

# HealthMatters

THE OTTAWA VALLEY'S HEALTH MAGAZINE.

Phone: 613-732-7774 | behealthy@ovhealth.ca | www.ovhealth.ca

## Health Matters 2017 Rate Card + Editorial Guidelines



### About Health Matters

Health Matters first published in the Fall of 2013 with the goal of making local residents aware of health options available in the Ottawa Valley. The magazine now publishes three times a year with Winter, Spring/Summer and Fall editions. The content of Health Matters magazine focuses on the Ottawa Valley region, as does the distribution. Agencies and organizations outside the immediate region, and local events often request copies.

### Distribution and Coverage

15,000 copies are printed and distributed to more than 150 locations across the Ottawa Valley and the Pontiac region. The magazine is also available for download from the website with approximately 2,000 downloads each issue. The magazine is free for people to pick up, although a subscription service was added in 2016 for individuals who prefer a delivery to their door. The cost of a three-issue subscription is \$20.

### The Readers

Readers use the magazine to find local resources to help themselves and others live a better life. They are cognizant that many factors contribute to their health including physical, psychological and spiritual elements.

### Health Matters Presentations

There are not many magazines in the Ottawa Valley and sometimes organizations can have questions about how a magazine can fit into their goal of getting the word out about what they do and products they sell. We are happy to make a presentation to an organization to provide an overview of how promotion works in Health Matters.

We also do presentations on "our story" of how the magazine came to be and the neat comments we have heard from readers and advertisers since publishing. We are happy to share those experiences.

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## Advertising Options

Health Matters prints 15,000 copies and publishes three times a year. 2017 publishing dates are as follows:

### Winter Edition

Publishes: January 6  
Deadline: December 9  
Special: Health Insurance

### Spring/Summer Edition

Publishes: May 5  
Deadline: April 13  
Special: Mental + Spiritual Health

### Fall Edition

Publishes: September 1  
Deadline: August 11  
Special: The Food Edition

## Display Ads

Back Cover	\$1,575	Full page display ad on the back cover of the magazine
Centre Spread	\$1,500	Centre two pages of the magazine
Inside Back Cover	\$1,275	Full page display ad across from the Health Services listings
Inside Front Cover	\$1,275	Full page display ad across from the Contents page
Full Page	\$895	Full page display ad
Half Page Ad	\$555	Half page display ad (horizontal)
Quarter Page Ad	\$285	Quarter page display ad
Sixth Page Ad	\$195	Sixth page display ad (vertical)

1. All advertising is in colour.
2. Graphic design of advertising is included at no additional charge.
3. Please ask us for design guidelines if submitting camera-ready artwork. Please note that artwork that is not appropriate for the magazine will not be accepted for publication.
4. All prices are plus HST.

## Editorials and Editorial Full Page Ads

Editorial Only	\$285	400-425 word editorial plus photo and contact information
Editorial + Ad	\$785	Editorial (see above) plus half page ad beneath

1. Editorials should be focused on informing the reader on a product, service, program, etc.
2. Writing assistance is available at no additional charge. Editorials will be edited.
3. All editorials have a photo space. If you are submitting a photo to use, please contact us so we can go over the type of photo and requirements appropriate for the magazine. We provide stock photos at no additional charge.
4. Editorials, including the photos and "Ask the Expert" follow a pre-determined format.

## *Ideas for editorials*

Sometimes it can be hard to think of what to write about for an editorial. Here are some suggestions:

1. Think of something that you often explain to customers that they are surprised to learn about.
2. If you could sit down with a customer down for 10 minutes and talk to them about something, what would it be? When they read your article, you will have their undivided attention, something unique to magazines.
3. Are you launching a new product or service? Some people find "new" things difficult to be comfortable with so here is a chance to explain this new thing to them and how it can be a benefit.
4. Consider sharing the story or experience of a customer/client and how you helped in the situation.

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## Health Services Listings

Health Services Listing    \$115                      50-word listing (no graphics) plus contact information

These listings appear at the back of the magazine. Please choose a category for your listing. A maximum of 12 lines is available for all of your information so listings may be edited for format. You can use your listing for a business, organization, event or fundraiser. Many people and doctors' offices use this section as an easy-reference.

## Special Sections Advertising

In each issue there are a series of pages within the magazine that are dedicated to a certain topic (ie: health insurance). The advertising rates and options remain the same, but the ads and editorials will be grouped to form the section, and the section will be noted on the cover of the magazine. The length of a section is supported by those wishing to be included within it.

Special sections for 2017 include:

- Winter 2017: Health Insurance
- Spring/Summer 2017: Mental + Spiritual Health
- Fall 2017: The Food Edition

## 10 Reasons To Advertise in Magazines

Magazines Canada has published a list of 10 reasons that illustrate the value of magazine advertising in independently conducted market research. They are:

- **Magazines and magazine ads capture focused attention:** The focused process of magazine reading leads to less media multi-tasking, ensuring single-minded attention to advertising.
- **Magazine advertising is targeted:** Magazines engage readers in very personal ways. There's a magazine for every passion and a passion for every magazine. Magazine readers reach the affluent, those with disposable income to buy advertised brands.
- **Magazine advertising is relevant and welcomed:** Consumers value magazine advertising, reading it almost as much as the editorial itself. The ads are accepted as an essential part of the magazine mix.
- **Magazines are credible:** Consumers trust magazines so much that they are the leading sources of information that readers recommend by word-of-mouth to others.
- **Magazines offer a lasting message:** Ads keep working 24/7. They provide a lasting, durable message with time to study a brand's benefits.
- **Magazines deliver brand relevant imagery:** Magazine editorial imbues ads with brand relevant imagery, associations and a frame of reference that delivers greater reader receptivity to brand ads.
- **Magazine advertising drives web searches and visits:** Magazines are where consumers go for ideas and inspiration, making magazine ads leading influencers; driving readers to advertiser websites.
- **Magazines drive the purchase funnel:** Magazines are effective across all stages of the purchase funnel, especially brand favourability and purchase consideration, the most sought after and hardest metrics to sway.
- **Magazine advertising enhances ROI:** Allocating more ad dollars to magazines in the media mix improves marketing and advertising ROI.
- **Magazines sell:** Study after study proves that magazines help drive sales objectives, as a stand-alone medium or in combination with others. Over half of readers act on exposure to magazine ads.

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## Suggestions for Non-Profit Organizations

As Health Matters does not receive any supplemental funding in order to operate, we do not offer "free" advertising for organizations. As an alternative, here are some solutions that agencies have used successfully in previous issues to be able to promote to the Health Matters audience:

### Sponsored Advertising

Your organization may have a sponsor who would pay for the ad. Advertising is 100% deductible as a business expense. We can note "this ad sponsored by" to give your sponsor credit, or if they wish to remain anonymous, we can simply bill them without noting their sponsorship. Many small businesses are not incorporated and their donations are not 100% deductible. Advertising, however, is always 100% deductible.

### Grant Applications

Include promotion in Health Matters as part of your grant applications. This requires some advance planning so please ask us for any assistance you may need and we are happy to provide it.

### Altering Additional Advertising

Consider slightly editing the size of your advertising in other venues to use Health Matters as an advertising option. The magazine lasts for four months at a time, providing a long life-span value for one ad.

## Contacting Health Matters

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