

# OTTAWA



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ottawaoutdoors

## FOUR SEASONAL ISSUES

OTTAWA • GATINEAU • ONTARIO • QUEBEC • US & BEYOND

# OUTDOORS

FAMILY | HOME | TRAVEL | FITNESS | ADVENTURE

## ADVERTISING RATES

**Advertise** to families & couples  
with an **active lifestyle!**



ADVERTISE TO  
**200,000**  
**READERS**  
**EVERY ISSUE!**

WITH  
**75,000**  
print magazine  
readers

PLUS  
**125,000**  
digital magazine  
readers

DISTRIBUTED AT  
**More than**  
**100 locations**

PUBLISHED IN  
**25,000 print**  
**magazines**  
ALL OVER OTTAWA,  
GATINEAU, AND THE  
OTTAWA VALLEY and digital  
issues reaching much further!



**OTTAWA/GATINEAU Region's outdoor adventure magazine!**

# PRINT ADVERTISING

**FOUR (4) SEASONAL ISSUES YEARLY!**

**200,000 PER ISSUE! / 800,000 ANNUAL READERS!**

## PUBLISHING SCHEDULE

SPRING	PUBLISHED	MAR 15
	CONFIRM	MAR 1
	MATERIALS	MAR 6
SUMMER	PUBLISHED	JUN 1
	CONFIRM	MAY 7
	MATERIALS	MAY 15
FALL	PUBLISHED	SEP 1
	CONFIRM	AUG 1
	MATERIALS	AUG 15
WINTER	PUBLISHED	DEC 1
	CONFIRM	NOV 10
	MATERIALS	NOV 15

Readership and Articles reach:

Ottawa, Gatineau, Ottawa Valley, Ontario, Tremblant, Quebec City, Montreal, Arnprior, Troi-Rivières, Renfrew, Pembroke, North Bay, Kingston, Toronto and United States.

**INSTRUCTIONS:** Email an Adobe press-ready PDF (300dpi/CMYK) to the following magazine address: [advertising@ottawaoutdoors.ca](mailto:advertising@ottawaoutdoors.ca)

If required use DropBox, YouSendIt, or other large file-transfer companies.

**TERMS:** Payment required 30-days from publication date. All prices quotes as net. First time advertisers pay in advance.

## PRINT MAGAZINE RATES

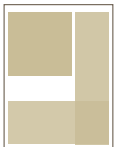
Ad Size and Location	Regular 1 ISSUE	Discount 2 ISSUES	Discount 4 ISSUES
FULL PAGE	\$1,975	\$1,925	\$1,875
1/2 PAGE	\$1,375	\$1,325	\$1,275
1/3 PAGE	\$1,150	\$1,125	\$1,075
1/6 PAGE	\$675	\$650	\$625
1/12 PAGE	\$350	\$325	\$300
BACK PAGES	\$250	\$250	\$250
OUTSIDE BACK	\$2,775	\$2,725	\$2,675
INSIDE FRONT	\$2,500	\$2,450	\$2,400
INSIDE BACK	\$2,300	\$2,250	\$2,200



**FULL PAGE (h x w)**  
Bleed Size = 11.375" x 8.875"  
Trim Size = 10.875 x 8.375"  
Standard Size = 9.875" x 7.375"



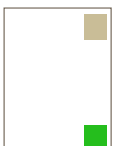
**1/2 PAGE (h x w)**  
Horizontal = 4.85" x 7.375"



**1/3 PAGE (h x w)**  
Vertical = 9.875" x 2.325"  
Horizontal = 3.3" x 7.375"  
Square = 4.85" x 4.85"



**1/6 PAGE (h x w)**  
Vertical = 4.85" x 2.325"  
Horizontal = 2.5" x 4.85"



**1/12 PAGE (h x w)**  
Square = 2.325" x 2.325"  
BACK PAGES  
Square = 2.325" x 2.325"  
(in back of magazine only)

## DIGITAL BONUS (Free to print advertisers)

Every ad you purchase for the print magazine is replicated in the digital version we email to 125,000 readers across the region. Your ad becomes a live web-link bringing our readers to your website!

On desktops, tablets or any mobile device, every issue is easily viewable. And it's FREE!



Click image to see a digital version of print magazine



## RIDE THE POLYBAG EXPRESS

(Get your guides and brochures right into the hands of customers!)

Do you have travel guides, trifold, brochures or postcards? Get them blown-in or inserted into a polybag with each issue of Ottawa Outdoors and you're guaranteed to reach a captivated audience!

## POLYBAG RATES

25,000 inserts

Multi-paged Guides \$4900

Trifolds/Postcards \$2,100

Advertiser's Guides and Pamphlets





# ONLINE ADVERTISING

CHOOSE FROM WEBSITE AND MONTHLY EMAGAZINE BANNERS  
REACHING 125,000 READERS PER ISSUE TO DIGITAL ISSUES ONLY

## DIGITAL MAGAZINE-ONLY RATES

Reach **125,000 readers** quarterly through the digital version of each seasonal magazine. We've partnered with dozens of outdoor clubs and others to get your ad as a *direct web-link* to your website. Each issue reaches readers right at their in-box.

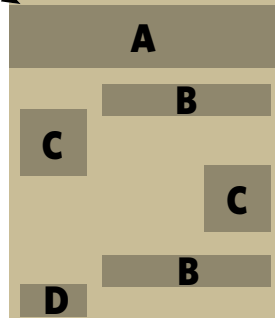
8-PAGE SPREAD	\$4950	\$3950	\$2950
4-PAGE SPREAD	\$2950	\$2750	\$2450
2-PAGE SPREAD	\$1650	\$1550	\$1450
FULL PAGE	\$ 950	\$ 850	\$ 750
1/2 PAGE	\$550	\$500	\$450



## WEB & EMAGAZINE BANNER AD MONTHLY RATES

The Ottawa Outdoors Website and EMagazine is extremely popular and receives heavy hits from unique users. The eMagazine is emailed to 125,000 in-boxes of outdoor enthusiasts through our own lists and our outdoor clubs partners. Each issue is filled with current news, links, articles, photos, videos and upcoming events.

A	Rectangular Lg Wide Banner	full width of page	\$275/mo	980pxW, 275pxT
B	Rectangular Banner	main body, right	\$225/mo	625pxW, 100pxT
C	Square Sidebar Banner	main body, left	\$200/mo	360pxW, 280pxT
D	Rectangular Small Banner	main body, left	\$150/mo	360pxW, 140pxT



**Book your ad today!**  
**Contact the publisher**

**Dave Brown**  
**613-860-8687**

**advertising@ottawaoutdoors.ca**



**MONTHLY EMAGAZINE becomes the WEBSITE.**  
**HOME PAGE** of each issue of **Ottawa Outdoors eMagazine**

Banner ads reach directly to the in-box of your target audience! **Each issue** is filled with current news, links, articles, photos, videos and upcoming events!

- an easy efficient way to get your message out each month to readers
- emails reach audience via outdoors, race and social clubs in partnership with Ottawa Outdoors
- use call-to-action, contests, prizes and sales to entice readers to act, or just post notices and announcements of upcoming events



SUMMER



WINTER

OTAWA TRAVEL MAGAZINE  
**OUTDOORS**  
Monthly eMagazine

HOME | PAST MAGAZINES | CALENDAR | OUR TEAM | CONTACT | PINTEREST | ADVERTISING INFO

Snow is enough fun for a picnic

To use your Ontario Outdoor 2014 Adventure Calendar it's easy as 123:

1. Pick a month
2. Choose an Adventure
3. Book it and Go!

Click here to order it, or download it. It's easy, and will give you loads of winter-adventures to enjoy!

Read the Winter Issue on your computer now!

**OTAWA OUTDOORS**

WINTER TIPS AND RECIPES

**ACROSS 160kms**

OF EXPLORED TERRITORY

## A) Your banner here

Ottawa Carleton Ultimate Assoc.

- Natural Fitness Lab
- Ottawa Sport and Social Club
- Ottawa Alpine Club
- Camp Fortune Ski Club
- Nekeia Nordic Ski Club
- Kanata XC Ski Club
- Nakawake XC Ski Club
- East Carleton Nordic Ski Club
- Ski and Snowboard Club
- Ski Hawks Ski School
- Ski Hawks
- Cross Country Canada

Put your best foot forward

Most of us know how to buy shoes that fit. You choose a pair you like and ask for your size. Put them on and walk around the store to make sure your feet have wiggle room and the heels aren't slipping up and down.

You're comfortable enough with this process as we use it for more specialized footwear, and it doesn't always work.

Ottawa Outdoors went looking for advice from local cycling, rock climbing, cross-country ski and snowshoe departments – how do you get the right fit for footwear that isn't designed for walking? These tips are guidelines. Combine them with talking to a sales expert with a lot of experience with footwear that will encourage – not squish – passion for your sport. Start by talking to sales pros your level of experience and expertise, wherever the sport. [READ MORE](#)

**CHILL OUT**

Discover GETAWAYS at Heli-Charlevoix

quebecoriginal

Quick Links

- Read past issues online
- Advertise info
- Register and add events
- Email us
- Ottawa Weather
- Ski Hill Updates
- Ottawa Outdoor Events

BOOKSHELF DIRECT

Cool Gear Hot Clothing

## B) Your banner here

Contest Prize

YOU'RE AN EMAIL FROM ENTERING A contest to WIN:

- an overnight stay at the Woodlands Inn
- 535 heronview bar
- breakfast and ski pass

Draw extended to Feb 15

Click here to enter

Hit the slopes with kids in tow

Planning ensures a hassle-free ski day

If you're nervous about skiing with your children, get over it. A little ski knowledge goes a long way toward a good day on the slopes for everyone. Start by picking a family-friendly hill or resort – most of them are – and bring along a sitter if you can. If you can't bring a sitter, go with another family, so parents can take turns watching the kids in the chair while the rest get more ski time.

Before you leave, check your gear. Starting with the size that your kids' growth is a bad news for trip to the bathroom. That said, if your gear is in good working order and fit properly, expect that there won't be any bad surprises. [READ MORE](#)

DID YOU KNOW? The National Capital Greenbelt has more than 150 kilometers of cross-country ski trails through green space, farms, forests and wetlands. Begun in the 1950s, its purpose was to protect the rural land bordering the Capital from high-density urban sprawl. It has evolved over the years and today is the largest publicly owned greenbelt in the world. ([www.canada.ca/capital.gc.ca](http://www.canada.ca/capital.gc.ca))

FACEBOOK & TWITTER

Please like/follow us to win

168

## C) ...and here

## C) ...and here

## B) Your banner here

THE BEST OF OUTDOOR ONTARIO CONTEST

## D) or here

FREE Distribution in sports and outdoors stores everywhere!

**Target your marketing and advertising directly at outdoor enthusiasts!**

**200,000 readers in Ottawa/Gatineau and Ottawa Valley regions!**

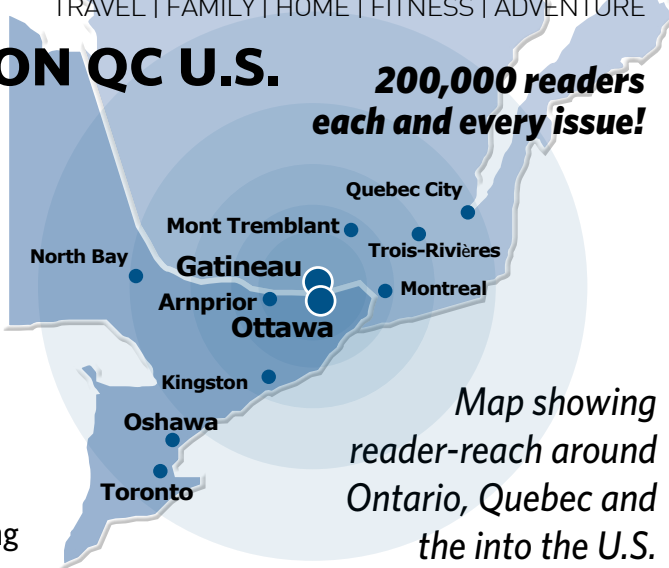
Our readers are your customers! They're looking for their next outdoor adventure and are ready to travel to get there!

# OTTAWA OUTDOORS

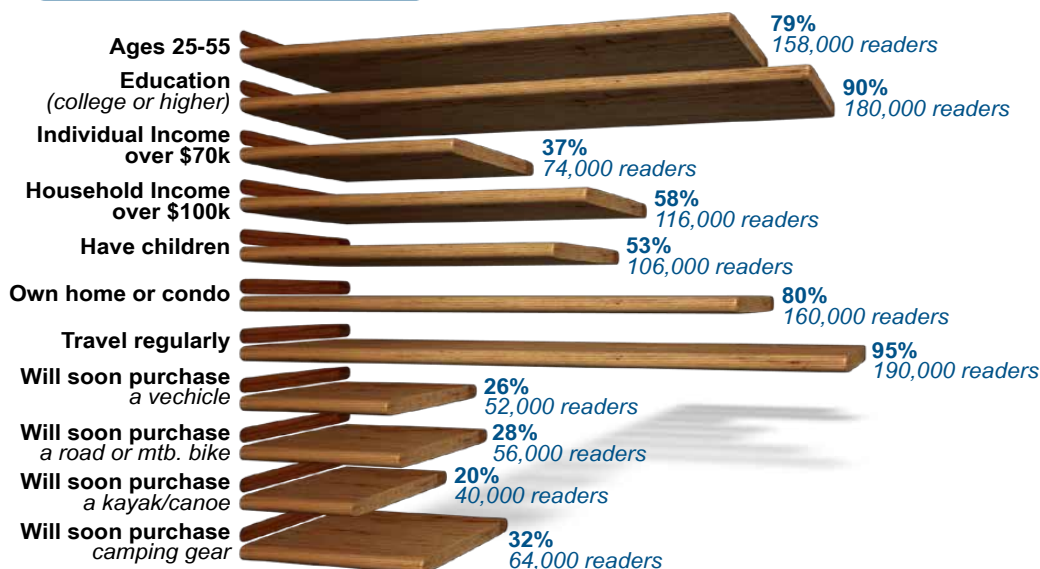
TRAVEL | FAMILY | HOME | FITNESS | ADVENTURE

**ON QC U.S.**

**200,000 readers each and every issue!**



## Reader Survey & Stats



## Current and previous advertisers including past BRANDS, BUSINESSES AND TOURISM GETAWAYS!

### BUSINESSES

Mountain Equipment  
SAIL  
Bushtukah  
Trailhead  
Paddleshack  
Frontenac Outfitters  
Techno Sport  
Kunstadt Sports  
Fit Systems  
Expedition Shoppe  
Travel Cuts  
Hurst Marina  
Gregg Christie's Outdoors  
G.A.P. Adventures  
Tuxedo Sports  
Gords Running Store  
Trek Adventure  
The North Face Store  
Burton Dive Service  
Golds Gym  
Travel Cuts University  
Undercurrents  
Campers Village  
Coast Mountain Sports  
TechnoSport  
Holistic Clinic  
Rama Lotus Yoga Centre  
Splash Pools & Spa  
Pure Iron Athletics  
NCC  
Glebe Trotters  
Camp Fortune  
City of Lanark  
City of Petewawa  
City of Pembroke  
City of Perth  
Bonnechere Caves  
Ottawa Rowing Club  
RA Centre  
Clock Tower Restaurant  
Broadway's Restaurant  
IMAX Theatre  
Museum of Civilization  
Jenda Paddle  
Rama Lotus Yoga Centre  
Ride the Rideau  
Wilderness Tours Rafting

MKC & Owl Rafting  
River Run Rafting  
Advantage Boating Sailing  
Canot-Camping  
The Pontiac  
Killens Reid Physiotherapy

### TOURISM

Ontario Tourism  
Quebec Tourism  
Chile Tourism  
Tourism (Gatineau)  
Tourisme Outaouais  
Tourism Quebec  
Mont Tremblant  
Chateau Montebello  
Chateau Frontenac  
Brome Mississiquoi  
Sam Jakes Inn  
Wakefield Mill Inn  
Eco & Adventure Tours  
Adventure Lodge  
The Bing Retreat  
Couples Resort  
Millcroft Inn  
Le Nordik Spa  
Calabogie Peaks Resort  
Calabogie Highlands Golf  
Emerald Links Golf  
Metcalf Golf Club  
Falconbridge Golf Club  
Le Diable Golf Club  
Le Geant Golf Club  
Ski Banff  
Ski Whistler  
Ski Bromont  
Ski Eastern Townships  
Camp Fortune  
Mont Cascade Resort  
Ski Mont Sutton  
Bolton Valley Resort  
Ski Sutton  
Stowe Vermont Ski  
Mont Pakenham Ski  
Tourism (Alberta)  
Tourism (BC)  
Tourism Maritimes

### BRAND NAMES

Sierra Designs  
North Face  
Merrell Footwear  
Keen Footwear  
Atomic Ski  
Wenonah Canoe  
K2 Sports Canada  
Eureka Tents  
Subaru  
Landrover  
Level Six Clothing  
Ryder Sunglasses  
Ecco Footwear  
Blundstone Boots  
Canada Portable Kayaks  
Fendock Docks  
Clearwater Canoes

### RACES, CLUBS, SHOWS, & EVENTS

Somersault Events  
Ottawa Ski, Travel Show  
Ottawa Cottage Show  
Somersault Promotions  
Gatineau Loppet  
Canada Ski Marathon  
ING Ottawa Marathon  
Ottawa Sport & Social  
New Edinburgh Club  
Synergy Adventure  
Raid Pulse Adventure  
Sea2Summit Race  
Bell City Race  
Quest for a Cure Race  
Ottawa Rowing Club  
Inner Limits  
Race for Pace  
Try this Triathlon  
The Mitsubishi City Chase  
Bettys Run for ALS  
5 Peaks Trail Running Series  
Tour for Kids