

OTTAWA
magazine.com

Who is the *Ottawa Magazine* Reader?

% OF READERSHIP

Base: Ottawa Adults 25+	OTTAWA	Base: Ottawa Adults 25+	OTTAWA
Female	61%	Have Children <18	26%
Male	39%	Own Home	71%
		Rent Home	29%
Age 25-44	32%	HHI \$100,000+	51%
Age 45-64	39%	HHI \$100,000-\$149,999	34%
Age 65+	29%	HHI \$150,000-\$199,999	8%
Average	49	HHI \$200,000+	9%
Married / Common-law	74%	Average HHI	\$105,664
Single	15%	Manager, Owner, Professional, Execs	37%
Other	12%		

Distribution

Ottawa Magazine reaches the people who love Ottawa with an artful mix of local issues, profiles, superb food and wine coverage, award-winning photography, and editors' picks.

In 2020, we have the Interiors edition, Real Estate in the spring, Restos & Design in the Fall, and the Holiday issue — glossy and square bound. Our readers are lovers of food, culture, and home design. Their standards are high, and so is their spending power.

Distribution: **Ottawa**

Frequency: **4 issues**

Total Circulation: **25,000**

National Post: **6,890**

Globe and Mail: **6,375**

Canada Post: **6,260**

Newsstand: **3,000**

Press Commerce: **1,000**

Air Canada & Via Rail: **950**

Public Offices: **525**

Digital and Social

Twitter: @ottawamag

41,500+

Facebook: /OttawaMag

12,000+

Instagram: @ottawa_magazine

34,700+

www.ottawamagazine.com

Website Unique Visitors:

40,000+

Website Page Views:

150,000+

Source: Google Analytics Nov. 2018

Highlights from our Readership Study

In May 2019, an independent study was conducted to determine the media choices and consumer habits of adults within Ottawa. The following are key highlights:

- *Ottawa Magazine* reaches 166,000 readers per average issue
- Compared to the average Ottawa adult, readers of *Ottawa Magazine* are:
 - 24%** more likely to have a household income of \$100,000+
 - 33%** more likely to pay extra for better quality products
 - 22%** more likely to buy new products before their peers
 - 70%** more likely to undertake kitchen / bathroom renovations within the next 12 months
 - 54%** more likely to hire a home designer / contractor within the next 12 months
 - 22%** more likely to seek the latest in home technology and appliances.
 - 76%** more likely to buy a vehicle within the next 12 months
 - 41%** more likely to spend \$1,000+ per year on personal clothing
 - 30%** more likely to dine at high-quality restaurants
 - 27%** more likely to use a realtor
 - 64%** more likely to pay more for products that elevate their status
 - 29%** more likely to attend live theatre






Ottawa Magazine readers spend heavily on home improvements, furniture and appliances.

97% of *Ottawa Magazine* readers have consumed an alcoholic beverage in the last 90 days.

1 in 4 *Ottawa Magazine* readers owns a car priced at **\$40,000+**



2020 Rates

		1x	2x	3x	4x	
	Full page	\$4,075	\$3,805	\$3,600	\$3,056	Cover Premiums Outside back \$1,000 Inside front \$830 Inside back \$500
	2/3 vertical	\$3,420	\$3,180	\$2,995	\$2,565	
	1/2 horizontal/island	\$2,900	\$2,705	\$2,300	\$2,175	
	1/3 square/vertical	\$1,900	\$1,660	\$1,430	\$1,425	
	1/6 horizontal/vertical	\$1,095	\$1,020	\$875	\$820	

2020 Issues at a Glance

Interiors

Ad close January 15
Ad due January 22
Publication Date February 10

Restos & Design

Ad close September 9
Ad due September 16
Publication Date October 5

Real Estate

Ad close March 11
Ad due March 18
Publication Date April 6

Holiday & Home

Ad close October 21
Ad due October 28
Publication Date November 16



Ad Specs

	Non-bleed*	Live Area	Trim	Bleed
DPS		15.25" x 10.25"	15.75" x 10.75"	16" x 11"
Full page		7.375" x 10.25"	7.875" x 10.75"	8.125" x 11"
2/3 (vertical)	4.5" x 9.75"			
1/2 (horizontal)	6.75" x 4.82"			
1/2 (island)	4.5" x 7.275"			
1/3 (square)	4.5" x 4.82"			
1/3 (vertical)	2.18" x 9.75"			
1/6 (horizontal)	4.5" x 2.375"			
1/6 (vertical)	2.18" x 4.82"			

***Non-bleed:** Ads that don't bleed should be built to this size. Ads will be placed on our template.

Visit the AdDirect home page to take the tour on how to upload your ad using the preflight portal system.



addirect.sendmyad.com