

# ottawa.

*"Inspiring the ambition that will shape Ottawa's future"*

**MEDIA KIT 2022**

**“To inspire  
the ambition  
that will shape  
Ottawa’s future”**

**ottawa.**

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 important 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 are entering 2022 with a sense of optimism after two years of uncertainty. 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+	<b>ottawa.</b>	Base: Ottawa Adults 25+	<b>ottawa.</b>
Female	<b>55%</b>	Have Children <18	<b>32%</b>
Male	<b>45%</b>	Own Home	<b>77%</b>
		Rent Home	<b>23%</b>
Age 25-34	<b>20%</b>	HHI \$100,000+	<b>50%</b>
Age 35-44	<b>15%</b>	HHI \$100,000-\$149,999	<b>34%</b>
Age 45-54	<b>16%</b>	HHI \$150,000-\$199,999	<b>7%</b>
Age 55-64	<b>23%</b>	HHI \$200,000+	<b>10%</b>
Age 65+	<b>26%</b>	Average HHI	<b>\$111,520</b>
Average	<b>49</b>		
Married / Common-law	<b>75%</b>	Manager, Owner, Professional, Execs	<b>36%</b>
Single	<b>14%</b>		
Other	<b>11%</b>		

Source: Ottawa Market Readership Study 2020, SJC / Maru Blue / Qualtrics, 514 respondents, February 2020

## 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 2022, we have the Interiors edition, Real Estate in the spring, Restaurants and Design in the fall, and the Future List and Holiday Homes issue in November — all glossy and square bound. Our readers are engaged citizens, 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: **3,000**

Subscribers: **875-1,000**

Maclean's Subscribers: **4,500 - 5,000**

Neighbourhood Mailing (Canada Post): **15,000 - 16,500**

### Digital and Social

Twitter: @ottawamag **41,800+**

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

Instagram: @ottawa\_magazine **39,000+**

[www.ottawamagazine.com](http://www.ottawamagazine.com)

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

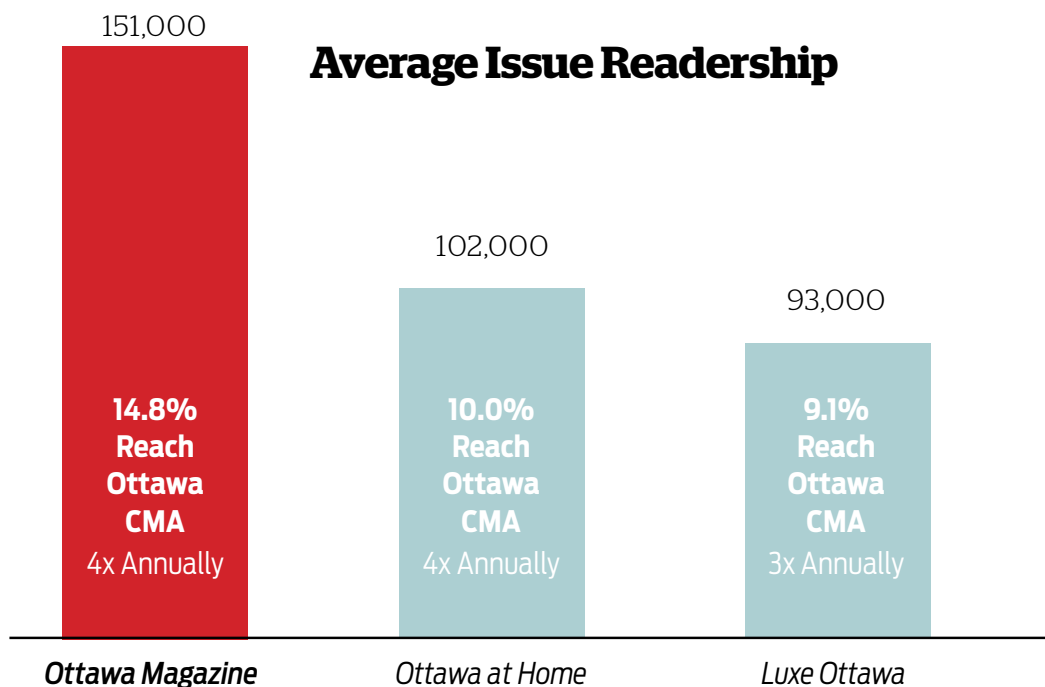
Website Page Views: **150,000+**

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.

## 2022 Print Ad Rates

		1x	2x	3x	4x	
	<b>Full page</b>	\$4,075	\$3,805	\$3,600	\$3,056	<b>Cover Premiums</b> <b>Outside back</b> \$1,000 <b>Inside front</b> \$830 <b>Inside back</b> \$500
	<b>2/3 vertical</b>	\$3,420	\$3,180	\$2,995	\$2,565	
	<b>1/2 horizontal/island</b>	\$2,900	\$2,705	\$2,300	\$2,175	
	<b>1/3 square/vertical</b>	\$1,900	\$1,660	\$1,430	\$1,285	
	<b>1/6 horizontal/vertical</b>	\$1,095	\$1,020	\$875	\$745	

## 2022 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 19, 2022

**Ad due** January 26

**Publication Date** February 18

### Real Estate

Our annual look at Ottawa's booming real estate market will offer a guide to the trends that are driving development, and how to get the most out of where you live — both for your lifestyle and your investment.

**Ad close** March 16, 2022

**Ad due** March 23

**Publication Date** April 15

### 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** August 10, 2022

**Ad due** August 17

**Publication Date** September 9

### Future List/Holiday Homes/Winter

Our second annual Future List will honour those shaping our city, and we ring in the holidays with heartwarming stories, great local gift ideas and Ottawa-grown tips for seasonal decorating. Everything winter in the Capital"

**Ad close** October 26, 2022

**Ad due** November 2

**Publication Date** November 25



# 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

39,100 followers, December 2021



## Facebook

15,100 fans, December 2021



## 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.

**Please note: All final ad artwork must be uploaded to our AdDirect site. This will allow you or your designer to sign off on the final proof and will point out any errors in the artwork.**

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



[addirect.sendmyad.com](http://addirect.sendmyad.com)

## 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.



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

**Julia Wallace**

Account Executive

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