



ottawa.

**MEDIA KIT
2021**

Thank you for your interest in *Ottawa Magazine*.

As you consider the best way to distinguish your brand and products in our great city, we know you have many options, and priorities to consider. **Thank you for considering us.**

As Ottawa's premier city magazine, we have, for more than 20 years, invested in the future of this city by telling its story — just like you're investing in the city through your commitment to your business or organization.

Our promise: When you choose to put your brand with ours as part of an advertising campaign, it will always reflect upon you in a positive light.

Our magazine is distributed on newsstands, in high-impact shared spaces such as business lobbies and professional offices and, most importantly, directly in the mailboxes of paid subscribers, to the readers of *Maclean's* magazine, and to select homes in the city. Our Instagram and Facebook pages are carefully curated and highly engaged with tens of thousands of followers, and our newsletter and website pull together a truly omnichannel experience for our audience.

In short, we are the highest quality, best-read magazine in the city.

Our mission is to inspire the ambition that will shape the future of Ottawa. We invest in quality journalism, beautiful photography and in making sure our content reaches the right audience. We are transparent and honest with our audience — when something is paid for in our magazine, we say so.

We know that, like last year, 2021 is going to be different — and we'll tell that story, the way we always do — **through stories of transformative people, beautiful homes, incredible food and thought-provoking trends.**

We hope you'll be there with us. Please reach out to us at any time — we're always here to chat.

Sincerely,
Duncan Clark
Publisher



Who is the *Ottawa Magazine* Reader?

% OF READERSHIP

Base: Ottawa Adults 25+	ottawa.	Base: Ottawa Adults 25+	ottawa.
Female	55%	Have Children <18	32%
Male	45%	Own Home	77%
		Rent Home	23%
Age 25-34	20%	HHI \$100,000+	50%
Age 35-44	15%	HHI \$100,000-\$149,999	34%
Age 45-54	16%	HHI \$150,000-\$199,999	7%
Age 55-64	23%	HHI \$200,000+	10%
Age 65+	26%	Average HHI	\$111,520
Average	49	Manager, Owner, Professional, Execs	36%
Married / Common-law	75%		
Single	14%		
Other	11%		

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 2021, we have the Interiors edition, Real Estate in the spring, Restos & Design in the Fall, and the Holiday and Home 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**

Newsstand: **1,500**

Subscribers: **850**

Maclean's Subscribers: **5,000 - 10,000**

Neighbourhood Mailing (Canada Post): **7,500 - 15,500**

Digital and Social

Twitter: @ottawamag **41,500+**

Facebook: /OttawaMag **13,000+**

Instagram: @ottawa_magazine **39,000+**

www.ottawamagazine.com

Website Unique Visitors: **40,000+**

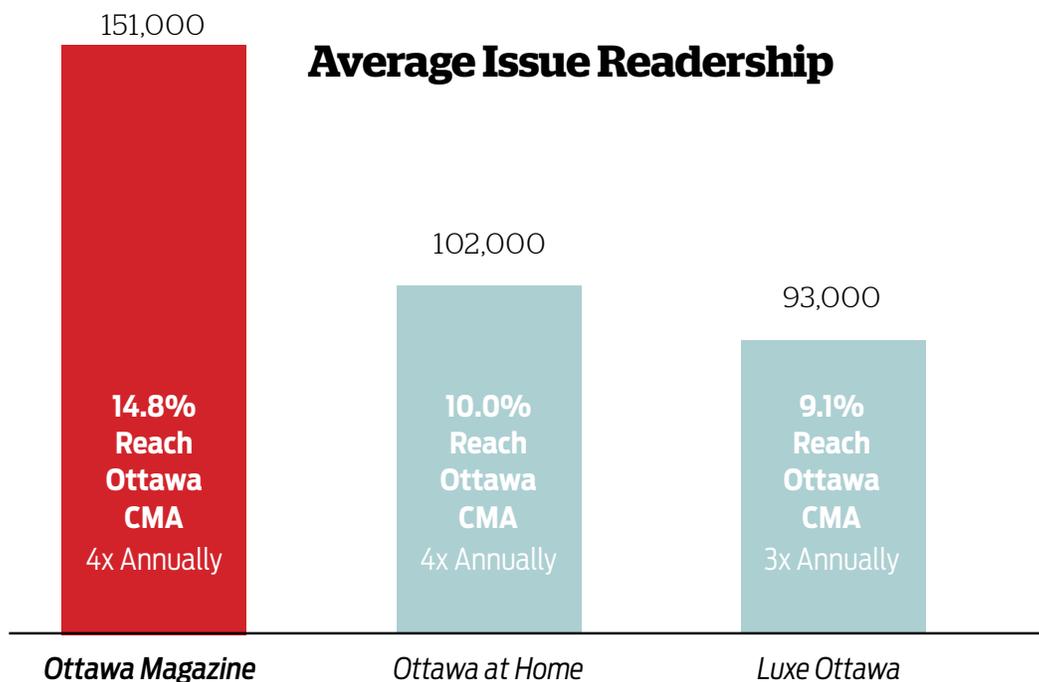
Website Page Views: **150,000+**

Source: Google Analytics Nov. 2018

Highlights from our Readership Study

In February 2020, SJC conducted a blind study to determine the media choices and consumer habits of adults within Ottawa. The following are key highlights:

- *Ottawa Magazine* has 151,000 readers per issue, and an annual readership of 306,000 — by far the most of any city magazine in each category



Readers of *Ottawa Magazine* are high-end consumers who appreciate luxury and are early adopters of new products.

Have disposable income — our reader is 23% more likely to come from a household with an income of \$100,000+

Own their own home — 77% of our readers are homeowners

Are doing renovations — The average reader spent \$12,680 in the 12 months prior to the survey on renovations, and are significantly more likely than the average Ottawa adult to be considering renovations in the next 12 months

Appreciate the finer things — our reader is 83% more likely to say they're prepared to pay more for products that elevate their status, and 13% more likely to say it's worth it to pay extra for quality goods

Are socially aware — our reader is 31% more likely to say they're prepared to pay more for environmentally safe products.

While major chains attract more *Ottawa Magazine* readers in absolute numbers, they are less likely than the average adult to visit Home Depot, Ikea, Lowe's. Etc. Compared to the average Ottawa adult, our readers are more likely to seek out specialty stores and we reach more shoppers than our competition.

2021 Print Ad Rates

		1x	2x	3x	4x
	Full page	\$4,075	\$3,805	\$3,600	\$3,056
	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	\$1,285
	1/6 horizontal/vertical	\$1,095	\$1,020	\$875	\$745

Cover Premiums

Outside back
\$1,000

Inside front
\$830

Inside back
\$500

2021 Issues at a Glance

Interiors

The annual signature, covering the city's must-see homes, designers and suppliers with unmatched quality in words and pictures.

Ad close January 13, 2021

Ad due January 20

Publication Date February 12

Real Estate

Our annual ranking of the city's hottest neighbourhoods for real estate, with a special look at the unprecedented boom that is driving up prices in central Ottawa and nearby suburbs.

Ad close March 10, 2021

Ad due March 17

Publication Date April 9

Restos & Design

We rank Ottawa's best restaurants, talk food trends, and take a fall/winter look inside Ottawa's most beautiful homes.

Ad close September 15, 2021

Ad due September 22,

Publication Date October 15

Holiday & Homes

An issue designed for the comfort of home — we ring in the holidays with heartwarming stories, great local gift ideas and Ottawa-grown tips for seasonal decorating.

Ad close October 27, 2021

Ad due November 3

Publication Date November 26



Custom Integration Opportunities

In addition to display advertising, *Ottawa Magazine* offers numerous opportunities to collaborate on custom integrations with our print and digital products.

Working with our creative teams, we offer unique branded content executions to optimize your engagement with our audience across all our platforms:

Print Magazine



Instagram

39k followers, November 2020



Facebook

13,613 fans, November 2020



ottawamagazine.com



Executions are supported with paid audience boosting, and campaigns can start with an investment as small as **\$500**. We offer competitive creative rates, and design each campaign to achieve your specific brand objectives.

Print 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

Ship to: Ottawa Magazine Production Dept., St Joseph Media, 111 Queen St East, Suite 320, Toronto, ON M5C 1S2
Attention: **Joycelyn Tran**, ProductionManager (416 364 3333 x 3527, joycelyn.tran@stjoseph.com)

*Please contact us
anytime to discuss
how we can help you
achieve your goals.*

Julia Wallace

Account Executive

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