

HealthMatters

THE OTTAWA VALLEY'S HEALTH MAGAZINE.

Health Matters 2019 Rate Card + Editorial Guidelines

Health Matters has been publishing since 2013 with the goal of connecting people in the Ottawa Valley to local health professionals, products and services. Health Matters publishes three times a year with Winter, Spring/Summer and Fall editions. Health Matters is a glossy, full-colour magazine and it is a free publication.

2019 Publishing Calendar

Issue	Booking + Materials Deadline	Distributing
Winter 2019	December 7, 2018	January 4, 2019
Spring-Summer 2019	April 12, 2019	May 3, 2019
Fall 2019	August 16, 2019	September 6, 2019

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. A subscription service is available for individuals who prefer a delivery to their door. A three-issue subscription is \$20.

Online: Website + Social Media

Health Matters maintains a dedicated website for the magazine. The website includes:

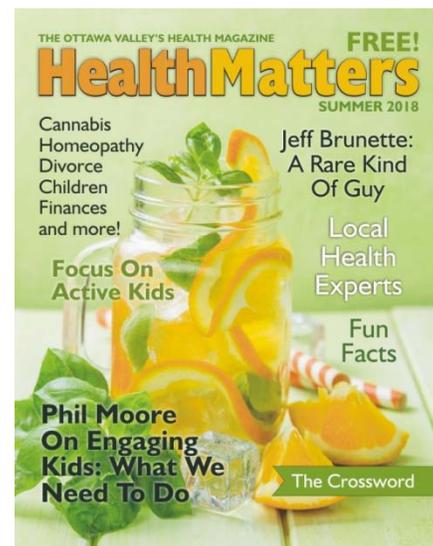
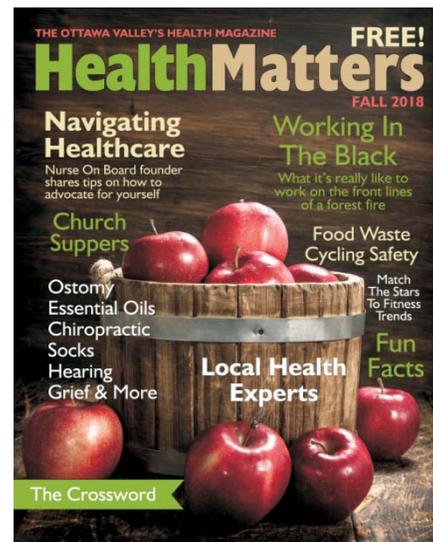
- A directory of Health Matters advertisers
- A link to the current magazine
- A list of all magazines (archives)
- A list of additional information (ie: fentanyl support, etc.)

You can also follow our page on Facebook: www.facebook.com/healthmattersmag. This is an easy way to share the latest issue of the magazine and note what page your ad or editorial appears to your social media followers.

Requesting Copies

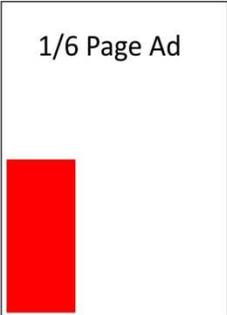
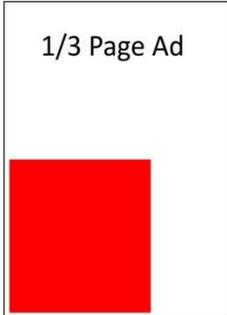
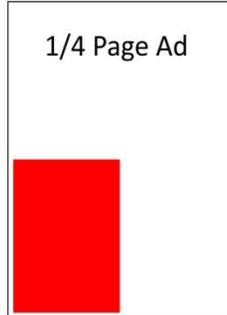
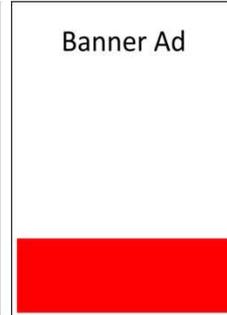
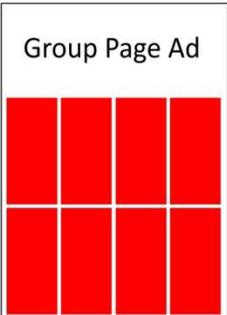
All contributors to Health Matter are able to reserve copies of the magazine. If you are hosting an event or workshop or you are attending an event and would like to provide copies to people, please book additional copies with us.

If you are an event organizer and would like copies of the magazine available for free to attendees, please reserve them with us. We are happy to include you on our distribution list.



Advertising Options

Health Matters provides a variety of advertising options including a display ad format, an editorial or written format, group page advertising and listings in the Health Services section.

					
			<p>DISABILITIES - INTELLECTUAL Community Living Upper Ottawa Valley 894 Pembroke Street West, Pembroke Phone: 613-735-0659 info@cluov.ca www.cluov.ca Assisting people with intellectual disabilities with independent living, homecare, employment opportunities, continuing education, volunteer and community involvement. Self-advocating programs, life planning workshops and more. If you or someone you know could benefit from being part of Community Living, please reach out to us. We have been in the community for more than 60 years and we can help.</p>		

Display Ads

Sixth Page Ad	\$195	2.605" wide x 4.937" high
Quarter Page Ad	\$325	3.945" wide x 4.937" high
Third Page Ad	\$375	5.295" wide x 4.937" high
Banner Ads	\$425	8.0" wide x 2.25" high. On pages: Helpful Information (1), Facts (2), Health Services (2)
Half Page Ad	\$595	8.0" wide x 4.937" high. Bleed: add 0.5" on right, left and bottom. Must include folio.
Full Page*	\$975	8.0" wide x 10.125" high. Bleed: add 0.5" on all sides. Must include folio.
Inside Front Cover*	\$1,275	8.0" wide x 10.125" high. Bleed: add 0.5" on all sides. No folio.
Inside Back Cover*	\$1,275	8.0" wide x 10.125" high. Bleed: add 0.5" on all sides. No folio.
Back Cover**	\$1,575	8.0" wide x 10.125" high. Bleed: add 0.5" on all sides. No folio.
Centre Spread**	\$1,650	Centre two pages of the magazine.

* denotes complimentary Health Services listing

** denotes two complimentary Health Services listings

Group Page Ads

Individual Ad Space	\$135	Ad space measures 1.9" wide x 3.25" high.
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Editorial and Editorial + Ad

Editorial Only	\$325	450-word article (approximately) plus photo and contact information
Editorial + Ad*	\$825	Editorial (see above) plus half page ad; includes complimentary Health Services listing

Health Services Listing

Individual Listing	\$135	60-70 lines of text plus contact information
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Submitting Graphics Files

Health Matters provides the professional design of your display ads as part of your advertising cost. If you choose to submit your own artwork, Files should be submitted as PDF files or JPEG files with fonts embedded and colours converted to CMYK. Photos and graphics files used in the artwork must be at a resolution of 300dpi or higher, at the size of which they are included in the artwork.

Submitting Editorial Files

1. Please submit your editorial in an MS Word document or in the body of an email.
2. Submissions will be edited for space and formatting and to ensure a reader-friendly format.
3. Font sizes, header locations and "Ask The Expert" formatting are pre-set; these settings are not open for alteration.
4. Please book your editorial topic in advance so we can avoid duplications.

Photo and Graphics Submissions for Header

5. All editorials include a photo space. We provide stock photos at no additional charge. If you are submitting a photo or graphics, they must be in JPEG format and at a resolution of 300dpi or higher, at the size to be used. The title of the article is also included in this space, so if you are submitting a photo that uses the entire space, it must be appropriate to include the title. If you are unsure, please send the photo in advance.

Suggestions for Editorial Submissions

Editorials are articles in the magazine. They appear in a standard format. Editorials are good options if the information you wish to convey is easier in a story-like format than as an ad. The editorials that are most appreciated by the readers are those which provide information or education readers in some way.

Some ideas for editorials include:

- Something you often explain to customers: benefits of a service, myths and misconceptions or helpful tips
- Advice you might give someone
- What you would talk about with a customer if you had 10 minutes to chat
- Announcing the launch of a new product or service
- Introducing a new process for accessing service or a public service reminder
- Sharing the story of a customer or client and how you helped in the situation

Organizing a Group Page

A group page is a shared advertising page under a certain theme. There is text included at the top of the page followed by eight ads beneath. In addition, an organization or collaboration of businesses and organizations can create their own Group Page. For self-organized pages, the organizer can provide the text at the top of the page. If you wish to pursue a self-organized page, please speak to us so we can accommodate your request.

Health Services Listing

Health Services listings appear at the back of the magazine. Each listing is comprised of 10 lines and follows a standard format: a category, the name of the business or organization and contact information. The remaining lines are for your text. Text lines accommodate approximately 10 words each. If you have six lines of text, supply 60 words. If you have 7 lines of text, supply 70 words. No graphics or logos are included in this section.

New To Health Matters? How Magazine Advertising Is Different

Choosing to promote in a magazine is different than choosing to advertise in the newspaper, online or on the radio. Here are some aspects of magazine advertising that are 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 keep issues of Health Matters for several months, long after 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. Readers actually remark that they enjoy the ads in the magazine because they are relevant.

Non-Profit and Charitable Advertising

Health Matters does not receive any subsidized funding to operate, so we cannot offer complimentary advertising for non-profit or charitable organizations. As an alternative, here are some solutions that agencies have used successfully in the past 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 invoice 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.

Marketing Tip: Get Extra Value From Your Advertising

You can use your advertising in Health Matters as an additional promotional tool for your business or organization. For example, if you book a full page space, print out copies of the page and use it as a flyer. If you purchase a quarter page ad (or any other size), share it on your social media networks. You can also join our Facebook page and share the notice of the latest issue to your followers, and note where you are located in the magazine. You can also share our online link to the magazine.