

# OTTAWA LIFESTYLE

Ottawa Lifestyle's editorial pillars—Destinations, Life at Home, Mind & Body, Food & Wine, and Driven—reflect the interests of our targeted demographic of readers between the ages of 30 and 55+ and reflect our true focus on celebrating Ottawa's local flair.

**35,000 COPIES DISTRIBUTED**

13,500 GLOBE AND MAIL

21,500 TARGETED HIGH INCOME HOME DELIVERY

| SIZE | PRICE   |
|------|---------|
| 1/4  | \$600   |
| 1/2  | \$1,000 |
| FULL | \$1,575 |
| IFC  | \$1,920 |
| IBC  | \$1,920 |
| OBC  | \$2,150 |

RATES INCLUDE PRINT & ONLINE WITH DIRECT LINK

**PRODUCT ALERT!**  
 ADVERTISE YOUR LATEST PRODUCT FOR JUST \$200  
 INCLUDING PHOTO & CAPTION

**FRIDAY, APRIL 16, 2010**

Booking deadline is March 15, 2010.  
 All copy cleared March 26, 2010.

**FRIDAY, OCTOBER 15, 2010**

Booking deadline is September 13, 2010.  
 All copy cleared September 24, 2010.



**SUN MEDIA**  
 A Quebecor Media Company

OTTAWA LIFESTYLE  
 6 Antares Dr. Phase III  
 P.O. Box 9729, STN 'T'  
 Ottawa, ON K1G 5H7

# OTTAWA LIFESTYLE

**RESEARCH SHOWS THAT**, statistically, magazines are read by 2.5 people, while statistics report that each Ontario household has an average of three residents. That means each issue of Ottawa Lifestyle is likely to be read by almost 87,500 potential clients.

**RESEARCH ALSO SHOWS** that readers tend to read magazines more than once and, on average, about four times. That means each issue of Ottawa Lifestyle will potentially be read almost 140,000 times!

**ADVERTISING WORKS!** People save magazines, and magazine ads, for future reference. This offers advertisers permanency of message and ongoing response. A whopping 47% of participants in a recent study said they save magazine ads regularly.<sup>1</sup>

**"MAGAZINES ARE ALWAYS** at least twice as effective as television, dollar-for-dollar, in generating advertising awareness. For certain categories ... magazines are more than four times as effective as TV."<sup>2</sup>

**MAGAZINES CREATE A** 'desire' in consumers. Sixty-six percent of those polled said magazines gave them ideas on 'what to buy', and 23% cited that newspapers did the same.<sup>3</sup>

**"MAGAZINES CAN DO** at least three tasks extremely well. They can change consumer perception, help win a share war, and build customer traffic."<sup>4</sup>

**FORTY-NINE PERCENT** of respondents in a February 2000 study said magazine ads grab readers' attention, while 44% said newspapers did the same. And 41% of respondents said magazines generate brand purchase conviction, while 34% said newspapers did the same.<sup>5</sup>

**SUN MEDIA**  
A Quebecor Media Company

OTTAWA LIFESTYLE  
6 Antares Dr. Phase III  
P.O. Box 9729, STN 'T'  
Ottawa, ON K1G 5H7

1 A 1995 study done by Thompson Lightstone. 2 A recent study conducted by Millward Brown for the Magazine Publishers of America. 3 In a study done by Research Services in 1992. 4 Sean Cunningham, V-P for Lowe Lintas & Partners Advertising. 5 Parke-Adams Research Consultants Ltd., Feb. 2000.

