



OTTAWA'S LONGEST RUNNING NEWS  
& LIFESTYLE PUBLICATION

# Table of Contents

ABOUT US/CONTACT INFO .....	3
BRAND OVERVIEW .....	4
WEBSITE .....	5
PRINT .....	9
NEWSSTAND AVAILABILITY .....	13
TWITTER .....	14
FACEBOOK .....	17
INSTAGRAM .....	20

---

# 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

---

# Ottawa Life Brand

---

The logo for Ottawa Life Magazine (OLM) features the letters 'OLM' in a bold, white, sans-serif font. The 'O' is a solid circle, while the 'L' and 'M' are stylized with sharp, angular lines. The logo is set against a dark red background that is part of a larger graphic element consisting of overlapping curved shapes.

## 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.

## ADVERTISING OPTIONS

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

## METRICS AT A GLANCE

- Website: 50k+ Visitors/Month
- Twitter: 16.6k+ Followers
- Facebook: 8.3k+ Followers
- Instagram: 8k+ Followers
- Print: 220,000 Readers/Quarterly



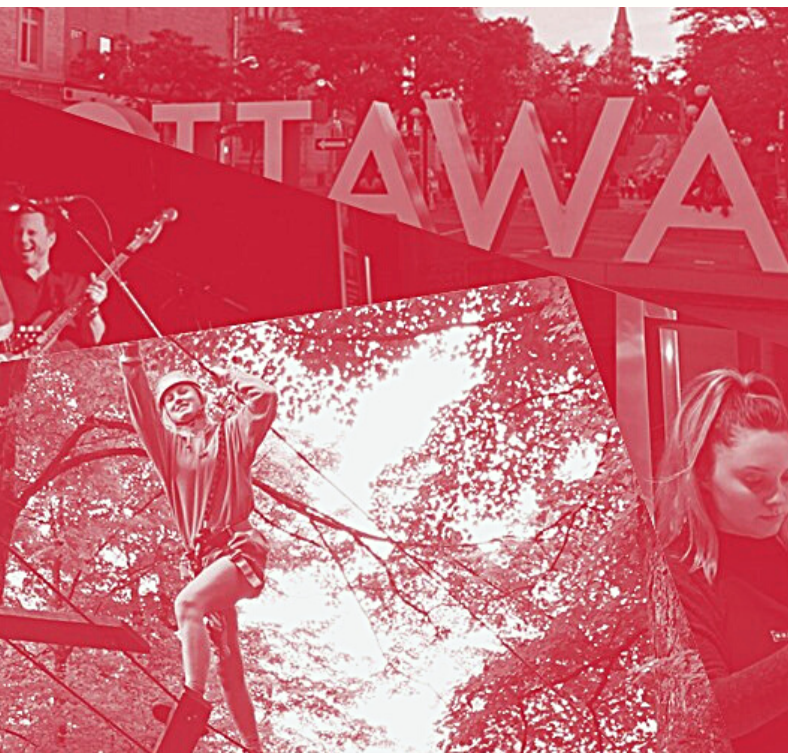
---

# Website

OTTAWALIFE.COM

---

# OLM



## 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

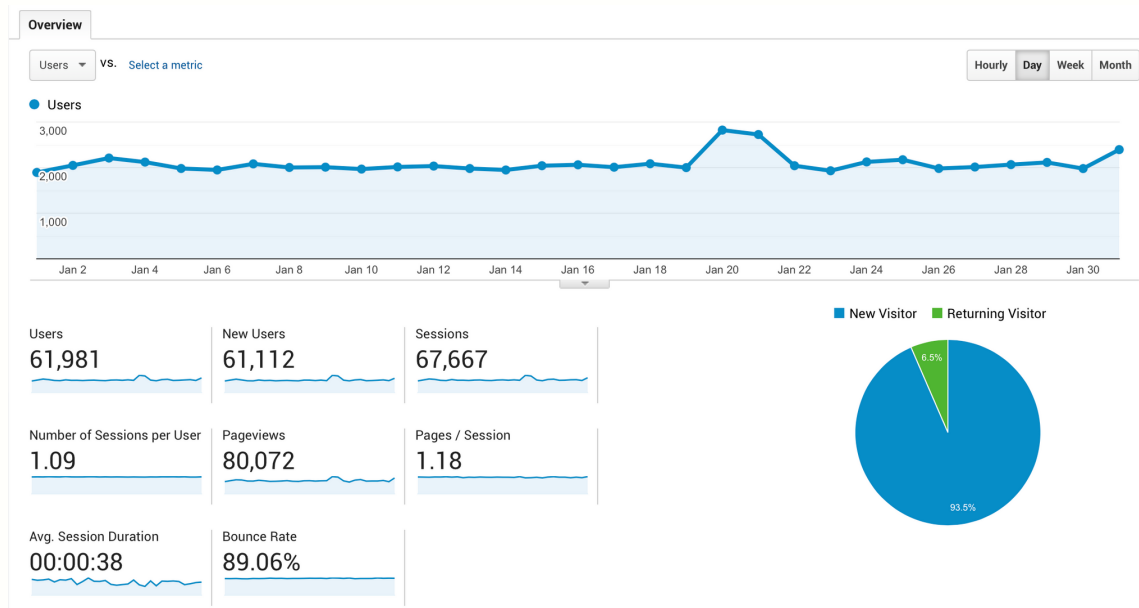


# Website Stats

Articles posted daily in the categories of Arts & Events, Health, Music, Food & Wine, Politics, Fashion, Tech, and Travel.

## Traffic

Pageviews: 80k+ /month  
Unique pageviews: 72k+ /month  
Users: 61k+ /month  
New users: 61k+ /month  
Sessions: 67k+ /month



## Demographics

Gender: 49% Male, 51% Female  
Age: 25-44 (44% of users)  
Country: Canada  
City: Ottawa, Canada  
Language: English (86%)

# Website Rates

Ad Position	Description	Monthly Cost	Ad Size
Homepage Top Banner	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
Homepage Side Bar/ First	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.*	\$600	IAB size or 250 x 250 pixels
Homepage 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.*	500	IAB size or 250 x 250 pixels
Homepage 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.*	\$400	IAB size or 250 x 250 pixels
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	600 words minimum
Video Sponsorship	Video sponsorship can take a number of forms including a "pre-roll" as well as "frame" that would be present throughout the entire video.	Starting at \$400	video length TBD

# Website Rates

Ad Position	Description	Monthly Cost	Ad size
Section Page Top Banner	This is prime real estate on the section over- view page. It is visible and prominent while belonging to the rest of the site. It is for a more targeted audience.	\$2000	IAB size or 728 x 90 pixels
Section Page Side Bar	These six spots would be reserved for advertisers that select the side bar option on the home page.	See homepage side bars	--
Featured Advertorial	Receive targeted visibility on an OLM section page and support from social media and amplified posts with your OLM authored post.	\$650	500 words minimum
Content Page Side Bar	These six spots are reserved for advertisers that select the side bar option on the home page.	See homepage side bars	--
Hyperlinks	OLM will embed a hyperlink into content making it an easy click back to your site.	\$125	--



# Print

OTTAWA LIFE MAGAZINE

# OLM

## OVERVIEW

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.

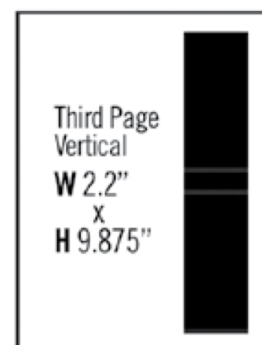
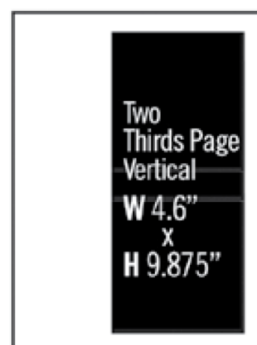
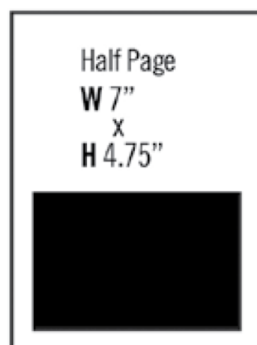
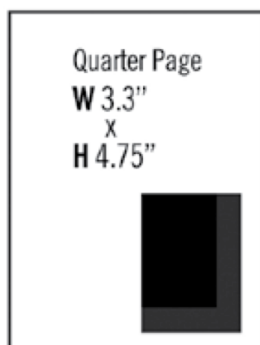
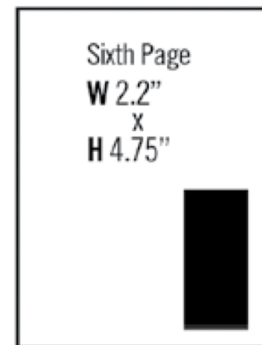
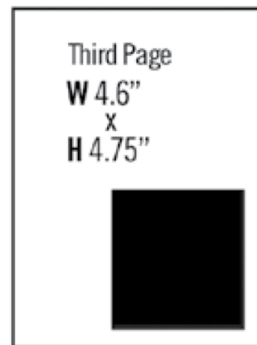
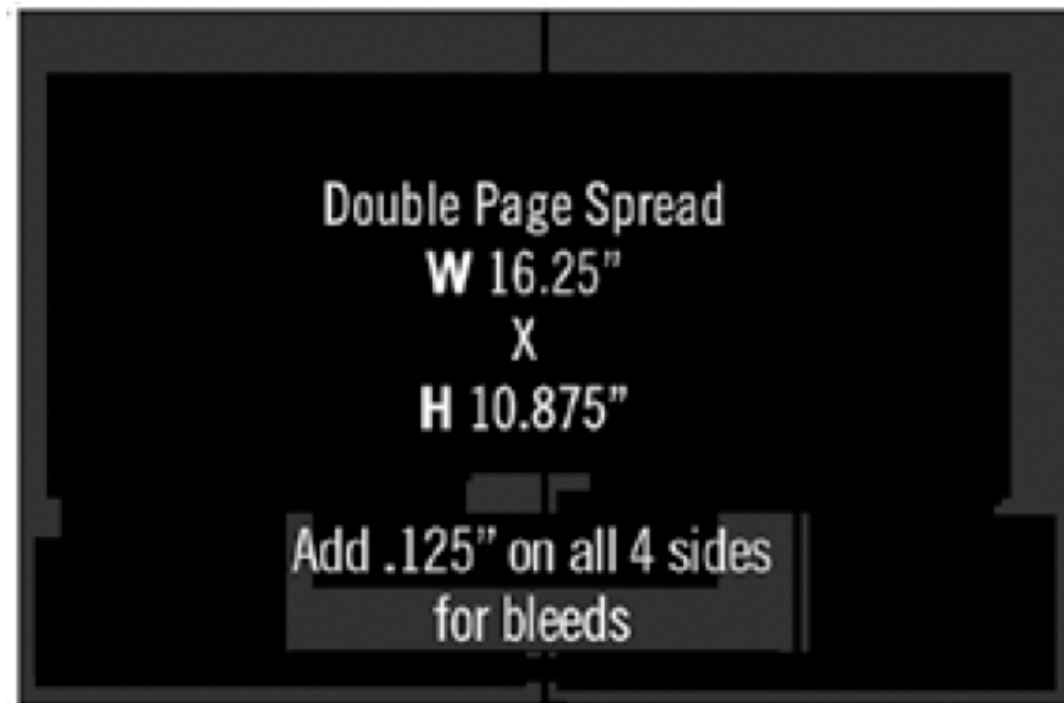
# Print Rates

Refer to templates on next page to see exact ad sizes and placements.

Ad Type	Description	Cost
Double page	Double page colour ad	\$7,590
Full page	Full page colour ad	\$3,950
2/3 page	2/3 page colour ad	\$3,100
1/2 page	half page colour ad	\$2,600
1/3 page	1/3 page colour ad	\$1,700
1/4 page	1/4 page colour ad	\$1,400
1/6 page	1/6 page colour ad	\$680
Cover page - inside front	Colour ad on inside page of front cover	\$4,600
Cover page - inside back	Colour ad on inside page of back cover	\$4,600
Cover page - outside back	Colour ad on outside of back cover	\$4,800



# Print Ad Templates



---

# 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

# Twitter

TWITTER.COM/OTTAWALIFERS

# OLM



## 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: 16.6k

Impressions: 55k/month

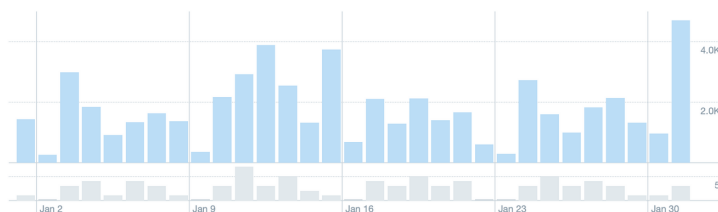
Link clicks: 300/month

Retweets: 60+ /month

Likes: 280+ /month

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>Ottawa Life Magazine</b> @ottawalifers · Jan 31 #OpEd: "In Centretown and elsewhere, residents are either afraid to leave their homes or are choosing to avoid the traffic caused by the "freedom fighters," - @rolling_enigma. bit.ly/3o9A8DB #OttawaConvoy #AccessibleOttawa #OttNews pic.twitter.com/e0UxY7UkA7 View Tweet activity	3,915	86	2.2%		
	<b>Ottawa Life Magazine</b> @ottawalifers · Jan 14 Fred Penner, Bif Naked, Crystal Shawanda, and more to raise money for the African GrassRoots Telethon in collaboration with the HERA Mission. bit.ly/3A0Oyey pic.twitter.com/qnPuLoYEeP View Tweet activity	3,732	16	0.4%		
	<b>Ottawa Life Magazine</b> @ottawalifers · Jan 12 #Winterlude gets the big freeze again as all in-person events cancelled for 2022 season. ❄️🌨️ bit.ly/3HQksga #OttNews #Winterlude2022 #Ottawa pic.twitter.com/Efnl8p8XT View Tweet activity	2,734	25	0.9%		

Your Tweets earned **54.9K impressions** over this 31 day period



Engagement rate

2.1%

Jan 31  
1.5% engagement rate



Link clicks

288

Jan 31  
22 link clicks

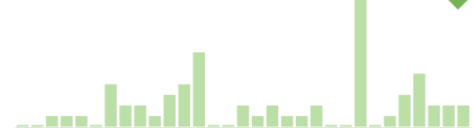


On average, you earned **9 link clicks** per day

Retweets without comments

62

Jan 31  
2 Retweets without comments

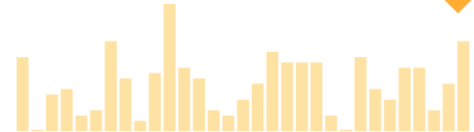


On average, you earned **2 Retweets without comments** per day

Likes

283

Jan 31  
17 likes



On average, you earned **9 likes** per day

# Twitter Rates

Sponsorship Types	Description	Monthly Cost
<b>Sponsored Tweet - text only</b>	single text-only tweet with hashtags and link	\$100
<b>Sponsored Tweet - text + image</b>	single tweet with text, hashtags, link and an image	\$130
<b>Sponsored Tweet - multiple text only</b>	multiple text-only tweets with hashtags and link	depends on number of tweets - contact us for more info
<b>Sponsored Tweet - multiple text + image</b>	multiple tweets with text, hashtags, link and an image	depends on number of tweets - contact us for more info



---

# Facebook

FACEBOOK.COM/OTTAWALIFEMAGAZINE

---



## OVERVIEW

At over 8k 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

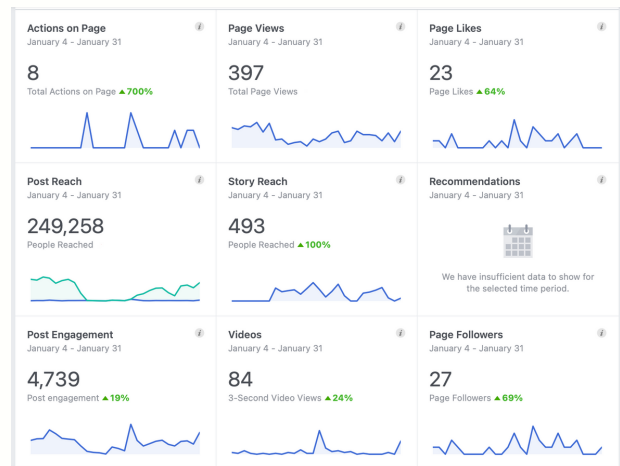
Updated daily with articles from the website as well as photos and exclusive videos.

## Traffic

Reach: 290k+ /month

Engagement: 5.4k+ /month

Pageviews: 400+ /month



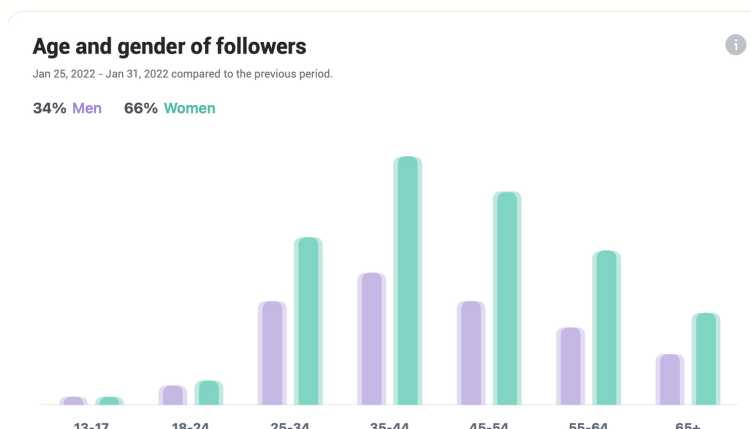
## Demographics

Gender: 66% women, 34% men

Age: 25 - 54 (47%)

Country: Canada

City: Ottawa





# Facebook Rates

Promo type	Description	Monthly Cost
<b>Sponsored post – without image or video</b>	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.	\$90
<b>Sponsored post – with image, video or link</b>	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.	\$100
<b>Multiple sponsored posts – without image or video</b>	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.	depends on amount of posts – inquire for details
<b>Multiple sponsored posts – with image or video</b>	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.	depends on amount of posts – inquire for details

---

# Instagram

INSTAGRAM.COM/OTTAWALIFEMAG

---

# OLM

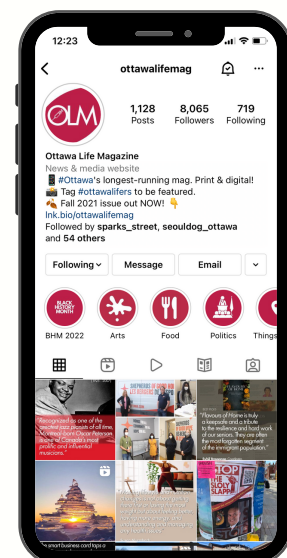


## OVERVIEW

OLM's Instagram account is quickly becoming our most engaging platform. Our over 8k 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



# Instagram Stats

Updated daily with Ottawa-focused content like food, art, Ottawa figures, local business and more.

## Posting schedule

Posts/Reels: 5x a week

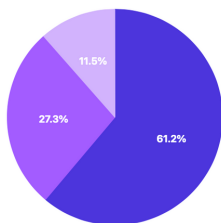
Stories: Daily

3 Months: Nov 01, 2021 - Feb 01, 2022

Export C:

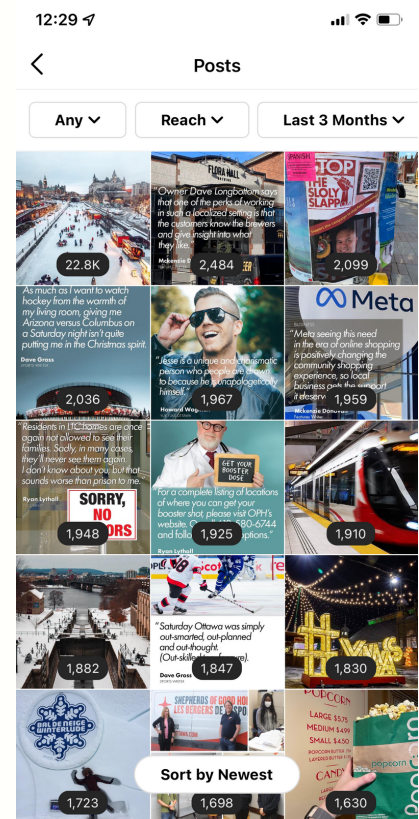
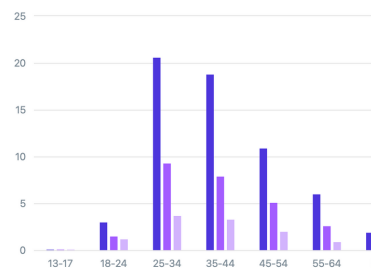
### AUDIENCE BY GENDER

Female Male Prefer Not To Say



### AUDIENCE BY AGE

Female Male Prefer Not To Say



## Traffic

Followers: 8k+

Reach: 13k+ /week

Impressions:

110k+ /week

## Demographics

Gender: 61% women, 27% men

Age: 25-44 (38%)

Country: Canada (92%)

City: Ottawa (79%)

# Instagram Rates

Post Type	Description	Cost
Feed post – individual image	a single static image posted on our grid	\$85
Feed post – multiple images	multiple static images posted on our grid	Depends on amount of posts – contact for details
Feed post – single video	a single video posted on our grid	\$135
Feed post – multiple videos	multiple videos posted on our grid	Depends on amount of posts – contact for details
Stories post – single frame	Individual photo or 10-second video posted to our Stories. Stays live on our account for 24 hours.	\$80
Stories post – multiple frames	Multiple photos and/or video longer than 10 seconds posted to our Stories. Stays live on our account for 24 hours.	Depends on amount of frames – contact for details