

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

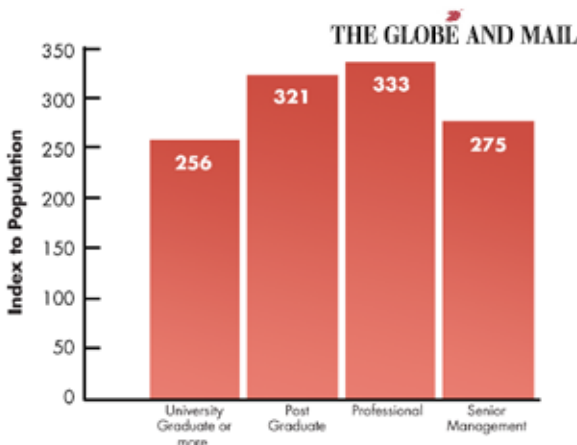
OLM Readers are:

- **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 \$150,000 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 subscribers in the region.

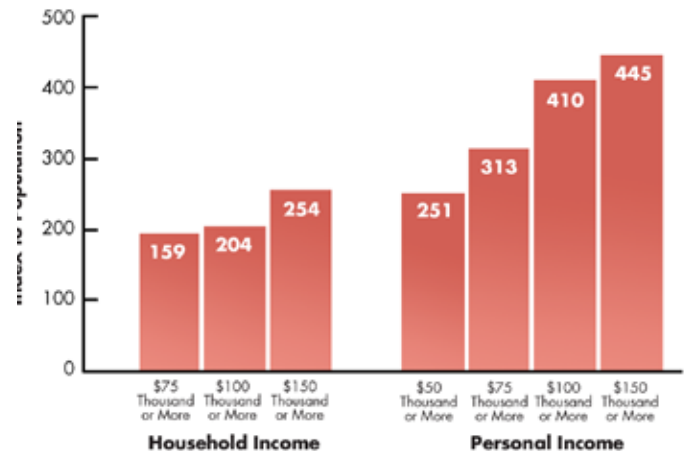
A 2008 G&M study indicates its readership as Canada's most influential and affluent citizens:



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 \$150,000 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

WINTER 2018

Cover: Mizrah & Ottawa's Best Neighbourhoods

SPRING 2018

Cover: SPACES-Effortless Renovations

MAY 2018

Cover: Capital City Urban Pursuits

JULY 2018

Cover: Cannabis Becomes Legal in Canada

SEPT 2018

Cover: 21st Annual Top 25 People in the Capital

NOV/DEC 2018

Cover: Holly Jolly Holiday



@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.

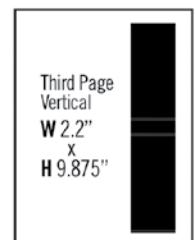
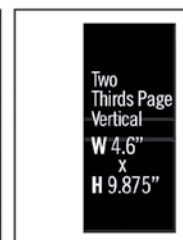
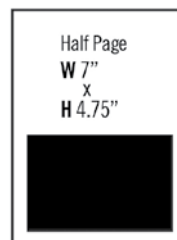
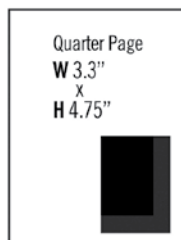
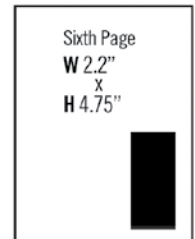
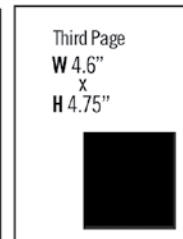
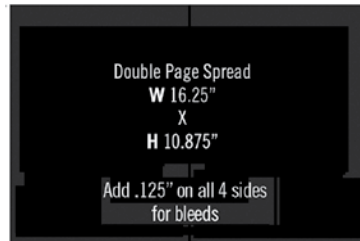
2018 advertising deadlines

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



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.



Ottawalife.com receives over 50,000 visitors monthly. Partner with us and let us help you get your message, product or service out to people in Ottawa. There are a few ways to purchase digital advertising. Choose from a traditional advertisement with hyperlink, consider a featured advertorial to educate and engage with your audience or go for a video sponsorship.

CALL 613.688.5433
EMAIL info@ottawalife.com

Desktop Web Rates • Home Page

AD POSITION	AD DESCRIPTION	MONTHLY COST	AD SIZE
1 Top Banner	As prime real estate on the home page, the top banner is highly visible and prominent while belonging to the rest of the site.	\$ 3500	IAB size or 728 x 90 pixels
2 Side Bar/First	The first and most prominent of six side bar ads. The side bar ads will appear on every page in the site and may be sold up to three times. Sponsors ads will rotate.*	\$ 600	IAB size or 250 x 250 pixels
3 Side Bar/Second	The second of six side bar ads. The side bar ads will appear on every page in the site and may be sold up to three times. Sponsors ads will rotate.*	\$ 400	IAB size or 250 x 250 pixels
4 Side Bar/Third	The third of six side bar ads. The side bar ads will appear on every page in the site and may be sold up to three times. Sponsors ads will rotate.*	\$ 300	IAB size or 250 x 250 pixels
5 Featured Advertorial/ Business Profile	Receive prime visibility on the OLM home page and support from social media and amplified posts with your OLM authored post.	\$ 750	Word count TBD
6 Video Sponsorship	The video sponsorship can take a number of forms including a "pre-roll" as well as "frame" that would be present throughout the entire video. It can also include video posts on social media. Call us to discuss what works best for you.	starting at \$400	seconds/length TBD



▲ ABOVE: Representation of the OLM desktop homepage with advertising options.



▲ ABOVE: Representation of the OLM mobile homepage with advertising options.

* Each page has an independent counter. The rotation on each page is independent, yielding a fair share of voice for each sponsor and for each unique page. NB: Ads do not rotate vertical positions. This spot can be sold up to three times and will rotate among the three sponsor advertisements. On the mobile platform these ads will act as dividers to the content.

SPECIFICATIONS

- Ads need to be created in gif, jpg or png format.
- OLM will post the ad on the following business day after receiving material and payment in full.

PAYMENT

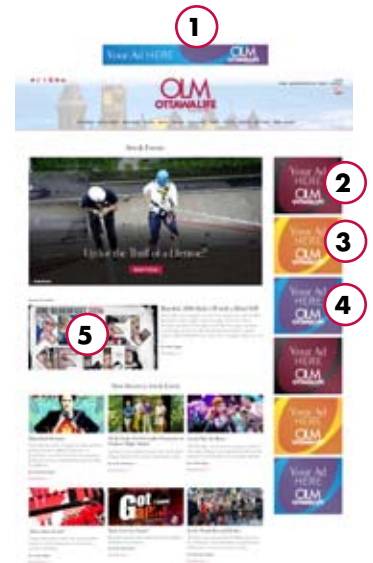
Advertising rates and duration must be agreed upon before publication. Prepayment must be received by PayPal or eTransfer or cheque before publishing.

Advertising prices do not include the cost of preparing an advertisement. Artwork costs and changes to graphic logo or advertisement are the responsibility of the advertiser.

Customer supplied artwork must adhere to any and all trademark and copyright laws.

Desktop Web Rates • Section Page

AD POSITION	AD DESCRIPTION	MONTHLY COST	AD SIZE
1 Top Banner	This is prime real estate on the section overview page. It is visible and prominent while belonging to the rest of the site. It is for a more targeted audience.	\$ 1500	IAB size or 728 x 90 pixels
2-4 Side Bar	These six spots would be reserved for advertisers that select the side bar option on the home page.	See home page side bar ads	— —
5 Featured Advertorial	Receive targeted visibility on an OLM section page and support from social media and amplified posts with your OLM authored post.	\$ 650	Word count TBD



▲ ABOVE: Representation of the OLM desktop section page with advertising options.

Desktop Web Rates • Content Page

AD POSITION	AD DESCRIPTION	MONTHLY COST	AD SIZE
Side Bar	These six spots are reserved for advertisers that select the side bar option on the home page.	See home page side bar ads	— —
Hyperlinks	OLM will embed a hyperlink into content making it an easy click back to your site.	\$125	— —

NB: There are no top banner ads on a contents page.



▶ RIGHT: Representation of the OLM mobile content page with advertising options.

Web Stats*

TOTAL MONTHLY WEBSITE VISITS	FACEBOOK	SOCIAL MEDIA
309.7k impressions	OLM has a post reach of over 75,000.	OLM has over 3,300 Instagram followers and over 14,600 Twitter followers.
ISSUE STATS online version of the magazine 19,275 reads 97,477 impressions		
TOTAL BITLY CLICKS: 4,245		

* Based on June 2017 Stats

OTTAWA LIFE MAGAZINE has a strong social media presence and a dedicated follower base. Partner with us and let us help you get your message, product or service out to people in Ottawa. By sponsoring our social media posts, you can guarantee additional exposure for your brand. There are a few ways to purchase social media advertising. Consider native advertising through targeted social media ads or content-linked posts on Facebook, Twitter or Instagram.

Facebook



Twitter



Instagram



Facebook

SPONSORSHIP	DESCRIPTION	COST
Sponsored Post – Individual without Image or Video	This is an individual sponsored post that does not include any image or video. This post can include any desired links, tags or hashtags. This sponsorship is not necessarily linked to any OLM website or print content. Additional cost incurred if specified to post during peak times or pin as top post for certain time frame. <i>Call us to discuss what works best for you.</i>	Starting at \$90
Sponsored Post – Individual with Image or Video	This is an individual sponsored post that includes an image or video. This post can include any desired links, tags or hashtags. This sponsorship is not necessarily linked to any OLM website or print content. Additional cost incurred if specified to post during peak times or pin as top post for certain time frame. <i>Call us to discuss what works best for you.</i>	Starting at \$100
Sponsored Posts – Multiple without Image or Video	This is a set of sponsored posts that does not include any image or video. This post can include any desired links, tags or hashtags. This sponsorship is not necessarily linked to any OLM website or print content. Additional cost incurred if specified to post during peak times or pin as top post for certain time frame. Frequency of posts can be negotiated. <i>Call us to discuss what works best for you.</i>	Varies depending on number of posts. Call OLM for more info
Sponsored Posts – Multiple with Image or Video	This is a set of sponsored posts that includes an image or video. This post can include any desired links, tags or hashtags. This sponsorship is not necessarily linked to any OLM website or print content. Additional cost incurred if specified to post during peak times or pin as top post for certain time frame. Frequency of posts can be negotiated. <i>Call us to discuss what works best for you.</i>	Varies depending on number of posts. Call OLM for more info.

SPECIFICATIONS

- As part of the sponsorship, the advertiser must like and share/repost any posts sponsored by them that are posted by OLM.
- Any images provided by purchaser to be included in posts must be in must be created in gif, jpg or png format.
- OLM will post the ad on the following business day after receiving payment in full.

PAYMENT

Advertising rates and duration must be agreed upon before publication. Pre-payment must be received by PayPal, eTransfer or cheque before publishing.

Advertising prices do not include the cost of preparing an advertisement. Art-work costs and changes to graphic logo or advertisement are the responsibility of the advertiser.

Customer supplied artwork must adhere to any and all trademark or copyright laws.

TWITTER

SPONSORSHIP	DESCRIPTION	COST
Sponsored Post – Individual without Image	This is an individual sponsored post that does not include any image or video. This post can include any desired links, tags or hashtags. This sponsorship is not necessarily linked to any OLM website or print content. Additional cost incurred if specified to post during peak times or pin as top tweet for certain time frame. <i>Call us to discuss what works best for you.</i>	Starting at \$65
Sponsored Post – Individual with Image	This is an individual sponsored post that includes an image or video. This post can include any desired links, tags or hashtags. This sponsorship is not necessarily linked to any OLM website or print content. Additional cost incurred if specified to post during peak times or pin as top tweet for certain time frame. <i>Call us to discuss what works best for you.</i>	Starting at \$75
Sponsored Posts – Multiple without Image	This is a set of sponsored posts that does not include any image or video. This post can include any desired links, tags or hashtags. This sponsorship is not necessarily linked to any OLM website or print content. Additional cost incurred if specified to post during peak times or pin as top tweet for certain time frame. Frequency of posts can be negotiated. <i>Call us to discuss what works best for you.</i>	Varies depending on number of posts. Call OLM for more info.
Sponsored Posts – Multiple with Image	This is a set of sponsored posts that includes an image or video. This post can include any desired links, tags or hashtags. This sponsorship is not necessarily linked to any OLM website or print content. Additional cost incurred if specified to post during peak times or pin as top tweet for certain time frame. Frequency of posts can be negotiated. <i>Call us to discuss what works best for you.</i>	Varies depending on number of posts. Call OLM for more info.

INSTAGRAM

SPONSORSHIP	DESCRIPTION	COST
Sponsored Post – Individual with Image or Video	This is an individual sponsored post that includes an image or video. This post can include any desired links, tags or hashtags. This sponsorship is not necessarily linked to any OLM website or print content. Additional cost incurred if specified to post during peak times. <i>Call us to discuss what works best for you.</i>	Starting at \$50
Sponsored Post – Multiple with Image or Video	This is a set of sponsored posts that includes an image or video. This post can include any desired links, tags or hashtags. This sponsorship is not necessarily linked to any OLM website or print content. Additional cost incurred if specified to post during peak times. Frequency of posts can be negotiated. <i>Call us to discuss what works best for you.</i>	Varies depending on number of posts. Call for more info.

ALL PLATFORMS

SPONSORSHIP	DESCRIPTION	COST
Sponsored Series – Content Based	Sponsor a content series with Ottawa Life for repeated and targeted exposure to potential customers. Through this sponsorship, the name of the series can include your brand name and all articles in that series will include the name and/or the logo of your company. All social media posts related to this content series will include the name of the company and any desired links, tags or hashtags specified by purchaser. This sponsorship can include image or video created by Ottawa Life. Additional cost incurred if specified to post during peak times or pin as top post for certain time frame. Frequency of posts will depend on timing of content. <i>Call us to discuss what works best for you.</i>	Starting at \$1500

