



OTTAWA'S
LONGEST RUNNING
NEWS & LIFESTYLE
PLATFORM



PHOTO: OTTAWA TOURISM

PRINT & DIGITAL ADVERTISING OPTIONS

- Social media promotions
- Sponsored content
- Content marketing
- Business profiles
- Advertising



 [@ottawalifers](https://twitter.com/ottawalifers)  [OttawaLifeMagazine](https://www.facebook.com/OttawaLifeMagazine)  [ottawalifemag](https://www.instagram.com/ottawalifemag)

Ottawa Life Magazine is the intelligent, illustrious and iconic voice of Canada's beautiful capital city. For over 26 years, national decision makers, influencers and game-changers have looked to ottawalife.com to inspire, expose, applaud and commend. Savvy, smart and stylish, Ottawa Life provides a signature mix of stories and commentary on politics, the arts, international affairs, travel, popular culture, sports, business, and healthy life-styles. Ottawa Life is a must-read for residents of the National Capital and beyond who wish to keep tabs on the who, what, where and why of the city.



PHOTO: JAMES G. CHARRON

DEMOGRAPHICS

GENDER: 52 % male , 48 % female

AGE: Professionals between the age of 25 - 65

COUNTRY: Canada

CITY: Ottawa

LANGUAGE: English (93%)

WEBSITE

Articles posted daily in the categories of Arts & Events, Health, Music Reviews, Film Reviews, Sports, Food & Wine, Politics, and more.

PAGEVIEWS: 90k+ /month

UNIQUE PAGEVIEWS: 65k+ /month

USERS: 54k+ /month

SESSIONS: 60k+ /month

METRICS

TWITTER: 17k+ followers

FACEBOOK: 9.4k+ followers

INSTAGRAM: 8.9k+ followers

WEBSITE: Over 1 million site visit each year
95k visitors per month

PRINT: Biannual on newsstands & in
The Globe & Mail

WEBSITE RATES

Ad Position	Description	Cost	Ad Size
Homepage Top Banner	Prime real estate on the homepage — the top banner is highly visible and prominent.	\$2500 MONTHLY	IAB size or 728x 90 pixels
Homepage Side Bar	There are six sidebar ads that appear on every page of the site. The prices for the first three positions are available for a premium which decreases in price until spot number four.	\$600-300 MONTHLY	IAB size or 250 x 250 pixels
Featured Advertorial/ Business Profile	Receive prime visibility on the homepage and support from social media with your OLM authored post.	\$750	650 words
Hyperlink	Your hyperlink will be embedded into existing content, making it easy to click back to your site.	\$150	n/a

Any Questions? Email info@ottawalife.com and we'll get back to you right away!

Bi-annual print run of 20k issues, delivered in the Globe & Mail and on newsstands. OLM is recognized for publishing thoughtful and provocative features on diverse topics. OLM readers are discerning, active and enthusiastic about all that Ottawa has to offer, including local food, the arts, fashion, and culture and recreation. Our international travel section has won high acclaim including numerous awards.



PHOTO: OLM STAFF



PRINT

Published bi-annually. Regular columns include Travel, Politics, Health, Fashion, and more.

DEMOGRAPHICS

AGE: 25 - 65 years old

GENDER: 54% female




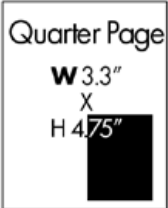
INCOME: \$160k +

LIFESTYLE: Professionals, 74% have children,
68% are homeowners

CIRCULATION

- Delivered as an insert to all regional Globe and Mail subscribers
- 11 k+ direct subscribers
- 4.5k government officials
- 3k+ national associations and lobbyists
- 2k+ Board of Trade member companies
- 4k+ copies at regional and national newsstands
- 120 copies at embassies
- Copies sent to all Members of Parliament, Senate, and all MLA's, MPP's in Canada

PRINT RATES

Ad Position	Description	Cost	Ad Size
Double Page Spread	Two side-by-side pages in full colour. Please speak to us about placement options including inside front and back covers	\$7590	 <p>* Add .25" bleed on all four sides</p>
Full Page	One full page colour ad. Please speak to us about placement options including inside and outside covers.	\$3950 MONTHLY	 <p>* Add .25" bleed on all four sides</p>
1/2 page	Half page full colour ad	\$2600	
1/4 page	Half page full colour ad	\$1400	

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With over 9k followers, OLM's **Facebook** page has a mature, loyal audience with consistent engagement. Let us help you get your message out to our audience. By sponsoring a post, you can guarantee significant exposure for your brand.



PHOTO: OLM STAFF



PHOTO: OLM STAFF

FACEBOOK

Published bi-annually. Regular columns include Travel, Politics, Health, Fashion, and more.

PAGEVIEWS: 90k+ /month

UNIQUE PAGEVIEWS: 65k+ /month

USERS: 54k+ /month

SESSIONS: 60k+ /month

DEMOGRAPHICS

AGE: 25 - 54 years old

GENDER: 64% female, 32% male

TRAFFIC

REACH: 10.4k+ /month

ENGAGEMENT: 2.5k /month

FACEBOOK RATES

Promo Type	Description	Cost
Sponsored post without image or video	Individual sponsored post that does NOT include an image or video. Post can include any desired links, tags or hashtags. This sponsorship is not necessarily linked to any OLM website or print content.	\$200 * Contact us to discuss your multi-post campaign
Sponsored post with image or video or link	Individual sponsored post that includes an image or video. Post can include any desired links, tags or hashtags. This sponsorship is not necessarily linked to any OLM website or print content	\$300 * Contact us to discuss your multi-post campaign



Any Questions? Email info@ottawalife.com and we'll get back to you right away!

With over 16k followers, OLM's **Twitter** reach is our biggest audience on social media. Partner with us to get your message, product, or service to our audience. A sponsored Tweet will guarantee additional exposure for your brand.



PHOTO: COURTESY BARROW GANG BUSKERS



PHOTO: RBC BLUESFEST

TWITTER

Updated daily with links to web articles and community re-Tweets.

FOLLOWERS: 16.8k+

IMPRESSIONS: 135K+ /month

LINK CLICKS: 3K+ /week

RETWEETS 3K+ /week

LIKES 7.5K+ /week

OLM
OTTAWALIFE
MAGAZINE

DEMOGRAPHICS

AGE: 25-34 (38%)

GENDER: 70% female

CITY: 75% from Ottawa

TWITTER RATES

Promo Type

Description

Cost

**Sponsored Tweet-
individual image
or video**

A single photo or video post on
our grid

\$125


* Contact us to discuss your
multi-post campaign



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 [@ottawalifers](https://twitter.com/ottawalifers)

 [OttawaLifeMagazine](https://www.facebook.com/OttawaLifeMagazine)

 [ottawalifemag](https://www.instagram.com/ottawalifemag)

OLM's [Instagram](#) account is quickly becoming our most engaging platform. Our over 8.9K followers are mostly made up of millennial women who love food, city life, and are socially progressive. Partner with us to get your message, product or service out to our audience. A sponsored post or story, guarantees positive exposure for your brand.



PHOTO: OTTAWA TOURISM



INSTAGRAM

Updated daily with Ottawa-focused content like food, art, local profiles & businesses, and more.

FOLLOWERS: 8.9k+

ENGAGEMENT: 3K+ /week

IMPRESSIONS: 10K+ /month

DEMOGRAPHICS

AGE: 25-34 (38%)

GENDER: 70% female

CITY: 75% from Ottawa



PHOTO: RBC BLUESFEST

INSTAGRAM RATES

Promo Type	Description	Cost
Feed post – individual image or video	A single photo or video post on our grid	\$250 * Contact us to discuss your multi-post campaign
Story post – individual image or vide	A single photo or video posted to our stories. Stays live on our account for 24 hours.	\$150 * Contact us to discuss your multi-post campaign



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