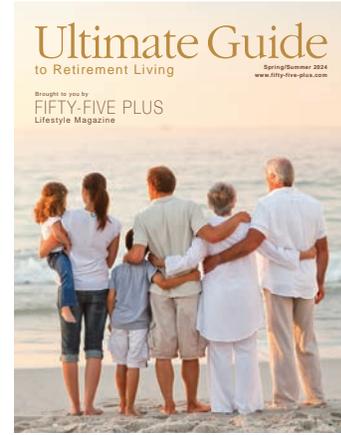
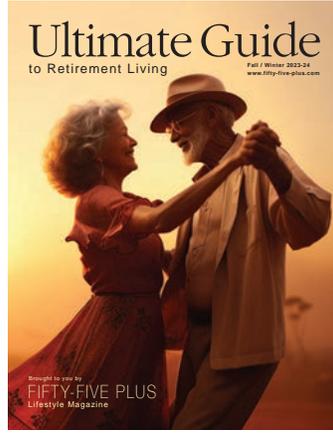


Ultimate Guide

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

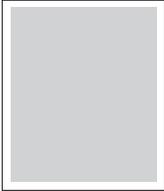
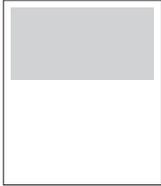
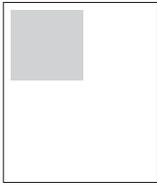
	Spring Edition	Fall Edition
Booking	April 2, 2026	October 1, 2026
Distribution	April 15, 2026	October 20, 2026

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

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