



Version 2021.01



2021 Schedule

Distribution Month	Delivery Week	Artwork Due Date	Booking Deadline	Homes Reached
Letterbox Deals February	8 Feb	14 Jan	12 Jan	500,000
Letterbox Deals April	19 Apr	25 Mar	23 Mar	500,000
Letterbox Deals June	7 Jun	13 May	11 May	500,000
Letterbox Deals August	9 Aug	15 Jul	13 Jul	500,000
Letterbox Deals October	5 Oct	9 Sep	7 Sep	500,000
Letterbox Deals December	29 Nov	4 Nov	2 Nov	500,000









