# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABOUT US/CONTACT INFO</td>
<td>3</td>
</tr>
<tr>
<td>BRAND OVERVIEW</td>
<td>4</td>
</tr>
<tr>
<td>WEBSITE</td>
<td>5</td>
</tr>
<tr>
<td>PRINT</td>
<td>9</td>
</tr>
<tr>
<td>NEWSSTAND AVAILABILITY</td>
<td>13</td>
</tr>
<tr>
<td>TWITTER</td>
<td>14</td>
</tr>
<tr>
<td>FACEBOOK</td>
<td>17</td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td>20</td>
</tr>
</tbody>
</table>
About Us

Ottawa Life Magazine is the intelligent, illustrious and iconic voice of Canada’s beautiful capital city. 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, fashion, homes and healthy lifestyles. Ottawa Life Magazine has become a must read for residents of the National Capital and beyond who wish to keep tabs on the who, what, when, where and why of the city. For over 20 years, national decision makers, local influencers and game-changers have looked to Ottawa Life Magazine to inspire, expose, applaud and commend. The OLM brand is the guide to Canada’s Capital—in both print and online.

301 Metcalfe Lower Level
Ottawa, ON K2P 1R9
Canada

INFO@OTTAWALIFE.COM
613-688-5433
OVERVIEW

Established in 1998, Ottawa Life Magazine (OLM) is Ottawa’s leading general interest and lifestyles publication. OLM provides provocative, informative and entertaining information about food, politics, arts & events and more in and around Canada’s National Capital Region.

METRICS AT A GLANCE

- Website: 50k+ Visitors/Month
- Twitter: 16.5k+ Followers
- Facebook: 7.2k+ Followers
- Instagram: 6.8k+ Followers
- Print: 220,000 Readers/Quarterly

ADVERTISING OPTIONS

- Social Media Promotion
- Sponsored Web Articles
- Business Profiles
- Web Ads
- Prints Ads
OVERVIEW

Launched in 1998 as an extension to the print magazine, OLM's website has evolved into its own entity with exclusive, daily stories covering the topics of local events, health, fashion, music, politics, book reviews and much more.

ADVERTISING OPTIONS

- Sponsored Posts
- Business Profiles
- Web Ads
Website Stats
Articles posted daily in the categories of Arts & Events, Health, Music, Food & Wine, Politics, Fashion, Tech, and Travel.

Traffic

Pageviews: 70k+/month
Unique pageviews: 65k+/month
Users: 54k+/month
New users: 53k+/month
Sessions: 60k+/month

Demographics

Gender: 52% Male, 48% Female
Age: 25-34 (28% of users)
Country: Canada
City: Ottawa, Canada
Language: English (93%)
# Website Rates

<table>
<thead>
<tr>
<th>Ad Position</th>
<th>Description</th>
<th>Monthly Cost</th>
<th>Ad Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage Top Banner</td>
<td>prime real estate on the home page – the top banner is highly visible and prominent while belonging to the rest of the site.</td>
<td>$3500</td>
<td>IAB size or 728 x 90 pixels</td>
</tr>
<tr>
<td>Homepage Side Bar/ First</td>
<td>First and most prominent of six side bar ads. The side bar ads will appear on every page of the site and may be sold up to three times. Sponsors ads will rotate.*</td>
<td>$600</td>
<td>IAB size or 250 x 250 pixels</td>
</tr>
<tr>
<td>Homepage Side Bar/ Second</td>
<td>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.*</td>
<td>500</td>
<td>IAB size or 250 x 250 pixels</td>
</tr>
<tr>
<td>Homepage Side Bar/ Third</td>
<td>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.*</td>
<td>$400</td>
<td>IAB size or 250 x 250 pixels</td>
</tr>
<tr>
<td>Featured Advertorial/ Business Profile</td>
<td>Receive prime visibility on the OLM home page and support from social media and amplified posts with your OLM authored post.</td>
<td>$750</td>
<td>600 words minimum</td>
</tr>
<tr>
<td>Video Sponsorship</td>
<td>Video sponsorship can take a number of forms including a “pre-roll” as well as “frame” that would be present throughout the entire video.</td>
<td>Starting at $400</td>
<td>video length TBD</td>
</tr>
</tbody>
</table>
## Website Rates

<table>
<thead>
<tr>
<th>Ad Position</th>
<th>Description</th>
<th>Monthly Cost</th>
<th>Ad size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section Page</td>
<td>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.</td>
<td>$2000</td>
<td>IAB size or 728 x 90 pixels</td>
</tr>
<tr>
<td>Top Banner</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Section Page</td>
<td>These six spots would be reserved for advertisers that select the side bar option on the home page.</td>
<td>See homepage side bars</td>
<td>--</td>
</tr>
<tr>
<td>Side Bar</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Featured Advertorial</td>
<td>Receive targeted visibility on an OLM section page and support from social media and amplified posts with your OLM authored post.</td>
<td>$650</td>
<td>500 words minimum</td>
</tr>
<tr>
<td>Content Page</td>
<td>These six spots are reserved for advertisers that select the side bar option on the home page.</td>
<td>See homepage side bars</td>
<td>--</td>
</tr>
<tr>
<td>Side Bar</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hyperlinks</td>
<td>OLM will embed a hyperlink into content making it an easy click back to your site.</td>
<td>$125</td>
<td>--</td>
</tr>
</tbody>
</table>
Ottawa Life Magazine publishes 4 quarterly print issues annually (WINTER, SPRING, SUMMER, FALL) and 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, culture and recreation. Our international Travel section has won high acclaim including numerous awards.

ADVERTISING OPTIONS
- Cover Ads
- Full & Part Page Ads
Print Stats

Published on a quarterly basis. Regular columns include Travel, Food & Wine, Politics, Health, Fashion and more.

Readership Demographics

Age: 26–60 years old
Gender: 54% women
Interests: tech, politics, health, education, retail, travel, government
Income: $140k+
Lifestyle: professionals, most have kids (74%), homeowners (68%)

Circulation

- delivered as an insert to all Globe and Mail subscribers in the National Capital Region and via Canada Post to direct paid subscribers
- 4.5k government officials
- 3k+ national associations and lobbyists
- 2k+ Board of Trade member companies
- 120 copies at embassies
- Copies sent to all Members of the House of Commons and Senate, All MLA’s, MPP’s in Canada.

OLM quarterly print issues are for sale for $4.95 at all regional and national newsstands.
Print Rates
Refer to templates on next page to see exact ad sizes and placements.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double page</td>
<td>Double page colour ad</td>
<td>$7,590</td>
</tr>
<tr>
<td>Full page</td>
<td>Full page colour ad</td>
<td>$3,950</td>
</tr>
<tr>
<td>2/3 page</td>
<td>2/3 page colour ad</td>
<td>$3,100</td>
</tr>
<tr>
<td>1/2 page</td>
<td>half page colour ad</td>
<td>$2,600</td>
</tr>
<tr>
<td>1/3 page</td>
<td>1/3 page colour ad</td>
<td>$1,700</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1/4 page colour ad</td>
<td>$1,400</td>
</tr>
<tr>
<td>1/6 page</td>
<td>1/6 page colour ad</td>
<td>$680</td>
</tr>
<tr>
<td>Cover page - inside front</td>
<td>Colour ad on inside page of front cover</td>
<td>$4,600</td>
</tr>
<tr>
<td>Cover page - inside back</td>
<td>Colour ad on inside page of back cover</td>
<td>$4,600</td>
</tr>
<tr>
<td>Cover page - outside back</td>
<td>Colour ad on outside of back cover</td>
<td>$4,800</td>
</tr>
</tbody>
</table>
Print Ad Templates

Double Page Spread
W 16.25”
X
H 10.875”

Add .125” on all 4 sides
for bleeds

Full Page bleed
W 8.125”
X
H 10.875”

Add .125” on all 4 sides
for bleeds

Full Page
W 7”
X
H 9.875”

Third Page
W 4.6”
X
H 4.75”

Sixth Page
W 2.2”
X
H 4.75”

Quarter Page
W 3.3”
X
H 4.75”

Half Page
W 7”
X
H 4.75”

Two Thirds Page
Vertical
W 4.6”
X
H 9.875”

Third Page
Vertical
W 2.2”
X
H 9.875”
Newsstand Availability

Ottawa Life Magazine is available at select locations of the following stands and retailers across the Outaouais region, Toronto, and Montreal.

- Pharma Plus
- Rexall
- Shoppers Drug Mart
- The Daily Planet
- Cole's
- Indigo/Chapters
- Westgate News
- Glebe Smoke Shop
- Comerford Smoke Shop
- Mike's Place
- Robertson Drug Store
- Attraction Muzik
- ABC Magazine
- Tabagie
- Press Commerce
- Depanneur Lee
- Mags Plus
- Southbank News
OVERVIEW

With over 16k followers, OLM’s Twitter reach is our biggest audience on social media. Partner with us and let us help you get your message, product or service out to the masses. By sponsoring a tweet, you can guarantee additional exposure for your brand.

ADVERTISING OPTIONS

- Sponsored Tweets
Twitter Stats

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

Traffic

Followers: 16.5k
Impressions: 135k/month
Link clicks: 700/month
Retweets: 90/month
Likes: 235/month

Engagements
Showing 90 days with daily frequency

Engagement rate
1.5%
1.4% engagement rate

On average, you earned 24 link clicks per day

Retweets
263
6 Retweets
On average, you earned 3 Retweets per day

Likes
700
25 likes
On average, you earned 8 likes per day
# Twitter Rates

<table>
<thead>
<tr>
<th>Sponsorship Types</th>
<th>Description</th>
<th>Monthly Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Tweet - individual</td>
<td>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.</td>
<td>$65</td>
</tr>
<tr>
<td>without image</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsored Tweet - individual</td>
<td>These six spots would be reserved for advertisers that select the side bar option on the home page.</td>
<td>$75</td>
</tr>
<tr>
<td>with image</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsored Tweet - multiple</td>
<td>Receive targeted visibility on an OLM section page and support from social media and amplified posts with your OLM authored post.</td>
<td>depends on number of tweets - contact us for more info</td>
</tr>
<tr>
<td>without image</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsored Tweet - multiple</td>
<td>These six spots are reserved for advertisers that select the side bar option on the home page.</td>
<td>depends on number of tweets - contact us for more info</td>
</tr>
<tr>
<td>with image</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
OVERVIEW

At over 7k followers, OLM’s Facebook page has a mature and loyal audience with consistent engagement. Partner with us and let us help you get your message, product or service out to the masses. By sponsoring a post, you can guarantee significant exposure to your brand.

ADVERTISING OPTIONS

- Sponsored Posts
Facebook Stats

Updated daily with articles from the website as well as photos and exclusive videos.

Traffic
Reach: 8k+/month
Engagement: 2.5k/month
Pageviews: 400+/month

Demographics
Gender: 64% women, 32% men
Age: 25 – 54 (46%)
Country: Canada
City: Ottawa
<table>
<thead>
<tr>
<th>Promo type</th>
<th>Description</th>
<th>Monthly Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored post - without image or video</td>
<td>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.</td>
<td>$90</td>
</tr>
<tr>
<td>Sponsored post - with image, video or link</td>
<td>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.</td>
<td>$100</td>
</tr>
<tr>
<td>Multiple sponsored posts - without image or video</td>
<td>A set of sponsored posts that does NOT include any images or video. These posts can include any desired links, tags or hashtags. This sponsorship is not necessarily linked to any OLM website or print content.</td>
<td>depends on amount of posts - inquire for details</td>
</tr>
<tr>
<td>Multiple sponsored posts - with image or video</td>
<td>A set of sponsored posts that include image or video. These posts can include any desired links, tags or hashtags. This sponsorship is not necessarily linked to any OLM website or print content.</td>
<td>depends on amount of posts - inquire for details</td>
</tr>
</tbody>
</table>
OVERVIEW

OLM’s Instagram account is quickly becoming our most engaging platform. Our over 6k followers are mostly made up of millennial women who love food, city life and are socially progressive. Partner with us and let us help you get your message, product or service out to the masses. By sponsoring a post or story, you can guarantee positive exposure for your brand.

ADVERTISING OPTIONS

- Sponsored Feed Posts
- Sponsored Stories Posts
Traffic

Followers: 6.8k+
Reach: 3k+/week
Impressions: 10k+/week

Demographics

Gender: 70% women
Age: 25–34 (38%)
Country: Canada (92%)
City: Ottawa (75%)

Posting schedule

Feed posts: 3x a week
Stories: Daily

Instagram Stats

Updated daily with Ottawa-focused content like food, art, Ottawa figures, local business and more.
<table>
<thead>
<tr>
<th>Post Type</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feed post - individual video or image</td>
<td>a single photo or video posted on our grid</td>
<td>$50</td>
</tr>
<tr>
<td>Feed post - multiple video or images</td>
<td>multiple photos and/or videos on our grid</td>
<td>Depends on amount of posts - contact for details</td>
</tr>
<tr>
<td>Stories post - individual photo or video</td>
<td>Individual photo or video posted to our Stories. Stays live on our account for 24 hours.</td>
<td>$25</td>
</tr>
<tr>
<td>Stories post - multiple videos or images</td>
<td>Multiple photos and/or videos posted to our Stories. Stays live on our account for 24 hours.</td>
<td>Depends on amount of posts - contact for details</td>
</tr>
</tbody>
</table>