

HealthMatters

THE OTTAWA VALLEY'S HEALTH MAGAZINE.

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Health Matters 2018 Rate Card + Editorial Guidelines



About Health Matters

Health Matters first published in the Fall of 2013 with the goal of making people 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 inside and outside the immediate region, as well as local events often request copies.

Distribution and Coverage

15,000 copies are printed and distributed to more than 150 locations across Renfrew County, Lanark County and the Pontiac region. The magazine is also available for download from the website with approximately 2,500 downloads each issue. The magazine is free for people to pick up, although a subscription service was added in for individuals who prefer a delivery to their door. The cost of a three-issue subscription is \$20.

Readers

Readers use the magazine to find local resources to help themselves and others live a healthier life. They are cognizant that many factors contribute to their health including physical, psychological and spiritual elements. Health Matters is an extremely popular magazine amongst its readers and advertisers.

The most frequent comments received by Health Matters readers are:

- The content is local and that health professionals are easily accessible
- Many readers were not aware of the services and products that are available locally
- The professional look of the magazine adds to its value
- Short articles make it easy to retain and understand information
- The advertising is relevant to the magazine; and is appreciated
- The magazine addresses important topics on health and community

Advertising Options

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

Winter Edition

Publishes: January 5
Deadline: December 8
Special: Fitness & Workouts

Spring/Summer Edition

Publishes: May 4
Deadline: April 13
Special: Healthy Kids

Fall Edition

Publishes: August 31
Deadline: August 10
Special: Healthcare Advocacy

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	\$995	Full page display ad across from the Health Services listings
Inside Front Cover	\$995	Full page display ad across from the Contents page
Full Page	\$895	Full page display ad
Half Page Ad	\$560	Half page display ad (horizontal)
Quarter Page Ad	\$295	Quarter page display ad (vertical)
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. Request design guidelines for camera-ready artwork. Inappropriate artwork will not be accepted for publication.
4. All prices are plus HST.

Editorials and Editorial Full Page Ads

Editorial Only	\$295	425 word editorial plus photo and contact information
Editorial + Ad	\$795	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, 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 photo and "Ask the Expert" inclusion follow a pre-determined format.

Ideas For Editorials

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.

Health Services Listings

Health Services Listing	\$125	50-word listing (no graphics) plus contact information
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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.

New To Health Matters? How Magazine Advertising Is Different

Choosing to promote in a magazine is a little different than choosing to advertise in the newspaper, online or on the radio. Here are some aspects of magazine advertising that a little different

Focused Readers

Health Matters is specific and is read by people who have an interest in health. Because our readers are already interested in health, they are closer to you as a customer than someone who is not interested in health. Health Matters offers your best opportunity to reach a health-interested audience.

Credibility

Health Matters contains advertising and content from health professionals in your community. They are immediately accessible. If you have a question or inquiry, you can actually ask them about it. From the advertiser's perspective, there is increased credibility being in the magazine; readers often comment about seeing "their" healthcare provider in an issue.

Magazines Last Longer

While other media messages are in the moment, magazine messages are in it for the long-run. Many readers and businesses keep the current issue of Health Matters for several months, until the latest issue is available. Some readers keep all issues. Magazines have a longer lifecycle than other media, which means the advertising has a longer lifecycle as well.

Magazine Advertising is More Efficient

When you advertise to a direct audience, you increase the value of your advertising dollar. When you have a broader audience not all are potential customers for you, so your ad competes with their attention. When you have a direct audience, all or most of whom are potential customers for you, the value of your ad increases because it will be seen by more potential customers.

Suggestions for Non-Profit Organizations

As Health Matters does not receive any government or other funding in order to operate, we do not offer complimentary 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 thus 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.

Work With A Partner

If you have a partner on a project, consider going together on Health Matters advertising and then splitting the cost between you.

Altering Current Advertising

Often there are ways to edit your marketing budget to allow for Health Matters to be part of your advertising plan. For information on how this may be applicable to you, contact Jennifer Layman at Forward Thinking: 613-732-7774 or jenn@fwdthink.net. Forward Thinking regularly works with organizations to deliver more effective marketing.