

OTTAWA

facesmag.ca

MEDIA

FACES

MAGAZINE

2020

||||

Facebook
@facesott

Twitter
@facesottawa

Instagram
@facesottawa

FACES MAGAZINE

THE BEST THINGS IN LIFE

What You Should Know

01

Faces Magazine is a source for the best things in Ottawa. Through a strategy of interactive, engaging content, over 1 million people across Eastern Ontario engage with our brand every year.

02

In the changing game of media, Faces Magazine is not just a source of content, but of entertainment. We are reaching our audience in unconventional ways that make sense and bring value to the reader.

03

Faces Magazine is a high quality magazine offered free across the city. No other magazine in Ottawa matches this quality and distribution model.

04

Unmatched value to our advertisers. We offer our advertisers the chance to reach Ottawa through our digital, social, print and events, all with one spend; a package that can be found nowhere else in the city, and at the best price possible.



THE NUMBERS

FACESMAG.CA

Over **300,000** unique visitors per year



50K



35K



18K

Over **100,000** following on social media and a reach of over **400,000**

20,000 copies distributed free across the city, **6** issues per year



3 Sold Out Events

Over **3,000** attendees per year and over **600,000** raised for Ottawa-based charities

ADVERTISING WITH FACES MAGAZINE WITH ONE AD SPEND, YOU GET IT ALL

Faces Magazine advertisers never have to choose between print and digital, between ads and advertorials, or between a branding strategy and a content strategy. With Faces Magazine's multi-media ad package you get it all, for the most competitive rates in the city.

FULL YEAR ADVERTISING INCLUDES:

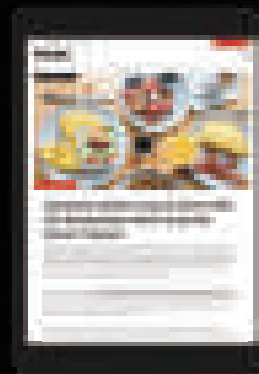
High Quality Print Ads

Your ad is full colour and gloss in a premium print product that is offered free across the city.



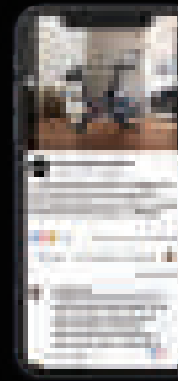
Digital Ads + Advertorials

We understand that digital is an attractive medium for our advertisers, and it's included in our ad packages in with digital ad banners and online articles.



Social Media Posts + Contests

Introduce your brand to our following and direct traffic to your handles. Faces Magazine advertisers get access to a host of social media messages, and access to our contests that reach over 400,000 people in the city per contest.



Event Sponsorships

Faces Magazine advertisers receive value-added sponsorship of our 3 signature events. Sponsorships include logo recognition, access to over 3,000 event attendees and of course, tickets to these unique and highly anticipated events. Reach a network of Ottawa's event-goers while helping us raise money for Ottawa-based charities.



ASK US FOR AN OUTLINE TODAY

If you're a business in Ottawa, then this comprehensive ad package is made for you. Ask us today to receive an outline of everything that's included, and how we can use our multi-medias to promote your business in a powerful, impactful and customized way at a competitive price.

7/8

JULY/AUGUST

Interactive:

Faces Magazine’s Model Search

Faces Magazine is looking for 4 fresh Faces to appear in the fall issue of Faces Magazine. Submissions will open in July for anyone over the age of 18. Faces Magazine will name it’s top 40, and the public will vote on a winning four.

Giveaway Faces \$5,000 Backyard Makeover

Recognition Faces Magazine Names Ottawa’s Best Local Beers and Wines of Summer 2020(Via Blind Taste Test With Over 30 Participants)

People 10 Ottawa Athletes Share Their Biggest Hurdles To Fitness Success + How They Overcame Them.

10 Ottawa Real Estate Agents Share Their Top Buying or Selling Faux Pas.

10 Ottawa Chefs Share Their Favourite Backyard BBQ Recipes.

Gift Guide Official Cottage Weekend Gift Guide

9/10

SEPTEMBER/OCTOBER

Interactive:

Faces Magazine’s Look-A-Like Search

Faces Magazine is looking for Ottawa’s biggest Senators look-alike. The winner will appear in the November/December issue of Faces Magazine with their Senator doppelganger. Submissions will run for two weeks, and Faces Magazine will choose all qualifying entries. The public will vote on a winner.

Giveaway Faces \$5,000 Football Fan Giveaway

Recognition Faces Magazine Names Ottawa’s Best Brunches

People: 10 Ottawa Entrepreneurs Share Their Biggest Business Mistakes

10 Ottawa Lawyers Share Their Best Advice For Couples Considering Divorce

Gift Guide Official Fall Gift Guide

EDITORIAL CALENDAR

Here’s how we create meaningful engagement with our audience.

11/12

NOVEMBER/DECEMBER

Interactive:

The Ottawa Awards by Faces MagazineDescription.

Giveaway Faces \$10,000 Holiday Giveaway

Recognition Faces Magazine Names Ottawa’s Best New Restaurants of 2020

People 10 Ottawa Psychologists Discuss Mental Health In The Workplace

10 Ottawa Event Planners Talk Holiday Hosting Tips

Gift Guide 2020 Holiday Gift Guide

1/2

JANUARY/FEBRUARY

Interactive:

The Ottawa Awards by Faces MagazineDescription.

Giveaway Faces Valentine’s Day Contest

Recognition Faces Magazine Names Ottawa’s Best Cocktail

People: 10 Ottawa Personal Trainers Share Their “Once A Day” Tip To Fitness Success

10 Ottawa Marketers Talk Social Media & Your Business

Gift Guide 2020 Valentine’s Day Gift Guide

3/4

MARCH/APRIL

Interactive:

Faces Magazine Names Ottawa’s Cutest Pet of 2020

Faces Magazine is looking to name Ottawa’s Pet of 2020 that will be featured in our May/June Issue.

Submissions are open to all. The top 20 will be chosen by Faces Magazine, and a winner will be voted on by the public.

The winning pet gets a photoshoot and prize pack.

Giveaway Faces Magazine’s Spring Break

Travel Contest

Recognition Faces Magazine Names Ottawa’s

Best Dessert

People: 10 Ottawa Servers Share Their First Date Tips

10 Ottawa Travel Agents Share

Spring Break Destinations

Gift Guide 2020 Spring Break Travel Guide

5/6

MAY/JUNE

Interactive:

Faces Magazine Names Ottawa’s Athlete of The Year 2020

Faces Magazine is looking to name Ottawa’s Pet of 2020 that will be featured in our May/June Issue.

Submissions are open to all. The top 20 will be chosen by Faces Magazine, and a winner will be voted on by the public.

The winning pet gets a photoshoot and prize pack.

Giveaway Faces Magazine’s Spring Break

Travel Contest

Recognition Faces Magazine Names Ottawa’s

Best Dessert

People: 10 Ottawa Bartenders Share Their Signature Cocktails

10 Ottawa Nutritionists Talk Biggest Food Faux Pas

Gift Guide 2020 Mothers and Fathers Day Gift Guides

SPECS AND RATES

MULTIMEDIA PACKAGES



FULL YEAR ADVERTISING PACKAGE

Ideal For Businesses in Ottawa Planning Their Marketing For The Year

INCLUDES :

- Full Page Ads in Faces Magazine, 6 Issues
- Digital Banner Ads on facesmag.ca
- Sponsored content on facesmag.ca
- Social Media Stories, 1 Per Month (Instagram and Facebook)
- Access to Contests
- \$1500 Level Sponsorship of The Ottawa Awards, Casino Royale, and The National Capital Charity Classic

Price: **PLEASE INQUIRE**

Philippe Patry
613.816.3834
ppatry@facesmag.ca

MULTI-MEDIA CAMPAIGN

Ideal For Businesses In Ottawa Planning A Launch, Promotion, or One-Time Offer

INCLUDES :

- 1 Full Page Ad in Faces Magazine
- 1 Digital Banner on facesmag.ca (two months)
- 1 Sponsored Article, Shared On Our Social Media
- 1 Social Media Story (Instagram and Facebook)
- 1 Contest Sponsorship (Official sponsor of one #tickettuesday contest for one platform)

Total Cost: **\$3000 + HST**



SPECS AND RATES

PRINT MAGAZINE

Single-Medium Bookings

NUMBERS

Total Copies Per Issue	20,000
Total Issues Per Year	6
Total Readership	175,000
Readers per copy.*	8.5
Ratio of men to women.*	51:49

OUR DISTRIBUTION PARTNERS:



CIRCULATION

Copies per issue	20,000
Issues per year	6
Direct mail to offices Waiting rooms and businesses	5000
Rack distribution	15,000

FULL PAGE SPECS:



10.875" x 8.75" with .125" bleed on all sides.
PDF with 300 dpi resolution or higher.

BOOKING DEADLINES

Issue	Booking Deadline	Ad Deadline	Run Dates
July/August	June 8	June 15	July 1 — August 31
September/October	August 10	August 17	September 1 — October 31
November/December	October 5	October 12	November 1 - December 30
January/February	November 30	December 7	January 1 — February 8
March/April	February 8	February 15	March 1 — April 30
May/June	April 9	April 16	May 1 — June 30

PRINT RATES

RATE PER ISSUE COMMITMENT

Ad Size	1x	3x	6x
Full Page Ad	2700	2500	2000
1/2 Page Ad	1500	1400	1200
DPS	4000	3700	3400
Back Cover	Quote Available		
Premium Position	Quote Available		

AD DESIGN IS AVAILABLE FOR A FEE.

SPECS AND RATES

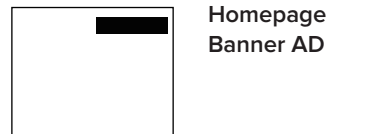
Single-Medium Bookings

DIGITAL AND SOCIAL MEDIA

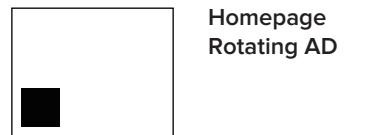
AD SPECS FOR HOMPAGE BANNER AD, ROTATING BANNER AD AND SECTION BANNER AD

RATE PER MONTH COMMITMENT

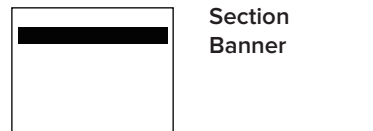
Ad	1x	6x	12x
Homepage Banner Ad	4000	3500	2000
Homepage Rotating Ad	700	600	500
Section Banner	2500	2200	2000
Sponsored Content	400	300	200
Social Media Post	Quote Available		
Contest Sponsorship	Quote Available		



Homepage Banner AD



Homepage Rotating AD



Section Banner



DIGITAL

Facesmag.ca
 Visitors per month **39K**
 75% Between the ages of **24-49**
 Ratio of men to women* **45:55**

SOCIAL

49.1K
17.9K
33.7K
 Total social media following **100,000+**
 Email subscriptions **11,834**

EVENTS & EVENT SPONSORSHIPS

Faces Magazine advertisers receive integrated sponsorships of all three of our annual events. Sponsorship packages are available to be viewed by request.

Our 3 sold out, signature events are a unique and intimate way to engage with Ottawa’s network of business owners, professionals and event-goers. Our events host over 3,000 people every year, and have raised over \$600,000 for Ottawa-based charities.

OTTAWA AWARDS

1400+ AGE 18-60
 COCK TALL

The Ottawa Awards by Faces Magazine

Over 3,000 businesses and professionals are nominated for Ottawa’s people’s choice awards that recognized professionals in over 300 categories.

Each year, the awards garner over 1 million votes on its digital voting platform, and host over 1400 people at the culminating awards event. The Ottawa Awards are Ottawa’s single largest digital opportunity.



Since 2012, Faces Magazine has raised & donated over \$800,000 for Ottawa-based charities. We believe that giving back is one of the best ways we can have an impact on our community.

Faces Magazine’s Gift Match Campaign With The Ottawa Hospital:

We raised a total of \$200,000 for COVID-19 relief efforts as the official gift-match donor for the Ottawa Hospital’s Giving Tuesday Campaign.

CASINO ROYALE

1200+ AGE 28-55
 BLACK TIE

Casino Royale

Casino Royale is Faces Magazine’s signature black tie event that has raised over \$600,000 for Ottawa-based charities since 2012. The event, which is also Canada’s largest charity casino event, attracts professionals in the 28 - 55 demographic, who spend the evening playing their favourite casino games with real dealers. While fake ‘casino money’ is used, winnings can be exchanged for real prizes, that have included luxury items, trips and sports memorabilia totalling over \$100,000 in value annually. All proceeds for the 2020 Casino Royale will benefit Bruyère Continuing Care.



NATIONAL CAPITAL CHARITY CLASSIC

144 AGE 28-55

The National Capital Charity Classic

The National Capital Charity Classic is one of Ottawa’s most anticipated annual tournaments, hosting the city’s professional athletes, media personalities and business owners at Stonebridge Golf Club every year in August. The tournament works with several Ottawa-based organizations, including the Ottawa Senators Foundation and Bruyère Continuing Care.



OUR ADVERTISERS AND PARTNERS

“As the largest residential builder in North America, Mattamy Homes focuses only on advertising that works. We know advertising with Faces works because we consistently see results at our sales centers across Ottawa. The publication, website, social media and events all make Faces a perfect partner for Mattamy Homes.”



- Michael W,
Mattamy Homes

“As a leading media outlet in Ottawa and the surrounding area, Faces Magazine has proven to be an excellent marketing outlet for our brand. Their audience is, in general, similar to our target market and so we feel we get great value for the investment.”

- Aaron Labarre,
President & Owner,
Popeye’s Supplements Canada

“Faces Magazine has opened new doors and opportunities for contact with a diverse and valued clientele. This expansion has paid forward to help with other valuable and worthwhile programs for rescue work, both locally and abroad. Thank you Faces Magazine!”

- Dr. Ian Cameron,
Owner of Westboro Animal Hospital

“Our restaurant has been advertising with Faces Magazine for 3 years now and we’ve been extremely happy with the partnership. Our foot traffic has really increased and the team at Faces Magazine really does support their partners. They offer a great two-way partnership, and we’re excited for a promising future ahead with them.”

- Perry Pucci,
Owner at Cabotto’s Restaurant