

OTTAWA *Your adventure starts here.* OUTDOORS



ottawaoutdoors.ca

READ IT. BOOK IT. LIVE IT.

Your Monthly Magazine + online reach to outdoor customers!

- **Bigger size, bigger ads, lower costs!**
- **80,000 monthly followers (online/print)**
- **Regional-wide exposure at 200 locations**

YOUR PRINT AD ALSO GETS YOU

- **FREE** SOCIAL MEDIA (Facebook/Twitter)
- **FREE** WEBSITE BANNER ADS
- **FREE** IN-BOX ENEWSLETTER ADS
- **FREE** DIGITAL+MOBILE

**We're your online, web, mobile,
social media and magazine answer.**

**RACE
REPORT**
Somersault's
Dua/Triathlon | August 12-13



FESTIVALS | September 13-17

CityFolk

ADVENTURE WOMEN

Bootcamps.
Sign-up today!



CRAFT BEER

Whitewater Brewery and
their tasty selection!

THE ARTICLES & DEPARTMENTS

OTTAWA MONTHLY OUTDOORS

WHAT'S IN EVERY ISSUE??
CHECK OUT THESE SECTIONS

GOT A MESSAGE TO SHARE?
WE'LL TELL 80,000 EACH MONTH

Align with us and reach your target market better than ever.

Your monthly ad reaches 80,000 people through our magazine/digital/mobile/online/social media and web portals. With a combined yearly circulation of 120,000 copies (and nearly 1 million yearly readers), YOU WIN BIG.

ADVERTISE IN AN ARTICLE SECTION
THAT BEST TARGETS YOUR BUSINESS.

WE'RE everywhere so YOU get results!

ADVENTURE LIFE



Spotlighting travel destinations, women, men, kids and families and their travel adventures.

PERFECT FOR: TRAVEL AGENCIES,
OUTDOOR ADVENTURE BRANDS AND
RETAIL OUTLETS.



FAMILIES + CHILDREN

CAMPS, DAYCARES, EDUCATION
Tell our 80,000 followers what
you have to offer!

PERFECT FOR: CAMPS, FAMILY
RETAILERS, EDUCATION & DAYCARES.



MIND AND BODY

YOGA, NATURE,
HEALTH,
WELLNESS,
FITNESS

Tips, gear and
guidance for
your healthy
life.

PERFECT FOR:
RETAILERS AND
OWNERS OF ALL
TYPES.



ON THE EDGE

CLIMBING
RAFTING
SKYDIVING

Extreme
adventure
sports from
climbing,
to rafting to
skydiving!

PERFECT FOR:
WHITEWATER
RAFTING,
CLIMBING, AND
ADVENTURE
COMPANIES.

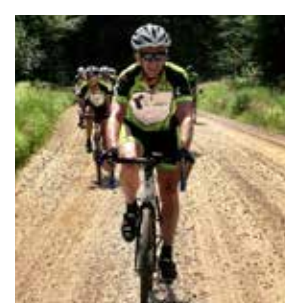


PEDAL SPORTS

ROAD BIKING
MOUNTAIN
BIKING
FAT BIKING
(Winter)

Tips on routes, safety, gear
and the latest products and
all things relating to cyclists
everywhere.

PERFECT FOR: BICYCLE BRANDS,
LOCAL BIKE RETAILERS.



ESCAPE LIFE

RESORTS,
REAL ESTATE,
BACKYARDS, SPAS,
GETAWAYS

All you need to know
about where to go,
and what oasis to
visit or purchase.

PERFECT FOR: REAL
ESTATE AGENTS,
RESORTS, SPAS, COTTAGE
AND BACKYARD.



PADDLE SPORTS



CANOES, KAYAKS STAND-UP PADDLEBOARDS

Always sharing tips, and the latest on all things paddle-related.

PERFECT FOR: CANOE, KAYAK AND SUP RETAILERS, LESSON TEACHERS, ADVENTURE GUIDES & LODGES.



FINISH LINE, RACE + OCR SPORTS



WINTER SPORTS

ALPINE SKIING, XC-SKIING, SNOWSHOEING, DOGSLEDDING, WINTER LODGES & RESORTS

From ski resorts to winter lodges, the winter snow issues of Ottawa Outdoors Monthly will have it all. Book your monthly ads.

SKI HILLS, LODGES, WINTER ADVENTURE BUSINESSES.



TREAD SPORTS



HIKING RUNNING WALKING

PERFECT FOR:
RETAILERS OF
HIKE + RUNNING
GEAR; CLINICS,
TRAINERS.



RACE ORGANIZERS DUA/TRIATHLONS OBSTACLE COURSE RACES PADDLING RACES

Competitive athletes and families love races. We'll always feature tips and upcoming races to our readers.

PERFECT FOR:
ALL RACE ORGANIZERS.



REGULAR DEPARTMENTS

IN EVERY ISSUE

SURVIVAL COLUMN

NATURE COLUMN

BOOK REVIEW

HISTORIC OTTAWA

MUSIC & BANDS

COMMUNITY SPOTLIGHT

DRINK OF THE MONTH

PROFILES: ARTISTS, PHOTOGS+

RESTAURANT SPOTLIGHT

FESTIVAL GUIDE

CALENDAR OF EVENTS

SOCIAL MEDIA OUTDOORS

COOL GEAR HOT CLOTHING

CLASSIC SPORTS



GOLF, BOATING,
SAILING, RVING
Tips +more.

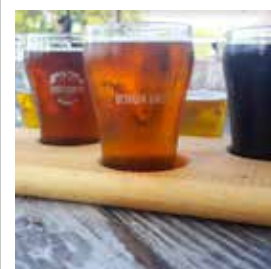
PERFECT FOR:
RETAILERS AND
CLUBS.

CITY LIFE

BEERS, DINE,
DRINKS, MUSIC,
FESTIVALS

All you want!

PERFECT FOR:
BEER RETAILERS,
RESTAURANTS
AND FESTIVAL
ORGANIZERS.



80,000 MONTHLY FOLLOWERS!!

~ 30,000 see your PAID-AD in the picked-up monthly magazine
+ 10,000 see FREE SOCIAL MEDIA POSTS (Facebook/Twitter)
+ 20,000 see FREE DIGITAL AD to inboxes + online
+ 20,000 see FREE banner ads in Monthly eNewsletter / Web
= 80,000 monthly followers everywhere!

GET YOUR MESSAGE OUT EVERYWHERE THROUGH OUR MAGAZINE & NETWORK EVERY MONTH!!

1 FULL PAGE

1x – \$1675

3x – \$1525

6x – \$1425

12x – \$1275

OBC – \$2175

IBCs – \$1975

SPECS:

10.75"H x 9.00"W

\$1,570 ONLINE BONUS

facebook twitter

Free

ONLINE DIGITAL MAGAZINE
MONTHLY E-NEWSLETTER
WEBSITE LINK / BANNERS

1/4 PAGE

1x – \$575

3x – \$525

6x – \$475

12x – \$375

SPECS: 5.30"H x 4.50"W

\$185 ONLINE BONUS

facebook twitter

Free

ONLINE DIGITAL MAGAZINE
MONTHLY E-NEWSLETTER
WEBSITE LINK / BANNERS



Celebrating
15
YEARS
BY LAUNCHING
MONTHLY!

1/2 PAGE HORIZONTAL

1x – \$925

3x – \$875

6x – \$825

12x – \$775

SPECS: 5.30"H x 9.00"W

\$815 ONLINE BONUS

facebook twitter

Free

ONLINE DIGITAL MAGAZINE
MONTHLY E-NEWSLETTER
WEBSITE LINK / BANNERS

Did you know
you can...
**BUY & OWN
the FRONT COVER?!**

With an appropriate photo,
you can put your business
on the cover and WE'LL
promote it! Just \$975
extra, limited spots.

1/6 PAGE VERTICAL

1x – \$475
3x – \$425
6x – \$375
12x – \$275

SPECS: 5.30"H x 3.00"W

\$110 ONLINE BONUS

Free

facebook twitter
ONLINE DIGITAL MAGAZINE
MONTHLY E-NEWSLETTER
WEBSITE LINK / BANNERS

1/9 PAGE

1x – \$375
3x – \$325
6x – \$275
12x – \$175

SPECS: 3.50"H x 3.00"W

\$110 ONLINE BONUS

Free

facebook twitter
ONLINE DIGITAL MAGAZINE
MONTHLY E-NEWSLETTER
WEBSITE LINK / BANNERS

80,000
READERS &
FOLLOWERS EVERY
MONTH!
200 PICK-UP
LOCATIONS!
WE'RE
EVERYWHERE!

1/6 PAGE HORIZONTAL

1x – \$475
3x – \$425
6x – \$375
12x – \$275

SPECS: 3.50"H x 4.50"W

\$110 ONLINE BONUS

Free

facebook twitter
ONLINE DIGITAL MAGAZINE
MONTHLY E-NEWSLETTER
WEBSITE LINK / BANNERS

AD LISTING

\$150

SPECS:
1.62"H X 1.37"W

1/3 PAGE VERTICAL

1x – \$775
3x – \$725
6x – \$675
12x – \$575

SPECS: 10.75"H x 3.00"W

\$425 ONLINE BONUS

Free

facebook twitter
ONLINE DIGITAL MAGAZINE
MONTHLY E-NEWSLETTER
WEBSITE LINK / BANNERS

1/3 PAGE HORIZONTAL

1x – \$775
3x – \$725
6x – \$675
12x – \$575

SPECS: 3.50"H x 9.00"W

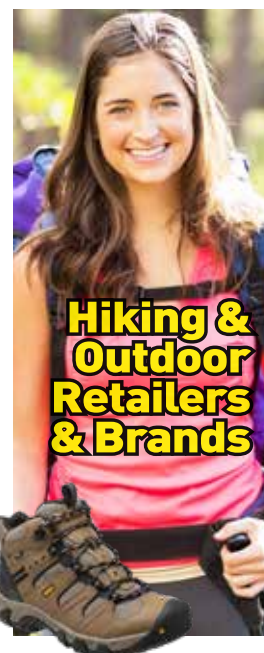
\$425 ONLINE BONUS

Free

facebook twitter
ONLINE DIGITAL MAGAZINE
MONTHLY E-NEWSLETTER
WEBSITE LINK / BANNERS

Businesses like yours listed below!

**Advertise in a city-wide magazine and online
source to reach these 80,000 monthly followers?**



WHAT YOU GET. **Free**

A

↓ CHOOSE YOUR AD ↓

AND GET ALL THESE ONLINE ADS FREE

B

↓ YOU GET ALL (4) ONLINE DIGITAL STREAMS **FREE** WITH YOUR MAGAZINE PRINT AD. ↓

AD SIZES, RATES + ALL YOUR FREE ONLINE DIGITAL EXPOSURE!

AD MATERIAL DATES AND DISTRIBUTION
JANUARY BOOK STREET JAN 5
FEBRUARY BOOK STREET FEB 5
MARCH BOOK STREET MAR 5
APRIL BOOK STREET MAR 20 APR 5
MAY BOOK STREET MAY 5
JUNE BOOK STREET MAY 20 JUN 5
JULY BOOK STREET JUN 20 JUL 5
AUGUST BOOK STREET JUL 20 AUG 5
SEPTEMBER BOOK STREET SEP 5
OCTOBER BOOK STREET SEP 20 OCT 5
NOVEMBER BOOK STREET OCT 20 NOV 5
DECEMBER BOOK STREET NOV 20 DEC 5

AD SIZES CHOOSE YOUR SIZE BELOW, AND SEE THE EXTRAS YOU GET.	BOOK+BUY YOUR MONTHLY MAGAZINE ADS (FREQUENCY / COSTS)				BUY THIS GET ALL THIS ONLINE FREE	FREE ONLINE DIGITAL BONUS WITH MAGAZINE ADS	FREE SOCIAL MEDIA POSTS WITHIN MONTH A	FREE DIGITAL EDITION ONLINE MOBILE AND WEBSITE B	FREE WEBSITE LINK PROMOTION C	FREE MONTHLY ENEWSLETTER TO IN-BOXES D
AD SIZES	1x	3x	6x	12x	H" x W"	YOUR DIGITAL BONUS VALUE BELOW:			H" x W"	H" x W"
LISTING	\$150	\$150	\$150	\$150	1.62 x 1.37		—	Ad is live weblink	Ad is live weblink	—
1/9PG	\$375	\$325	\$275	\$175	3.50 x 3.00	\$110 ONLINE BONUS	1 post Facebook Twitter	Ad is live weblink	HTML listing	Digital issue emailed + html link
1/6PG VERTICAL	\$475	\$425	\$375	\$275	5.30 x 3.00	\$110 ONLINE BONUS	1 post Facebook Twitter	Ad is live weblink	HTML listing	Digital issue emailed + html link
1/6PG HORIZONTAL	\$475	\$425	\$375	\$275	3.50 x 4.50	\$110 ONLINE BONUS	1 post Facebook Twitter	Ad is live weblink	HTML listing	Digital issue emailed + html link
1/4PG	\$575	\$525	\$475	\$375	5.30 x 4.50	\$185 ONLINE BONUS	1 post Facebook Twitter	Ad is live weblink	Button 2 Logo 120x60px	Digital issue emailed + html link + logo
1/3PG VERTICAL	\$775	\$725	\$675	\$575	10.75 x 3.00	\$425 ONLINE BONUS	2 posts Facebook Twitter	Ad is live weblink + "LOOK" bubble	Button 1 Logo 120x90px	Digital issue emailed + html link + logo + 150x180px banner
1/3PG HORIZONTAL	\$775	\$725	\$675	\$575	3.50 x 9.00	\$425 ONLINE BONUS	2 posts Facebook Twitter	Ad is live weblink + "LOOK" bubble	Button 1 Logo 120x90px	Digital issue emailed + html link + logo + 150x180px banner
1/2PG	\$925	\$875	\$825	\$775	5.30 x 9.00	\$815 ONLINE BONUS	3 posts Facebook Twitter	Ad is live weblink + "LOOK" bubble + Slideshow	Rectangle Banner 150x180px	Digital issue emailed + html link + logo + 250x250px banner
1 FULL PG	\$1675	\$1525	\$1425	\$1275	10.75 x 9.00	\$1,570 ONLINE BONUS	5 posts Facebook Twitter	Ad is live weblink + "LOOK" bubble + "SPOTLIGHT" Flag + Slideshow or Video + BONUS Page inside	Square PopUp 250x250px	Digital issue emailed + html link + logo + 300x600px full banner
2 PG SPREAD	\$3500	\$3250	\$2950	\$2725	10.75 x 19.00	\$3,255 ONLINE BONUS	9 posts Facebook Twitter	Ad is live weblink + "LOOK" bubble + "SPOTLIGHT" Flag + 2x Slideshow or Video + BONUS 2Pages inside	2x Square PopUp 250x250px + video	Digital issue emailed + html link + logo + 300x600px full banner + video
INSIDE EARLY PGS	\$1875	\$1725	\$1625	\$1425	10.75 x 9.00	\$2,260 ONLINE BONUS	6 posts Facebook Twitter	Ad is live weblink + "LOOK" bubble + "SPOTLIGHT" Flag + Slideshow or Video + BONUS Page inside	Square PopUp 250x250px + video	Digital issue emailed + html link + logo + 350x600px full banner + video
INSIDE FRONT COVER	\$1975	\$1825	\$1725	\$1525	10.75 x 9.00	\$2,310 ONLINE BONUS	6 posts Facebook Twitter	Ad is live weblink + "LOOK" bubble + "SPOTLIGHT" Flag + Slideshow or Video + BONUS Page inside	Large Rectangle 280x336 + video	Digital issue emailed + html link + logo + 350x600px full banner + video
INSIDE BACK COVER	\$1975	\$1825	\$1725	\$1525	10.75 x 9.00	\$2,310 ONLINE BONUS	6 posts Facebook Twitter	Ad is live weblink + "LOOK" bubble + "SPOTLIGHT" Flag + Slideshow or Video + BONUS Page inside	Large Rectangle 280x336 + video	Digital issue emailed + html link + logo + 350x600px full banner + video
OUTSIDE BACK COVER	\$2175	\$2025	\$1925	\$1825	12.40 x 10.40 Bleed specs for OBC only	\$2,765 ONLINE BONUS	8 posts Facebook Twitter	Ad is live weblink + "LOOK" bubble + "SPOTLIGHT" Flag + Slideshow or Video + BONUS Page inside	Pop-Under Full Banner 300x600px + video	Digital issue emailed + html link + logo + 400x600px full banner + 2 videos
MAGAZINE COVER	\$3150	Did you know you can buy and own the cover spot of the magazine? With an appropriate (and agreed-upon) photo, you can put your business on the cover and we'll promote it! Just \$975 extra over the OBC rate — only 12 spots per year.				\$3,235 ONLINE BONUS	6 posts Facebook Twitter	Ad is live weblink + "LOOK" bubble + "SPOTLIGHT" Flat + Slideshow or Video + BONUS Page inside	Pop-Under Full Banner 300x600px + video + slideshow	Digital issue emailed + html link + logo + 400x600px full banner + 1 videos
POLYBAG INSERTS WITH MAGAZINES	\$3200	Multi-paged Guides — 10,000 over 1mo				\$815 ONLINE BONUS	3 posts Facebook Twitter	Ad is live weblink + "LOOK" bubble + Slideshow	Rectangle Banner 150x180px	Digital issue emailed + html link + logo + 250x250px banner
	\$4900	Multi-paged Guides — 20,000 over 2mo's								
	\$2200 \$3500	Trifolds/Postcards — 10,000 over 1mo Trifolds/Postcards — 20,000 over 2mo's				\$815 ONLINE BONUS	3 posts Facebook Twitter	Ad is live weblink + "LOOK" bubble + Slideshow	Rectangle Banner 150x180px	Digital issue emailed + html link + logo + 250x250px banner

DIGITAL/ONLINE-ONLY RATES

As outlined above, with each magazine print ad you book and buy you receive some of the FREE VALUE ADDED online marketing bonus outlined above.

If you choose, you may purchase these spots individually without having a print ad. Ad rates are outlined right. --->



SOCIAL MEDIA

Per Facebook Post \$25
Per Twitter Post \$15

With your print magazine ad: these are all free. If you want online 'only', rates are to the right.

DIGITAL MAGAZINE

Live Web Link \$ 25
'Look' Bubble \$ 50
'Spotlight' Flag \$ 50
Slideshow or Video \$200
1 Digital Page Bonus \$475

WEBSITE HOMEPAGE

Live Web Link Text \$ 25
Button 2 Logo \$ 50
Button 1 Logo \$ 75
Rectangle Banner \$150
Square Pop-Up \$225
Large Rectangle Banner \$275
Pop-Under Full Banner \$325
Video \$350
Slideshow \$350

MONTHLY E-NEWSLETTER

Live Web Link \$ 20
Logo \$ 25
150X180 Banner \$125
250X250 Banner \$200
300X600 Full Banner \$325
350X600 Full Banner \$350
400X600 Full Banner \$400
Video \$275

Stay current. Book Monthly.

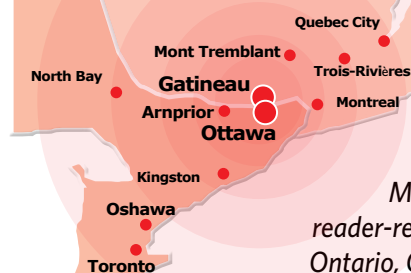
WHERE YOUR ADS REACH

OTTAWA OUTDOORS

TRAVEL | FAMILY | HOME | FITNESS | ADVENTURE

ON QC U.S.

**80,000 readers +
followers every issue!**



Map showing
reader-reach around
Ontario, Quebec and
the into the U.S.

FREE Distribution in sports, outdoors and high-traffic locations everywhere, including: Carp, Arnprior, Almonte, Pakenham-Summerside, Carleton Place, Perth, Smith Falls, Kemptville, Manotick, Winchester, Vars, Embrun, Casselman, Rockland, Cumberland and the entire OTTAWA VALLEY and OTTAWA-GATINEAU region.

**Nearly 1,000,000 annual readers in
Ottawa/Gatineau and Ottawa Valley regions!**

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

JUST SOME OF A LONG LIST OF ADVERTISERS

CURRENT AND PREVIOUS ADVERTISERS INCLUDING BRANDS, BUSINESSES, TOURISM AND OUTDOOR SUPPORTERS.

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 Petawawa
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

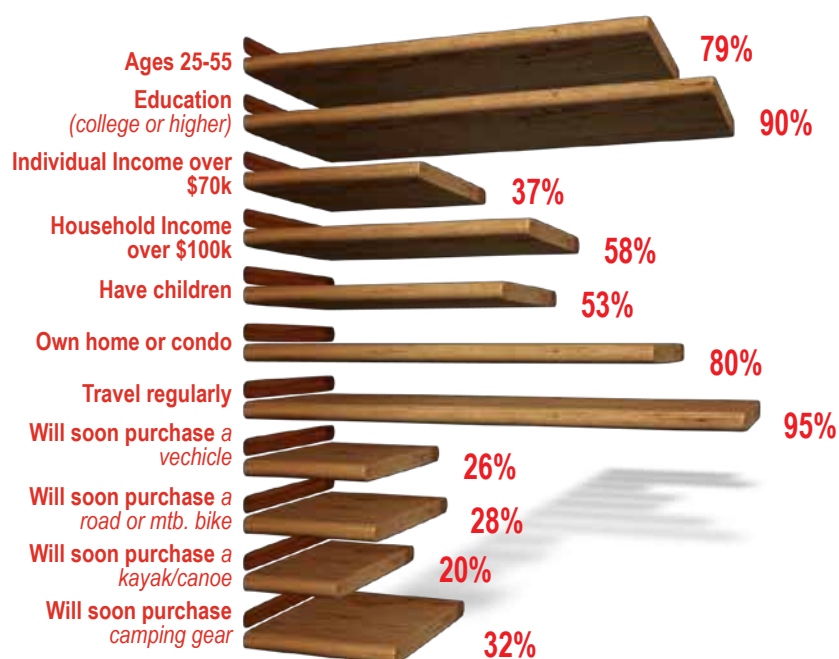
Sierra Designs
North Face
Merrell Footwear
Keen Footwear
Atomic Ski
Wenonah Canoe
K2 Sports Canada

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

READER SURVEY & STATS FROM 15YRS PUBLISHING



RIDE THE POLYBAG EXPRESS - YOUR BROCHURES WITH EACH COPY

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 Monthly and you're guaranteed to reach a captivated and extremely targeted audience!



Advertiser's Guides and Pamphlets

POLYBAG RATES

	1 mo	2mo's
Guides per/month	10,000	20,000
Multi-paged Guides	\$3,200	\$4,900
Trifolds/Postcards	\$2,500	\$3,500

**YOUR MULTI-PAGE
BROCHURES TARGETING
YOUR CAPTIVE
CUSTOMERS.**

Free

