

# Ultimate Guide

to Retirement Living

**2026 Media Kit**







## About the Ultimate Guide

The Ultimate Guide to Retirement Living contains essential information on retirement residences, City of Ottawa, Ottawa Police Services and Ottawa Public Health.

Reach the vibrant and affluent older market by including your company in our comprehensive guide to Retirement Living.

There's nothing else like this guide available to seniors in Ottawa, which is why it is truly the Ultimate Guide to Retirement Living.

## Ottawa 2026

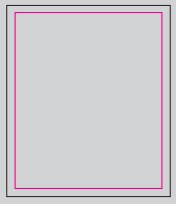
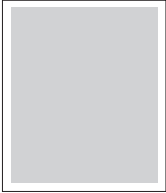
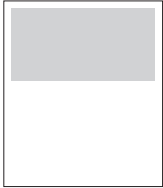
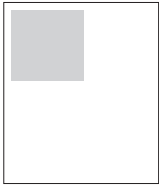
|              | Spring Edition | Fall Edition     |
|--------------|----------------|------------------|
| Booking      | March 18, 2026 | October 1, 2026  |
| Distribution | April 7, 2026  | October 20, 2026 |

## 2026 Net Advertising Rates

|              | One Edition | Two Editions |
|--------------|-------------|--------------|
| Full Page    | \$1,995     | \$1,695      |
| Half Page    | \$1,295     | \$1,095      |
| Quarter Page | \$795       | \$695        |

- Rates are per insertion and include process colour
- Guaranteed positions add 30%
- Inserts, ourserts, reply cards: Rates upon request
- Additional charge for file edits and colour separations

# Advertising Mechanical Dimensions

|                                                                                     | Size                                         | W                 | H                  |
|-------------------------------------------------------------------------------------|----------------------------------------------|-------------------|--------------------|
|    | Full Page (Bleed)                            | 8.125"<br>20.64cm | 10.5"<br>26.67cm   |
|                                                                                     | (Add .125" (.3175cm) on all sides for bleed) | 8.375"<br>21.27cm | 10.75"<br>27.3cm   |
|    | Full Page (Non Bleed)                        | 7.024"<br>17.84cm | 9.625"<br>24.45cm  |
|    | 1/2 Horizontal (Non Bleed)                   | 7.155"<br>18.17cm | 4.25"<br>10.8cm    |
|  | 1/4 Vertical (Non Bleed)                     | 3.418"<br>8.68cm  | 4.8125"<br>12.22cm |

## Accepted File Types

**PDF FILES:** Ads should be submitted as press-ready PDF files. Please embed all fonts, and convert all photos and spot colors to CMYK. Photos and graphics files used in the PDF should be at a resolution of 300 dpi or higher – at the size which they are used in the PDF.

**TIFF or JPG files:** Should be supplied at a resolution of 300 dpi or higher at the size which they are intended to print

On bleed ads add minimum 4mm bleed to trim-size, on all sides.



MEDIA AGENCY | DIGITAL MEDIA | PUBLISHING | TRADE SHOWS

Coyle Media Group, 67 Neil Ave. Stittsville, ON K2S 1B9 • 613.271.8903  
info@coylemediagroup.com • coylemediagroup.com