

# OTTAWA AT HOME

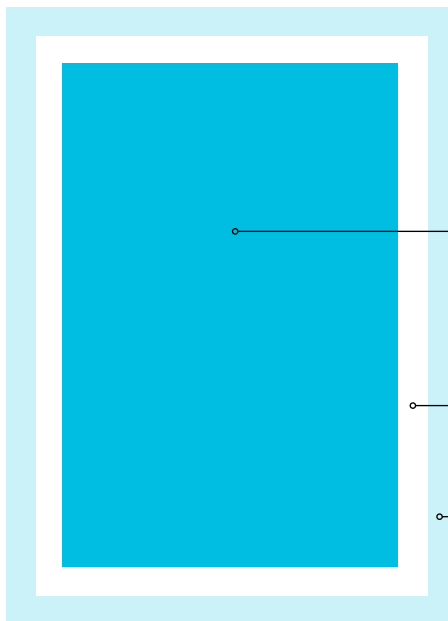
Magazine LOCALLY OWNED BY  
OTTAWA AT HOME MEDIA



2020 MEDIA KIT

# OTTAWA AT HOME MAGAZINE

Is the leading lifestyle and décor publication in Ottawa. Our print product offers a high quality branding opportunity to businesses looking to reach readers with disposable income. We target savvy consumers with a keen interest in home and style. Our readers are educated, with a sophisticated approach to consumerism and lifestyle.



Publication trim size is **8.3125" × 10.6875"**. If your ad will bleed, we require a minimum of **.25"** bleed beyond the trim. Text must not go beyond the live area.

- LIVE AREA**  
**7.5625" × 9.9375"**  
*Must have all critical elements (logos, graphic elements) kept well within the non-bleed area*
- TRIM AREA**  
**8.3125" × 10.6875"**  
*actual size of the magazine page*
- BLEED AREA**  
**8.8125" × 11.1875"**  
*area outside of magazine page printed to ensure full-coverage*

## RATES + SPECS

Ad sizes are expressed width x height, in inches. Extra charges for photography and writing.

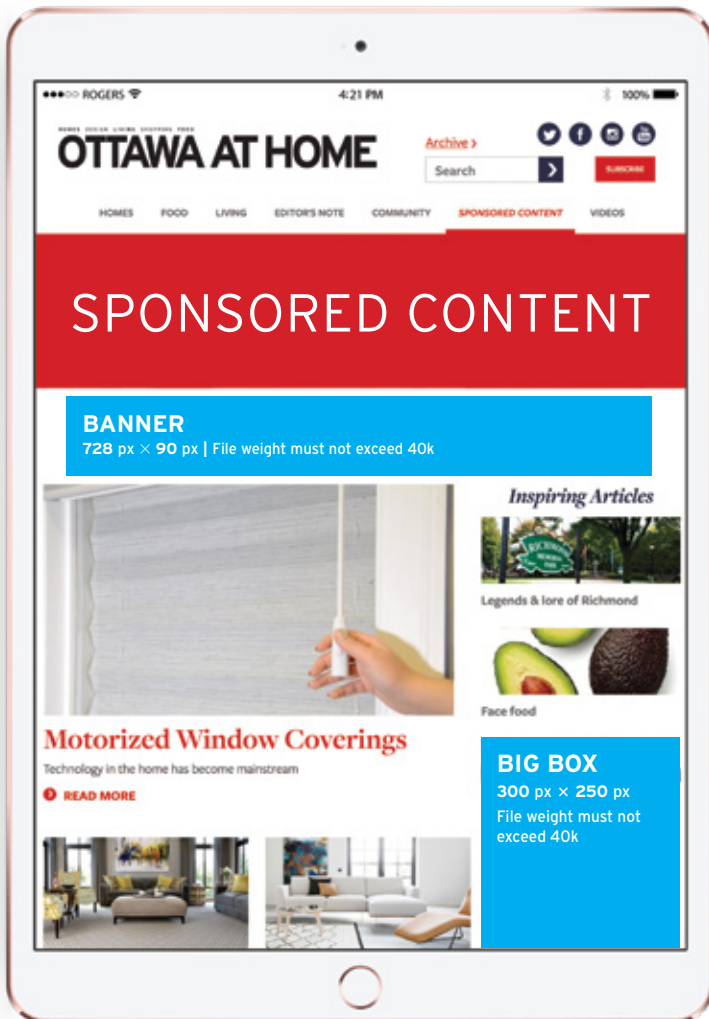
<b>BACK COVER</b> 8.8125" × 11.1875"	<b>\$3,200</b>
<i>(Includes bleed! Please keep critical text and images .5" away from edge of ad)</i>	
<b>INSIDE COVERS</b> 8.8125" × 11.1875"	<b>\$2,800</b>
<i>(Includes bleed! Please keep critical text and images .5" away from edge of ad)</i>	
<b>TWO-PAGE SPREAD</b> 17.125" × 11.1875"	<b>\$4,300</b>
<i>(Includes bleed! Please keep critical text and images .5" away from edge of ad and .75" away from the centre)</i>	
<b>FULL PAGE</b> 8.8125" × 11.1875"	<b>\$2,500</b>
<i>(Includes bleed! Please keep critical text and images .5" away from edge of ad)</i>	
<b>2/3 VERTICAL</b> 4.9861" × 9.9375" (no bleed)	<b>\$1,900</b>
<b>1/3 VERTICAL</b> 2.4097" × 9.9375" (no bleed)	<b>\$1,250</b>
<b>1/3 SQUARE</b> 4.9861" × 4.9125" (no bleed)	<b>\$1,250</b>
<b>1/6 VERTICAL</b> 2.4097" × 4.9125" (no bleed)	<b>\$700</b>





Each issue is complimented with strong social media and increased traffic to the **ottawaathome.ca** website and online content

OTTAWA AT HOME SOCIAL MEDIA ENGAGES AUTHENTIC FOLLOWERS WITH A STRONG INTEREST IN LIFESTYLE, FOOD AND DECOR IN THE NATION'S CAPITAL.



Our magazine is enhanced with a website that brings strong images and web content to greater heights. Opportunities for advertising with a multimedia platform are enhanced with a site that provides for optimum exposure.

## CREATIVE MARKETING

We offer creative marketing and sponsored content posts which are pushed out through our social media networks to include: Facebook, Twitter and Instagram.

## WEB ADVERTISING

SIZE	1 MONTH	6 MONTHS	1 YEAR
Banner	\$300	\$1530	\$2520
Big Box	\$300	\$1530	\$2520

## TECHNICAL REQUIRMENTS

- gif, animated gif, jpg, Flash (flash files must be submitted with a back-up gif file)
- **file size limit 40 kilobytes**
- artwork is to be provided camera ready
- click-through URL is to accompany artwork submission

# 30,000

COPIES DISTRIBUTED  
FIVE TIMES PER YEAR



## DISTRIBUTION

- **Newsstand distribution:** Ottawa International Airport Relay Stores, Chapters/Indigo and Shopper's Drug Mart.
- **Local Retail** distribution to include FarmBoy and Bridgehead Coffee Shops.
- **Targeted Mail Walk** to upper income neighbourhoods: Stittsville • Kanata • Barhaven • Westboro • Wellington Village • CentreTown • The Glebe • Rockcliffe Park • Rothwell Heights • Orleans • Manotick
- All **Globe & Mail** Business and home subscribers



## 2020 DISTRIBUTION DATES

ISSUE	DISTRIBUTION	BOOKING	ARTWORK DUE
<b>WINTER 2020 ISSUE</b>	February 20	January 17	January 14
<b>SPRING 2020 ISSUE</b>	April 23	March 20	March 27
<b>SUMMER 2020 ISSUE</b>	June 11	May 15	May 22
<b>FALL 2020 ISSUE</b>	September 17	August 21	August 28
<b>HOLIDAY 2020 ISSUE</b>	November 12	October 16	October 23



### MARY TAGGART – EDITOR IN CHIEF AND PUBLISHER

With a background in English, Education and Residential Décor I am committed to showcasing the stylish and intriguing side of Ottawa and its people. With my desire to keep up-to-date on the latest trends in home décor and lifestyle aspects within the Nation's Capital I work with a team of professionals eager to contribute their expertise as we explore the city and its outlying areas. **OTTAWA AT HOME** is the go-to resource for home innovation, design, lifestyle and food.



### AN DESIGN COMMUNICATIONS – LAYOUT & DESIGN

AN Design Communications is a bilingual, full-service creative development and strategy firm with years of experience in bringing together the best creative minds and the latest technology. AN Design works with **OTTAWA AT HOME** to integrate writing, photography, and design into a stunning finished magazine. Their stylish layouts allow the food, décor, and stories to shine through.



### JENNIFER TACKABERRY – VICE PRESIDENT SALES

With a background in communications and media Jennifer has a strong understanding of the impact of advertising and brand development. She works diligently to meet her client's needs and to offer an optimal experience. Jennifer is a mother to three daughters and was instrumental in bringing the empowering GLOW program to Ottawa to help girls develop an awareness of their strengths, interests, values and to build the fundamental tools for prominent leadership. Contact Jennifer at [jennifer@ottawaathome.ca](mailto:jennifer@ottawaathome.ca)