

MEDIA KIT/RATES

publishing & distribution

Ottawa Life Magazine (OLM) www.ottawalife.com is Ottawa's leading general interest and lifestyles magazine, providing provocative, informative and entertaining information about life, fashion and Homes in and around Canada's capital region (pop 1.1 million). With a readership reach of 220,000, based on a bi-monthly print run of 40,000 issues, OLM is recognized for publishing thoughtful and sometimes provocative features on issues of the day on everything from health and healthy food to the environment. OLM readers are discerning, active and are enthusiastic about all that the national capital has to offer, including local food, personalities, the arts, fashion, design, and capital culture and recreation. Our international Travel Series have won high acclaim including numerous awards. The magazine's photo fashion features are also wildly popular with readers. The annual *TOP 25 People in the Capital* issue has sold out each year since 2001. Published bi-monthly (6 times per year), OLM is committed to excellence in content, photography and design.

readership

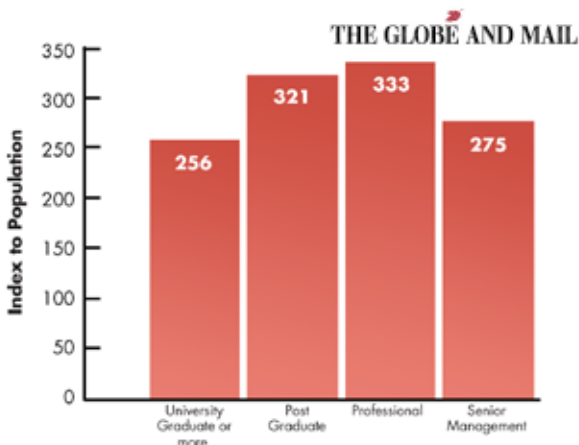
OLM Readers are:

- **26-60 years of age — 54% women**
- **Professionals working in hi-tech, business, government, health, education, retail**
- **Investments in RRSP's (62%)**
- **Residents of the National Capital Region (58%)**
- **Homeowners (68%)**
- **Have children (74%)**
- **Average household income of \$140,000 plus**

olm & the globe and mail difference

Ottawa Life Magazine is also delivered as an insert in Canada's National Newspaper, The Globe and Mail, to all Globe subscribers in the region.

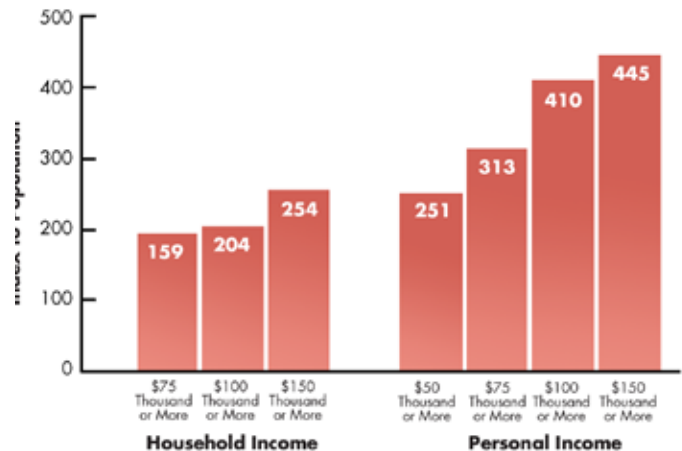
A 2008 G&M study indicates its readership as Canada's most influential and affluent citizens:



circulation

OLM's audited circulation includes:

- **Delivered as an insert to all *Globe and Mail* subscribers in National Capital Region**
- **11,500 *Ottawa Life* subscribers**
- **4500 senior government officials**
- **3,300 national associations and lobbyists based in Ottawa and across Canada**
- **2,000 Board of Trade member companies (includes lawyers, doctors, dentists, professional offices)**
- **4,000 at 500 newsstands in the National Capital Region and across Canada**
- **All Members of the House of Commons and Senate, All MLA's, MPP's in Canada**
- **120 embassies**
- **Balance — Canada Post targeted drops to single family homes with \$140,000 average income on a rotational basis**



Features in OLM

Arctic Net Series, Aboriginal Pathways Series, Green Energy Series, Reaching Higher Education Series, Healthy Foods Healthy Lives, Diversity in the Workplace, The Canada First Defence Policy, A National Pharmacy Plan, Health Care, Pipelines, People & Progress, Pensions and Peace of Mind Series, The Canadian Forces, Eye See You Series, Building a Better Canada, Defence Series, From Coast to Coast to Coast, Labour, Jobs, Employment & Fairness Series, Healthy Life, Reason to Smile, Railways & Safe Transit in Canada, Why Wood Works, Women in the Trades, Hearing Things Series, People Centered Healthcare, The Law & You, Innovation and Competitiveness, Condo Craze in the Capital, The Métis Nation, Canada's Energy Economy, Infrastructure Canada Series, Canada's New War Veterans, Foodie Paradise, Close to Home Far From Ordinary.

In Every issue of OLM

Best Picks, Capital Clips, Savvy Selections, John's Reno Tips, In Search of Style Fashion, Travel, Gallery

JANUARY 2017

Cover: Ottawa's Women on the Bench

MARCH 2017

Cover: SPACES-Effortless Renovations

MAY 2017

Cover: SHARE the Road-Bicycles and other Urban Pursuits

JULY 2017

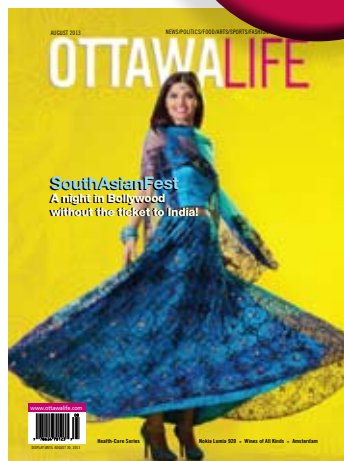
Cover: Summer Festivals in the City

SEPT 2017

Cover: 20th Annual Top 25 People in the Capital

NOV 2017

Cover: Guitars for Vets: Supporting Our Most Recent Veterans



@ottawalifers



ottawalifemag



Facebook.com/OttawaLifeMagazine

net print advertising rates

	DOUBLE PAGE SPREAD	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE	1/6 PAGE
X1	\$7,590	\$3,950	\$3,100	\$2,600	\$1,700	\$1,400	\$680
X3	\$7,200*	\$3,790*	\$3,000*	\$2,300*	\$1,500*	\$1,275*	\$660*
X6	\$6,900*	\$3,600*	\$2,900*	\$1,900*	\$1,300*	\$1,075*	\$620*

COVERS	INSIDE FRONT	INSIDE BACK	OUTSIDE BACK
X1	\$4,600	\$4,600	\$4,800
X3	\$4,380*	\$4,380*	\$4,400*
X6	\$4,100*	\$4,100*	\$4,200*

PLEASE NOTE:

*Guaranteed page position add 10%
All ads are colour*

** Rates are per insertion for inserts, coupons and business reply cards: Rates and Specifications supplied upon request.*

With the purchase of any OLM print advertisement package, you'll receive a free online ad placement for two months plus 10% off any online ad packages. Our online services include private access to ad performance (showing how many views and clicks it receives in real-time). Ad space features rotating frames in sequential display.

2017 advertising deadlines

ISSUE NAME	MATERIAL DEADLINE	RELEASE/INSERTION DATE
JAN/FEB '17	DEC. 14 '17	JAN. 18 '17
MAR/APR '17	FEB. 8 '17	MAR. 15 '17
MAY/JUN '17	APRIL 12 '17	MAY 17 '17
JULY/AUG '17	JUNE 14 '17	JULY 19 '17
SEPT/OCT '17	AUG 9 '17	SEPT. 13 '17
NOV/DEC '17	OCT. 10 '16	NOV. 13 '16



print mechanical requirements

- PRINTING PROCESS: Web offset lithography
 - BINDING METHOD: Saddlestitched
 - HALFTONE SCREEN: 133 line
 - All material at 300 dpi for 100%
 - All files to be sent as high resolution, print ready PDFs
 - Ensure that all colours are converted to CMYK
 - Production costs extra
 - All ads should be submitted to karen@ottawalife.com
- If your ad is too large to email contact our offices and we will direct you to our Dropbox.

