



2025 WRAPPED HOLIDAY GIFT GUIDE

advertising information

leechgroup
PRINT + DIGITAL COMMUNICATIONS



A Leech Group Publication



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

A1  **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

A2  **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

A3  **Junior Toys & Books**
789 Cherry Avenue
Brandon, MB R7R 7R2
P: 204.555.5552
thesamplecompany.ca
Toys and books for children,
twins and teens
See pages 5, 20, 25

A4  **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

A5  **Prairie Home & Hearth**
456 Oakwood Boulevard
Brandon, MB R7R 7R4
P: 204.555.5554
thesamplecompany.ca
See pages 6, 7, 20, 21

A6  **alight**
HANDCRAFTED CANDLES
See pages 5, 10, 20, 26, 37

A7  **THE GAME TAB**
Welcome to **The Game Tab**—
things game-related,
games, from the new
beautiful puzzles de
find a growing colle
for a trip down men
store offers a great
inside and find the

A8  **PRAIRIE SPIRIT**
FINE WINES & CRAFT LUGARS
See pages 5, 20, 25

A9  **THE FIX-IT**
See pages 6, 7, 20, 21

Holiday-themed Serving Plate. Make every gathering festive with this vibrant serving plate, a truly colourful gift that's perfect for presenting your holiday treats! \$19.99. **The Savoury Pantry** A2

Appliance Emporium A12

Gourmet Cheese Basket. Your perfect pairing of artisanal cheeses and delicious jams, elegantly arranged in a rustic wicker basket for a delightful and sophisticated gift. \$69.99. **The Savoury Pantry** A2

Light Handcrafted Candles
789 Pinewood Avenue
Brandon, MB R7R 7R5
P: 204.555.5555
thesamplecompany.ca
Where creative, beautiful designs come to light
See pages 4, 20, 21

The Game Table. The premier destination for all! Browse the huge selection of board games, from classic to timeless classics, and signed to challenge and delight. You'll also find a collection of vintage games that are perfect for family time. If you're a fan of billiards, the range of pool tables and supplies. Step into the perfect game to take home and enjoy!

The Game Table
123 Spruce Boulevard
Brandon, MB R7R 7R6
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 you in good spirits
See pages 4, 6, 20, 23

The Fix-it Place
789 Hazelnut Street
Brandon, MB R7R 7R8
P: 204.555.5558
thesamplecompany.ca

FIND MORE GIFTS ONLINE

DELICIOUS DELIGHTS

A. Golden Kernel® Artisan Popcorn. Golden-brown popcorn is coated in a delicate combination of sea salt and rich caramel, creating a delicious holiday treat. Sea Salt & Caramel. 250g. \$7.99. **The Savoury Pantry** A2

B. Artisan Roast Sumatra Mandheling Coffee. Warm notes of chocolate, caramel, and spice create a rich and inviting coffee experience perfect for a cozy holiday morning. 300g. \$11.99. **The Mixing Bowl** A4

C. This expertly crafted Butter Chicken Spice Blend combines traditional aromatic spices like fragrant cardamom, earthy cumin, and warm cinnamon to deliver an authentic, delicious meal every time. 100g. \$5.99. **The Mixing Bowl** A4

D. Indulge in our Artisan Chocolate Chip Cookies. Made with rich, dark chocolate and a hint of sea salt for a perfect, buttery bite. 250g. \$8.99. **The Savoury Pantry** A2

E. Ultimate Gourmet Chocolate Truffles. Indulge in a moment of pure bliss. Each truffle is a decadent masterpiece, crafted with rich, velvety chocolate and exquisite fillings, offering a luxurious experience in every bite. 250g. \$14.99. **The Savoury Pantry** A2

F. Citrus Sunrise Tea. Brighten your day with a lively and invigorating blend of green tea, zesty orange peel, and a hint of sweet lemon. This uplifting tea is a vibrant way to start the morning. 250g. \$10.99. **The Savoury Pantry** A2

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.

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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

* Subject to change.

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

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

* 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