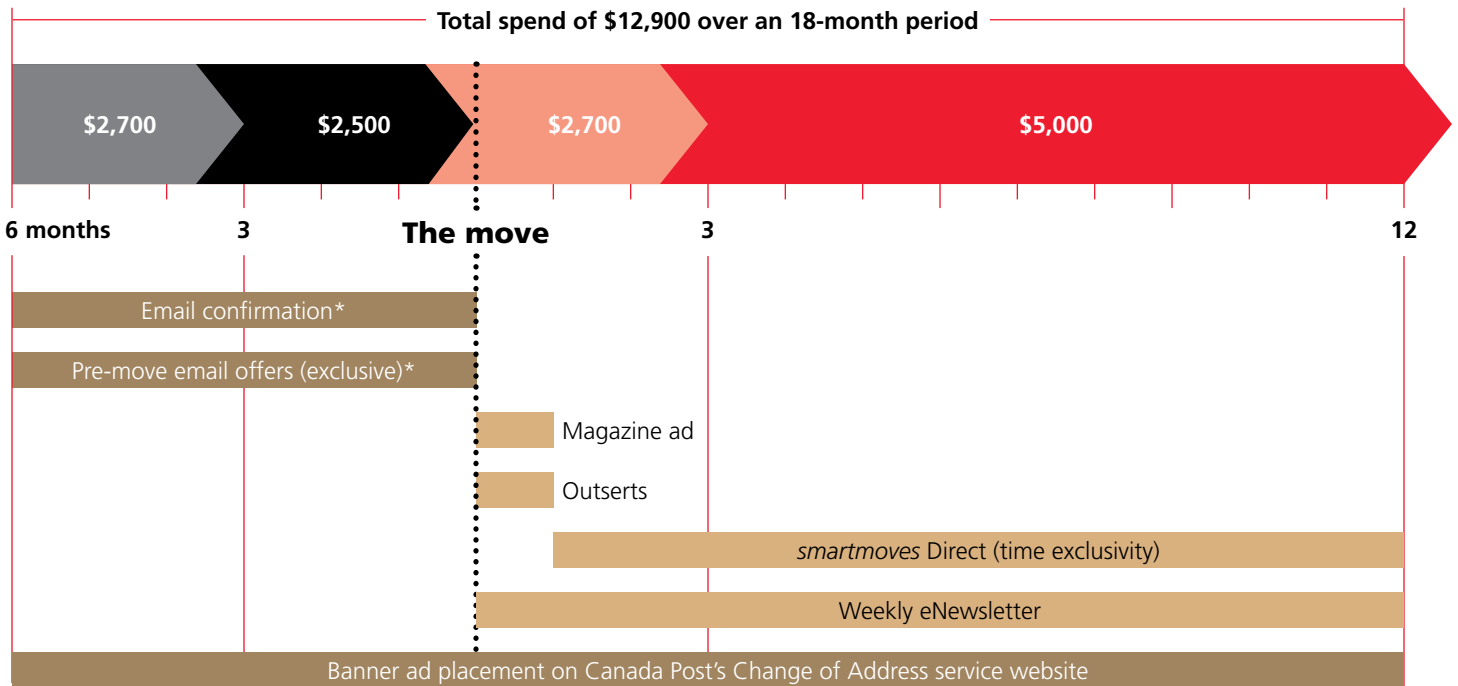
Email confirmation



Weekly eNewsletter

Touch Points Across the Mover Lifecycle

Moving households spend an average of \$13,000 over an 18-month period. The *smartmoves* program offers valuable digital and physical touch points that allow you to advertise your product or service across the entire mover lifecycle—before, during and up to 18 months after a move.



- Digital product offerings
- Physical product offerings

smartmoves Magazine inspires and engages movers when they are most receptive to new products, services and brands. Issues feature articles on home decorating and renovations, along with tips and advice on lifestyle and household services.

- Personalized and delivered to new addresses two to three weeks after move dates.
- Three editions a year—spring, fall and winter—in English and French
- Approximately 20,000 copies distributed every week
- Total annual circulation of about one million

THE DETAILS

- 36 pages, small format, colour magazine printed on 85-per-cent recycled paper stock.
- Advertising deadline is 35 days before mail date.
- No fractional pages.
- Ad material is due seven days after ad space is booked.

SPECIFICATIONS

- Paper: 85% recycled paper stock
- Budget pages: total 36 pages = 32 pages + 4 pages for cover
- Trim size: 6 $\frac{3}{8}$ " x 8 $\frac{1}{2}$ "
- Bleed size: 6 $\frac{5}{8}$ " x 8 $\frac{3}{4}$ "
- Live text area: 5 $\frac{7}{8}$ " x 8"
- Live text area must be kept within $\frac{1}{4}$ " of the trim on all sides
- DPS live bleed: 13" x 8 $\frac{3}{4}$ "
- DPS live area: 12 $\frac{1}{4}$ " x 8"
- Printing process: printed on a web press
- Binding method: saddle-stitched
- Colour: 4-colour process

MATERIAL SUBMISSIONS

- High-resolution PDF/X-1a, or generic PDF submitted with all fonts embedded, created to the smartmoves™ magazine specifications on an ISO-formatted CD-ROM with a dMACs standards proof (www.magazinescanada.com).
- Resolution of PDF files must be 300 DPI (pixels per inch).

DIGITAL SUBMISSIONS

- Ad material upload site: <http://adscanadapost.totembrandstories.com>

smartmoves™ Magazine continued on next page



Product	smartmoves Magazine		
One-year commitment	English and French	English	French
Full page	\$60,000	\$51,000	\$15,000
Double page	\$108,000	\$91,800	\$27,000
Booked by issue	English and French	English	French
Full page	\$22,000	\$18,700	\$5,500
Double page	\$39,600	\$33,660	\$9,900
Premium positions	Outside back cover: + 20%; inside front cover: + 15%; inside back cover: + 10%		
Estimated reach	Approximately 20,000 copies per week; annual circulation of one million		
Geography/Targeting	National reach		

2012 production schedule for smartmoves magazine			
Issue	Booking deadline	Material deadline	Distribution date
Spring/Summer 2012	February 20, 2012	February 27, 2012	April 9, 2012
Fall 2012	July 9, 2012	July 16, 2012	August 27, 2012
Winter 2013	November 5, 2012	November 12, 2012	December 31, 2012

Note: Press run estimates per edition may vary based upon actual number of moving households.

Targeted offers, targeted audience

Customer-supplied flyers or printed material included in the polybag with the *smartmoves* magazine and a personalized, addressed welcome letter from Canada Post.

- Single or multiple-page flyers or brochures
- Distributed weekly with the magazine to new Change of Address customers
- Geographic targeting available: national, regional, major urban market and at FSA levels

THE DETAILS

- Must be provided pre-folded and ready for inserting; no restrictions on type of fold.
Minimum size: 3" x 5"; maximum size 6 3/8" x 8 1/2"
- Minimum of 60 lb. or heavier paper stock
- Minimum weight of one gram; maximum weight of one kilogram
- Minimum order of 50,000 outserts to be distributed within one year
- Sort fees charged weekly

SPECIFICATIONS

- Outserts due at the Markham facility two weeks before distribution. Ensure boxes are labelled and identified as "*smartmoves* program," and numbered (e.g. "1 box of 200").
- Indicate item number or brochure title.
- 250, 500 or 1,000 outserts per box; boxes to be brick-piled, palletized and sized at 48" x 40".
- No skid should weigh more than 1,200 lbs.
- Packaging should be minimal but sufficient to protect the printed pieces.
- Each week, the *smartmoves* magazine distribution is normally processed on a Monday unless it is a holiday, in which case it's processed on the following day.
- If there is an overage at the end of the distribution plan, the participant will notify Canada Post of how the overage is to be disposed of.
- Please provide two weeks' notice to Canada Post with instructions for any changes to distribution.
- Outsert overages are recycled at no charge, but shredding and/or return of the outserts is at the expense of the participant.

Outserts continued on next page



Shipping instructions

Please send outserts to:

Mani Azarian, Account Manager
 The FSA Group
 1351 RODICK ROAD
 MARKHAM ON L3R 5K4

Note: Advance delivery notification required. Please email Mani Azarian at mania@thefsagroup.com 48 hours prior to delivery to indicate that the shipment is on the way. For the FSA Group to receive your shipment, please include the number of skids expected. Mani Azarian can also be reached at (905) 513-6041.

Product	Outserts	
Minimum order	Standard rate for national distribution	Additional fees for items heavier than 10 grams
50,000 outserts to be distributed within one year	\$0.15 per piece for outserts up to 10 grams	\$0.0047 per gram up to a maximum of one kilogram
Additional fees		
Regional distribution	Sort fee: \$250 per week/file Custom data set-up fee: \$500 per file	
Major urban market distribution	Sort fee: \$300 per week/file Custom data set-up fee: \$500 per file	
FSA distribution	Sort fee: \$500 per week/file Custom data set-up fee: \$500 per file	
Estimated reach	Approximately 20,000 copies per week; annual circulation of one million	
Geography/Targeting	National reach; ability to geo-target	

Note: Rates will be quoted based on volume and weight.

Exclusive one-to-one access to movers through co-branded Direct Mail that increases open rate

Reconnect with *smartmoves* recipients with a flyer, brochure or coupon accompanied by a personalized letter featuring Canada Post and advertiser logos. With Direct Mail, you can design and tailor your mover programs to reach authenticated movers at various stages post move.

- Access to approximately 1.5 million eligible permanent households in urban residential markets
- Target residential and multi-unit dwelling using geographic, demographic and/or psychographic data (some charges may apply)
- Select movers up to 18 months after move date

THE DETAILS

- 5 7/8" x 9" envelope branded with Canada Post and *smartmoves* logos.
- 8 1/2" x 11" co-branded letter, which includes customization and variable printing.
- Insertion of supplied inserts is available at an additional cost.
- Minimum 40,000 order.
- Full service fulfillment and induction; all-in price includes data, envelope, letter and fulfillment.
- Mailing to movers is restricted to ensure a minimum rest period between pieces and to maintain exclusivity.
- Overprint of advertiser logo on envelope available at an additional cost.
- List scrubbing as well as "hot lot" selects available at an additional cost.

SPECIFICATIONS

- Paper stock: 60 lb. offset #2
- Paper size: 8 1/2" x 11" flat; 8 1/2" x 5 1/2" folded
- Colour: 4-colour process
- Envelope stock: 24 lb. white wove
- Envelope size: 6" x 9" with window



Product	smartmoves Direct
Minimum order	Standard rate
40,000 single language*	Pricing starts at \$0.95 per piece Includes: data, envelope, letter and fulfillment
Estimated reach	Approximately 1.5 million eligible permanent households in urban residential markets
Geography/Targeting	National reach; ability to geo-target

* Split language available, costs/minimums apply.

The Change of Address tool on the Canada Post website offers exclusive advertising opportunities for those looking to reach people who are thinking about moving or are about to move. From banners and logos to promotional offers and links, the Canada Post website enables you to be one of the first to get your name in front of movers.

- Highly qualified target audience for merchants focused on selling to movers
- Promote your services or brand, or deliver exclusive offers
- Your banner in the banner advertisement rotation on various pages of the Change of Address services website



THE DETAILS

- Leader board banner on the Change of Address website
- Estimated 600K visitors per year
- Cost per Mille (cost per thousand page views) rate
- Minimum one-month commitment
- Regional banners available

Product	Online banners		
Minimum order	Standard rate	Specifications	Frequency
1 month	\$10 CPM	Leader board banner 728 x 90	Equal rotation on page load
Estimated reach	600K impressions/year		
Geography/Targeting	National and geo-target available		

Note: Leader board 728 x 90 on centre above header

Enjoy exclusive access to movers! Canada Post sends email confirmations to every Change of Address customer who provides an email address. The emails deliver valuable advertising opportunities and, you enjoy exclusive access to movers.

- Sent daily to new Change of Address customers who provide an email address
- Provides marketers with the first opportunity to communicate with people who have notified Canada Post of their impending move
- Highly qualified target audience for merchants focused on the at- and post-move market
- National reach
- Ideal for immediate, early move communication

THE DETAILS

- Confirmation emails are sent to all Change of Address customers who provide an email address
- On average, 240,000 emails are sent each year
- \$0.25 per email with a 26-week commitment
- This is the first message delivered to Change of Address customers who provide an email address

Product	smartmoves confirmation email	
Minimum order	Standard rate	Frequency
26 weeks	\$0.25/email	Daily, to new COA / eCOA purchasers who have provided their email address
Estimated reach	240K unique email addresses per year	
Geography/Targeting	National reach, subset of all movers Ideal for immediate, early move communication	

Notes: 3 banner ads, 1 skyscraper ad, 2 advertorials



The *smartmoves* eNewsletter is sent weekly to all Change of Address customers who provide an email address. Advertisers will be able to provide a variety of content including editorials, advertorials, banners, offers, coupons and product features.

- Provides an excellent opportunity to extend communication with movers over a sustained period of time
- Highly qualified target market for merchants focused on the post-move market
- Ideal for promoting seasonal offerings to movers
- Distributed nationally, or in selected provinces, or cities

THE DETAILS

- Sent every week to all Change of Address customers who provide an email address
- Estimated reach of 150,000 per issue; one million impressions a year
- Delivered once every week; 52 issues a year

Product	<i>smartmoves</i> eNewsletter	
Minimum order	Standard rate	Frequency
1 week, national 1 month, provincial (4 issues) 2 months, city (8 issues)	\$0.10/email (non targeted) 728 x 90 or 300 x 250 pixels	weekly 52/year
Estimated reach	Up to 150K per issue (captures movers 6 months back)	
Geography/Targeting	National reach based on email availability. Some ability to geo-target	

Notes: 2 banners ads, 2 advertorials

