NRAPPED

# 2025 WRAPPED **HOLIDAY GIFT GUIDE**

advertising information





# WE HAVE **HOLIDAY GIFT GIVING** WRAPPED UP

Now in its fifth year of publication, Wrapped is the ultimate guide to Brandon's most sought-after gifts and holiday experiences, featuring a themed selection of products and services from local stores, artists, designers, events, and eateries.

# For 2025, we're doing things a little differently.

We've created a more immersive catalogue that places your products directly into themed gift collections. Choose the number of products you'd like to showcase. Each advertiser is listed in our Merchants index. Design, photography, and copywriting are all included.





# **MERCHANTS** INDEX



#### The Toy Shoppe

123 Applewood Boulevard Brandon, MB R7R 7R0

P: 204.555.5550 thesamplecompany.ca Toys, books, games, arts, crafts-fun for the whole family

See pages 5, 10, 20, 26, 37





#### The Savoury Pantry 456 Cedarwood Avenue

Brandon, MB R7R 7R1 P: 204.555.5551 thesamplecompany.ca Brandon's gourmet cheesemaker

See pages 6, 7, 8



#### Junior Toys & Books

789 Cherry Avenue Brandon, MB R7R 7R2 P: 204.555.5552 thesamplecompany.ca Toys and books for children, tweens and teens

See pages 5, 20, 25



things game-relate



THE MIXING BOWL

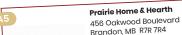
#### The Mixing Bowl

123 Prairie View Crescent Brandon, MB R7R 7R3

P: 204.555.5553 thesamplecompany.ca The destination for gourmet foodie finds

See pages 6, 7, 20, 21











NEW!

# THE HOLIDAY HUB

### YOUR ONLINE GUIDE TO THE HOLIDAY SEASON IN WESTMAN

For the 2025 holiday season, wrappedguide.com is becoming The Holiday Hub! This interactive online directory will feature an expanded edition of our Wrapped guide, with even more gift choices and exclusive product listings. Plus, we're adding holiday events, games, and activities to give your business even more visibility and provide customers with a fun, new way to discover your offerings. The website will launch simultaneously with the release of the printed guide.

### 123 Spruce Boulevard

The Game Table Brandon, MB R7R 7R6

nory iane. Il you're a ian of billarus, ale range of pool tables and supplies. Step perfect game to take home and enjoy!

P: 204.555.5556 thesamplecompany.ca

See pages 5, 30, 31

#### **Prairie Spirits**

456 Aspen Crescent Brandon, MB R7R 7R7

P: 204.555.5557 thesamplecompany.ca Where all our products will keep

See pages 4, 6, 20, 23

#### The Fix-it Place

789 Hazelnut Street Brandon, MB R7R 7R8

P: 204.555.5558

# 2025 WRAPPED HOLIDAY GIFT GUIDE

ad rates and specs

## WHAT'S INCLUDED

- Product photography and copywriting
- Placement of each of your products in our curated holiday collections
- Business listing in our Merchant Index
- QR code within each collection directs shoppers to additional information about your products, with a link to your website or online store
- Digital proof prior to publication
- Complimentary printed copies for your personal use

### **SPECIFICATIONS**

- Catalogue size: 8" × 10"
- Full colour throughout

## **DISTRIBUTION**

- 10,000 copies delivered via Canada Post\* to targeted neighbourhoods in Brandon
- Bonus pickup locations at high-traffic local businesses and markets
- Social media promotion
- Placement of your products in the online gift guide at wrappedguide.com
- Digital flipbook at wrappedguide.com and the Leech Group channel on issuu.com

#### **PRODUCT LISTINGS + BUNDLES**

Bundle	# Products	Price
Starter	1 product	\$300
Small Business	3 products	\$550
Premium	5 products	\$800
Showcase (+ Enhanced Profile)	8 products	\$1,375

All bundles include placement in the Merchant Index.

#### **OPTIONAL UPGRADES**

Item	Price
Additional Product Listing	\$115 ea.
Enhanced Profile	\$200
Recipe or Craft Sponsorship	\$250

#### **ADVERTISEMENTS**

Туре	Size	Price
Inside Cover*	8"W × 10"H (trim) Add 1/8" bleed on all edges. Keep text a minimum of 0.375" from edges.	\$2,195
Back Cover*		\$2,595
Full Page*		\$1,695
Marketplace (small)	3.375"W × 2"H	\$375
Marketplace (Large)	3.375"W × 4.25"H	\$600

<sup>\*</sup> Includes 2 product listings, as well as placement in the Merchant Index.

#### **ONLINE ADVERTISING**

Item	Price
Product Listing – Online Only (with Small Business Bundle or higher)	\$75 ea.
Site Sponsor for Holiday 2025	\$2,000
Page Sponsor – Banner Ad	\$250
Enhanced Event Listing	\$125

All prices subject to GST.

BOOK YOUR SPACE NOW WRAPPEDGUIDE.COM

CONTENT DEADLINE: October 23, 2025 DISTRIBUTION: Mid-November 2025

<sup>\*</sup> Subject to change.