



OTTAWA

WEDDING

MAGAZINE

MEDIA KIT
2024

WWW.OTTAWAWEDDINGMAGAZINE.COM

ABOUT US

Ottawa Wedding Magazine is this region's go-to guide for all things bridal. Showcasing the latest trends and most captivating possibilities, along with the best insider advice, the popular magazine is here to help

Ottawa brides plan their perfect wedding. It's also celebrating its 14th anniversary. After a decade devoted to happy couples and dream-come true days, *Ottawa Wedding* is the inspiring and practical resource brides count on.

Published in January and August, copies of the magazine are circulated through the Ottawa Wedding Shows and the Capital Wedding Shows and its prestigious advertisers.

It's also sold in over 190 national news stands across Ontario and Quebec at selected Shoppers Drug Mart, Pharma Plus Rexall, Pharmix Rexall, Chapters, Coles, Indigo, Presse Commerce, Walmart, Your Independent Grocer and Real Canadian Superstore.

Be part of it. Don't miss the opportunity to reach our highly engaged readership in print, online and through social media.

Readership

Female – 85%

Male – 15%

Recently engaged age – 22-37

Median age – 28 year old

Distribution

7,500 copies per issue*

Capital Wedding Show

The Ottawa Wedding Show

Major Newsstands

Wedding vendors and retailers

Special events

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*Print Quantity subject to change depending on news stands and advertising sales.

RATES

Fall | Winter
Spring | Summer

Sales Deadline
July 19, 2024
December 13, 2024

Distribution
August 14, 2024
January 6, 2025

PRINT

High-end publication printed on 120g glossy, pure white stock. Content/advertising is 60/40. Approximately 148+ pages.



Advertising Rates

	1x	2x
Full page	\$2,900	\$2,200
1/2 page	\$1,900	\$1,400

Premium Positions

Back cover	\$3,900	\$3,200
Inside front cover	\$3,500	\$2,800
Inside back cover	\$3,500	\$2,800
Pages 3,5,7,9,11	\$3,200	\$2,500

Marketplace

1/4 page	\$595	\$495
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ONLINE

Ottawa Wedding can help you maximize your success online. Our digital magazine, vendor list, website, inspiring articles and timely new blog provide a variety of opportunities to reach brides and grooms in the Ottawa region.



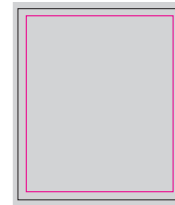
Big Box	\$250/month
Banner	\$200/month
Custom Email Newsletter	\$500/month
Premium online listing	\$99/month

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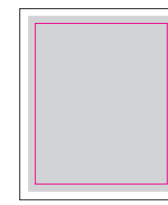


PAGE SIZING

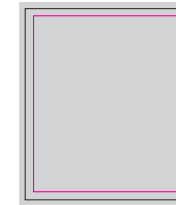
We provide a range of advertising sizes to accommodate your creative needs.



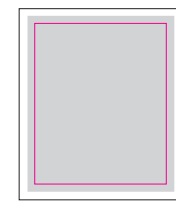
Back cover (bleed)
 ■ safe area: 8x9.875
 ■ page trim: 9x10.875
 ■ artwork bleed: 9.25x11.125



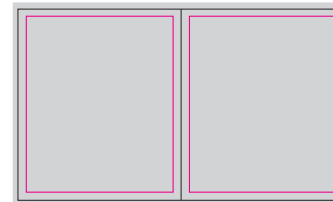
Back cover (FLOAT)
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 ■ page trim: 9x10.875
 ■ artwork: 8x9.875



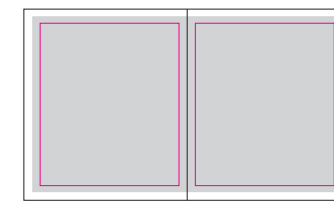
Full page (bleed)
 ■ safe area: 8x9.875
 ■ page trim: 9x10.875
 ■ artwork bleed: 9.25x11.125



Full page (FLOAT)
 ■ safe area: 7x8.875
 ■ page trim: 9x10.875
 ■ artwork: 8x9.875



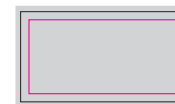
Double page spread (bleed)
 ■ safe areas: 8x9.875 both individual pages
 ■ page trim: 18x10.875
 ■ artwork bleed: 18.25x11.125



Double page spread (FLOAT)
 ■ safe areas: 7.5x8.875 both individual pages
 ■ page trim: 18x10.875
 ■ artwork: 17x9.875

SOCIAL MEDIA

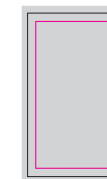
We're quite active on social media and we're happy to connect, share your messages and help grow your brand the social way.



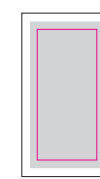
1/2 page Horizontal (bleed)
 ■ safe area: 8x4.375
 ■ trim: 9x5.375
 ■ artwork bleed: 9.25x5.625



1/2 page Horizontal (FLOAT)
 ■ safe area: 7x3.875
 ■ trim: 9x5.375
 ■ artwork: 8x4.875



1/2 page Vertical (bleed)
 ■ safe area: 3.4375x9.875
 ■ trim: 4.4375x10.875
 ■ artwork bleed: 4.6875x11.125



1/2 page Vertical (FLOAT)
 ■ safe area: 2.9375x 8.875
 ■ trim: 4.4375x10.875
 ■ artwork: 3.9375x 9.875



CONTACT

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