



OTTAWA'S
LONGEST RUNNING
NEWS & LIFESTYLE
PLATFORM



PHOTO: OTTAWA TOURISM

DIGITAL ADVERTISING OPTIONS

- Social media promotions
- Sponsored content
- Content marketing
- Business profiles
- Advertising



 [@ottawalifers](https://twitter.com/ottawalifers)  [OttawaLifeMagazine](https://www.facebook.com/OttawaLifeMagazine)  [ottawalifemag](https://www.instagram.com/ottawalifemag)



Ottawa Life Magazine is the intelligent, illustrious and iconic voice of Canada's beautiful capital city. For over 26 years, national decision makers, influencers and game-changers have looked to ottawalife.com to inspire, expose, applaud and commend. 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, and healthy life-styles. Ottawa Life is a must-read for residents of the National Capital and beyond who wish to keep tabs on the who, what, where and why of the city.



WEBSITE

Articles posted daily in the categories of Arts & Events, Health, Music Reviews, Film Reviews, Sports, Food & Wine, Politics, and more.

PAGEVIEWS: 90k+ /month

UNIQUE PAGEVIEWS: 65k+ /month

USERS: 54k+ /month

SESSIONS: 60k+ /month

DEMOGRAPHICS

GENDER: 52 % male , 48 % female

AGE: Professionals between the age of 25 - 65

COUNTRY: Canada

CITY: Ottawa

LANGUAGE: English (93%)

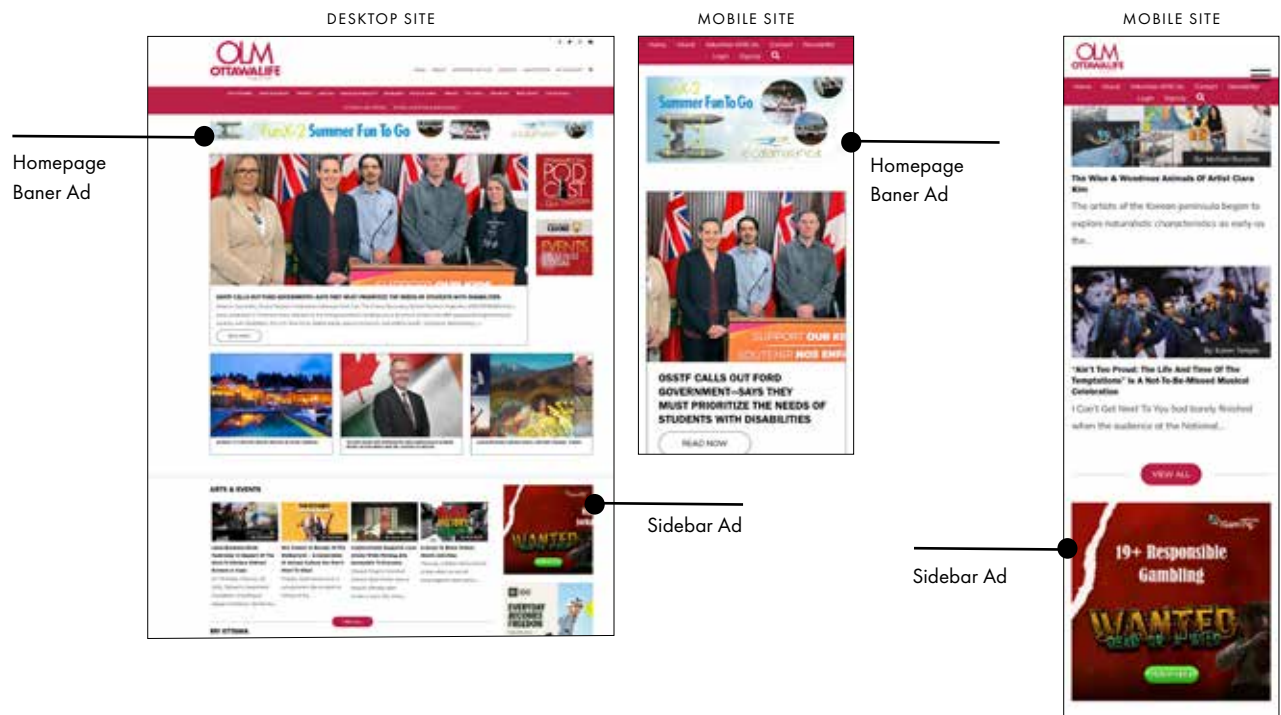
METRICS

X: 17k+ followers

WEBSITE: Over 1 million site visit each year
95k visitors per month

WEBSITE RATES

Ad Position	Description	Cost	Ad Size
Homepage Top Banner	Prime real estate on the homepage — the top banner is highly visible and prominent.	\$2500 MONTHLY	DESKTOP SITE: IAB size or 1920 x 100 pixels MOBILE SITE: 700 x 305 pixels
Homepage Side Bar	There are six sidebar ads that appear on every page of the site. The prices for the first three positions are available for a premium which decreases in price until spot number four.	\$600-300 MONTHLY	IAB size or 250 x 250 pixels
Featured Advertorial/ Business Profile	Receive prime visibility on the homepage and support from social media with your OLM authored post.	\$750	650 words
Hyperlink	Your hyperlink will be embedded into existing content, making it easy to click back to your site.	\$150	n/a



With over 9k followers, OLM's **Facebook** page has a mature, loyal audience with consistent engagement. Let us help you get your message out to our audience. By sponsoring a post, you can guarantee significant exposure for your brand.



PHOTO: OLM STAFF



PHOTO: OLM STAFF

FACEBOOK

Published bi-annually. Regular columns include Travel, Politics, Health, Fashion, and more.

PAGEVIEWS: 90k+ /month

UNIQUE PAGEVIEWS: 65k+ /month

USERS: 54k+ /month

SESSIONS: 60k+ /month

DEMOGRAPHICS

AGE: 25 - 54 years old

GENDER: 64% female, 32% male

TRAFFIC

REACH: 10.4k+ /month

ENGAGEMENT: 2.5k /month

FACEBOOK RATES

Promo Type	Description	Cost
Sponsored post without image or video	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 content.	\$200 * Contact us to discuss your multi-post campaign
Sponsored post with image or video or link	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 content	\$300 * Contact us to discuss your multi-post campaign



Any Questions? Email info@ottawalife.com and we'll get back to you right away!

With over 16k followers, OLM's **X** reach is our biggest audience on social media. Partner with us to get your message, product, or service to our audience. A sponsored Tweet will guarantee additional exposure for your brand.



X

Updated daily with links to web articles and community re-Tweets.

- FOLLOWERS: 16.8k+
- IMPRESSIONS: 135K+ /month
- LINK CLICKS: 3K+ /week
- RETWEETS 3K+ /week
- LIKES 7.5K+ /week



DEMOGRAPHICS

- AGE: 25-34 (38%)
- GENDER: 70% female
- CITY: 75% from Ottawa

X RATES

Promo Type	Description	Cost
Sponsored Tweet- individual image or video	A single photo or video post on our grid	\$125 * Contact us to discuss your multi-post campaign



Any Questions? Email info@ottawalife.com and we'll get back to you right away!



OLM's [Instagram](#) account is quickly becoming our most engaging platform. Our over 8.9K followers are mostly made up of millennial women who love food, city life, and are socially progressive. Partner with us to get your message, product or service out to our audience. A sponsored post or story, guarantees positive exposure for your brand.



PHOTO: OTTAWA TOURISM



INSTAGRAM

Updated daily with Ottawa-focused content like food, art, local profiles & businesses, and more.

FOLLOWERS: 8.9k+

ENGAGEMENT: 3K+ /week

IMPRESSIONS: 10K+ /month



PHOTO: RBC BLUESFEST

DEMOGRAPHICS

AGE: 25-34 (38%)

GENDER: 70% female

CITY: 75% from Ottawa

INSTAGRAM RATES

Promo Type	Description	Cost
Feed post – individual image or video	A single photo or video post on our grid	\$250 * Contact us to discuss your multi-post campaign
Story post – individual image or vide	A single photo or video posted to our stories. Stays live on our account for 24 hours.	\$150 * Contact us to discuss your multi-post campaign



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