



OTTAWA BUSINESS JOURNAL

The power to build **your** business

THE POWER TO BUILD **YOUR** BUSINESS



obj.ca



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sales@obj.ca

OBJ: At the centre of business community

- 20+ years leading the city's business community
- Authoritative biweekly newspaper
- Cutting-edge website updated hourly
- Daily email newsletter to approx. 7.5K subscribers
- Biggest and best business directory
- Specialty magazines in HR, Real Estate and Tourism
- 40 events annually for business leaders



OBJ NEWSPAPER: Must-read for business leaders

- Required reading for business leaders who want to be ‘in the know’
- Unique content that can’t be found anywhere else: news, features, opinion and special reports
- Published biweekly 25 times per year
- Printed on premium paper
- 20,000+ copies distributed in print and digital
 - 8,000 delivered to 1,400 locations
 - 2,000 delivered to business VIPs
 - 10,000 digital editions



OBJ NEWSPAPER: Audience & Readership Profile

DEMOGRAPHICS

Aged 35-54	64%
Earn \$75,000 or more	48%
University educated	63%
Middle management	42%
10 years or more in workplace	70%

COMPANY SIZE

1-4 employees	17%
5-24 employees	23%
25-49 employees	8%
50-99 employees	11%
100-499 employees	15%
500 or more employees	27%

HOUSEHOLD INCOME

\$50,000 to \$99,999	26%
\$100,000 to \$149,999	29%
\$150,000 to \$199,999	19%
\$200,000+	27%

INDUSTRY SECTOR

Technology	27%
Professional services (legal, accounting, consulting)	20%
Government (federal, provincial, municipal)	17%
Tourism (hospitality and entertainment)	5%
Real estate	4%
Manufacturing	2%
Retail	1%
Other	23%

POSITION

Executives	34%
Professionals	28%
Managers	24%
Owners	8%
Control budgets from \$10,000 to \$99,000	57%
Authority to make purchases at work	43%
Control budgets greater than \$300,000	35%
Control budgets from \$100,000 to \$299,000	18%

OBJ DIGITAL EDITION: Next generation of readers

- A digital replica of the printed newspaper
- Sent to approx. 7,500 readers every second Saturday; two days before printed newspaper
- Optimized for desktop, laptops, tablets and smartphones



OBJ.ca: City's digital hub for local business news

- Each weekday since 1999, OBJ.ca has been updated hourly with local and national business articles
- Now boasts more than 30,000 articles; it's an encyclopedia of Ottawa business
- Website has desktop and mobile version
- Tremendous local reach: 65,000 visitors monthly
- Annually, 1.9 million pages read, 1.1 million visits, 760,000 visitors



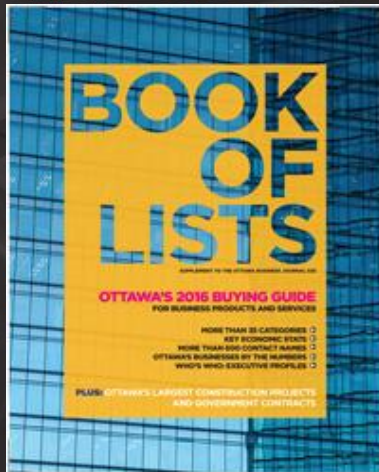
OBJToday: Essential email for business leaders

- Daily business news headlines from Ottawa and beyond
- Also includes event info, videos, expert blogs
- Sent Monday to Friday around 4 pm
- Approx. 7,500 opt-in subscribers
- More than two million email sends annually
- Many top business leaders call it “the most useful email they get”



BOOK OF LISTS: Ottawa's corporate buying guide

- OBJ's most sought-after specialty publication
- Published annually in September
- Even in this age of Google, this directory contains exclusive info and data that can't be found elsewhere
- Contains valuable listings on 40 business categories
- Also features economic data, who's who and business factoids



REAL ESTATE

Ottawa's hottest neighbourhoods

Rank	Neighbourhood	Area (km²)	Population	Density (per km²)
1	Centretown	0.8	12,000	15,000
2	Dowtown	0.8	12,000	15,000
3	Gloucester	1.5	15,000	10,000
4	Hintonburg and West	1.5	15,000	10,000
5	Nepean	1.5	15,000	10,000
6	North Osgoode	1.5	15,000	10,000
7	Ottawa West	1.5	15,000	10,000
8	St. James	1.5	15,000	10,000
9	St. Paul	1.5	15,000	10,000
10	St. Patrick	1.5	15,000	10,000
11	St. Lawrence	1.5	15,000	10,000
12	St. Mary	1.5	15,000	10,000
13	St. John	1.5	15,000	10,000
14	St. George	1.5	15,000	10,000
15	St. Andrew	1.5	15,000	10,000

The best in commercial real estate

Each year, the Ottawa chapter of the Building Owners and Managers Association recognizes several outstanding performers in the industry by handing out several awards.

The year's recipients are:

- Pinnacle Award for Customer Service:** Canary Roof Performance Solutions
- 100% The Outstanding Building of the Year:** 500,000 square feet by 499,000 square feet; Humeau Real Estate for ISO Sider 55
- Scholarship office park / residential:** Sarnal Community (Canada) LP for the Caring Executive Park
- Earth Award:** Oxford Properties Group for Contribution Square

OTTAWA DEMOGRAPHICS

Population: **961,921**

Household income distribution:

Income Range	Percentage
\$10,000 - \$14,999	1.1%
\$15,000 - \$19,999	1.2%
\$20,000 - \$24,999	1.3%
\$25,000 - \$29,999	1.4%
\$30,000 - \$34,999	1.5%
\$35,000 - \$39,999	1.6%
\$40,000 - \$44,999	1.7%
\$45,000 - \$49,999	1.8%
\$50,000 - \$54,999	1.9%
\$55,000 - \$59,999	2.0%
\$60,000 - \$64,999	2.1%
\$65,000 - \$69,999	2.2%
\$70,000 - \$74,999	2.3%
\$75,000 - \$79,999	2.4%
\$80,000 - \$84,999	2.5%
\$85,000 - \$89,999	2.6%
\$90,000 - \$94,999	2.7%
\$95,000 - \$99,999	2.8%
\$100,000 - \$104,999	2.9%
\$105,000 - \$109,999	3.0%
\$110,000 - \$114,999	3.1%
\$115,000 - \$119,999	3.2%
\$120,000 - \$124,999	3.3%
\$125,000 - \$129,999	3.4%
\$130,000 - \$134,999	3.5%
\$135,000 - \$139,999	3.6%
\$140,000 - \$144,999	3.7%
\$145,000 - \$149,999	3.8%
\$150,000 - \$154,999	3.9%
\$155,000 - \$159,999	4.0%
\$160,000 - \$164,999	4.1%
\$165,000 - \$169,999	4.2%
\$170,000 - \$174,999	4.3%
\$175,000 - \$179,999	4.4%
\$180,000 - \$184,999	4.5%
\$185,000 - \$189,999	4.6%
\$190,000 - \$194,999	4.7%
\$195,000 - \$199,999	4.8%
\$200,000 - \$204,999	4.9%
\$205,000 - \$209,999	5.0%
\$210,000 - \$214,999	5.1%
\$215,000 - \$219,999	5.2%
\$220,000 - \$224,999	5.3%
\$225,000 - \$229,999	5.4%
\$230,000 - \$234,999	5.5%
\$235,000 - \$239,999	5.6%
\$240,000 - \$244,999	5.7%
\$245,000 - \$249,999	5.8%
\$250,000 - \$254,999	5.9%
\$255,000 - \$259,999	6.0%
\$260,000 - \$264,999	6.1%
\$265,000 - \$269,999	6.2%
\$270,000 - \$274,999	6.3%
\$275,000 - \$279,999	6.4%
\$280,000 - \$284,999	6.5%
\$285,000 - \$289,999	6.6%
\$290,000 - \$294,999	6.7%
\$295,000 - \$299,999	6.8%
\$300,000 - \$304,999	6.9%
\$305,000 - \$309,999	7.0%
\$310,000 - \$314,999	7.1%
\$315,000 - \$319,999	7.2%
\$320,000 - \$324,999	7.3%
\$325,000 - \$329,999	7.4%
\$330,000 - \$334,999	7.5%
\$335,000 - \$339,999	7.6%
\$340,000 - \$344,999	7.7%
\$345,000 - \$349,999	7.8%
\$350,000 - \$354,999	7.9%
\$355,000 - \$359,999	8.0%
\$360,000 - \$364,999	8.1%
\$365,000 - \$369,999	8.2%
\$370,000 - \$374,999	8.3%
\$375,000 - \$379,999	8.4%
\$380,000 - \$384,999	8.5%
\$385,000 - \$389,999	8.6%
\$390,000 - \$394,999	8.7%
\$395,000 - \$399,999	8.8%
\$400,000 - \$404,999	8.9%
\$405,000 - \$409,999	9.0%
\$410,000 - \$414,999	9.1%
\$415,000 - \$419,999	9.2%
\$420,000 - \$424,999	9.3%
\$425,000 - \$429,999	9.4%
\$430,000 - \$434,999	9.5%
\$435,000 - \$439,999	9.6%
\$440,000 - \$444,999	9.7%
\$445,000 - \$449,999	9.8%
\$450,000 - \$454,999	9.9%
\$455,000 - \$459,999	10.0%

Age distribution:

Age Group	Percentage
0-4	4.1%
5-9	4.0%
10-14	3.9%
15-19	3.8%
20-24	3.7%
25-29	3.6%
30-34	3.5%
35-39	3.4%
40-44	3.3%
45-49	3.2%
50-54	3.1%
55-59	3.0%
60-64	2.9%
65-69	2.8%
70-74	2.7%
75-79	2.6%
80-84	2.5%
85-89	2.4%
90-94	2.3%
95-99	2.2%

Population by immigration status:

Category	Count	Percentage
Canadian born	709,522	73.7%
Immigrant born in Canada	531,853	55.3%
Immigrant born in Ontario	177,669	18.5%
Non-permanent residents	15,701	1.7%

Occupied private dwellings by tenure:

Tenure Type	Count	Percentage
Owned (exclusive ownership)	261,557	27.2%
Rented (exclusive tenancy)	127,550	13.2%

Education attainment:

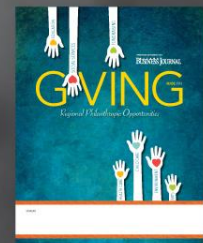
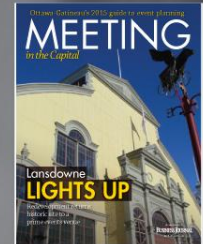
Level	Count	Percentage
Less than high school	80,553	8.4%
High school diploma	146,375	15.3%
Some college	131,866	13.7%
College diploma	113,866	11.8%
University degree	31,230	3.2%

THE LIST Largest architecture firms

Rank	Firm Name	No. of employees	Revenue (2015)	Revenue per employee
1	Stantec	1,200	\$120,000,000	\$100,000
2	HOK	800	\$80,000,000	\$100,000
3	Parsons Brinckerhoff	600	\$60,000,000	\$100,000
4	ARCADIS	400	\$40,000,000	\$100,000
5	AMEC	300	\$30,000,000	\$100,000
6	WSP P	250	\$25,000,000	\$100,000
7	ARCADIS	200	\$20,000,000	\$100,000
8	AMEC	150	\$15,000,000	\$100,000
9	WSP P	100	\$10,000,000	\$100,000
10	AMEC	80	\$8,000,000	\$100,000
11	WSP P	70	\$7,000,000	\$100,000
12	AMEC	60	\$6,000,000	\$100,000
13	WSP P	50	\$5,000,000	\$100,000
14	AMEC	40	\$4,000,000	\$100,000
15	WSP P	30	\$3,000,000	\$100,000
16	AMEC	25	\$2,500,000	\$100,000
17	WSP P	20	\$2,000,000	\$100,000
18	AMEC	15	\$1,500,000	\$100,000
19	WSP P	10	\$1,000,000	\$100,000
20	AMEC	8	\$800,000	\$100,000
21	WSP P	6	\$600,000	\$100,000
22	AMEC	5	\$500,000	\$100,000
23	WSP P	4	\$400,000	\$100,000
24	AMEC	3	\$300,000	\$100,000

SPECIAL MAGAZINES: Reaching local niche audiences

- OBJ produces several specialty magazines directed at niche audiences
- HR Update: Practical solutions for managers and HR professionals
- Meeting In The Capital: Ottawa-Gatineau's guide to event planning
- BOMA Directory: Commercial and industry space directory
- Giving Guide: Local charities and non-profits



OBJ EVENTS: Where business comes together

- OBJ has a joint venture with Ottawa Chamber of Commerce to produce the biggest and best business events
- This includes more than 40 events including the Forty Under 40, Best Ottawa Business Awards, Mayor's Breakfast Series, Ottawa's Economic Outlook, Eggs 'n Icons, Employees' Choice Awards, Fastest Growing Companies etc.
- Events spotlight local and national business leaders and provides the best networking in Ottawa



OBJ Newspaper Advertising Rates for 2017-2018

Ad Size	1x rate	2-5x rate 20% off	6-12x rate 30% off	13+ rate 40% off
Full page	\$3947	3158	2763	2368
3/4 page	\$3356	2685	2349	2013
1/2 page	\$2567	2053	1797	1540
1/3 page	\$1975	1580	1382	1185
1/4 page	\$1579	1263	1105	947
1/6 page	\$1298	1038	908	779
1/8 page	\$988	790	691	593
1/16 page	\$593	475	415	356
Front banner	\$1106	885	774	664
Front earlug	\$839	672	588	504
Section earlug	\$258	206	180	155

WHAT YOU NEED TO KNOW ABOUT OBJ'S NEWSPAPER RATE CARD

- Newspaper advertising rates decrease with the more ads you purchase; this is reflected above by the ad frequency columns
- These rates are for black-and-white newspaper ads; colour is extra, see below
- All newspaper ads are subject to a \$20 digital publishing fee that extends your marketing reach to another 10,000 digital newspaper readers, bargain of a lifetime

FULL COLOUR CHARGES FOR NEWSPAPER ADS

- \$300 for full-page ads and 3/4 page ads
- \$180 for 1/2 page ads
- \$150 1/3 page ads
- \$135 for 1/4 page ads
- \$90 for any smaller ads

DEADLINES FOR NEWSPAPER ADS

- Booking & artwork deadline 10 days before each Monday publishing date

BIWEEKLY NEWSPAPER PUBLISHING SCHEDULE (Mondays)

2016

Sept 12 (Sept 02)	Sept 26 (Sept 16)	Oct 10 (Sept 30)	Oct 24 (Oct 14)	Nov 07 (Oct 28)	Nov 21 (Nov 11)
Dec 05 (Nov 25)	Dec 19* (Dec 09)	*digital only			

2017

Jan 02 (Dec 18)	Jan 16 (Jan 07)	Jan 30 (Jan 21)	Feb 13 (Feb 04)	Feb 27 (Feb 18)	March 13 (March 04)
March 27 (March 18)	April 10 (April 01)	April 24 (April 15)	May 8 (April 28)	May 22 (May 13)	June 05 (May 27)
June 19 (June 10)	July 03 (June 24)	July 17 (July 08)	July 31 (July 22)	August 14 (Aug 05)	August 28 (Aug 19)
Sept 11 (Sept 02)	Sept 25 (Sept 16)	Oct 09 (Sept 30)	Oct 23 (Oct 14)	Nov 06 (Oct 28)	Nov 20 (Nov 11)
Dec 04 (Nov 25)	Dec 18* (Dec 09)	*digital only			

HOW TO SUBMIT ARTWORK FOR NEWSPAPER ADS

- EMAIL: Send to your account executive
- FTP: Send email to creative@obj.ca for access info

CAN OBJ DESIGN MY NEWSPAPER AD?

- Yes, you can work through your account executive to get an ad designed
- You should be able to submit basic ad copy, logos and graphics
- OBJ's professional designers will take it from there
- A supplementary fee of \$60/hour applies; most ads take 1-2 hours

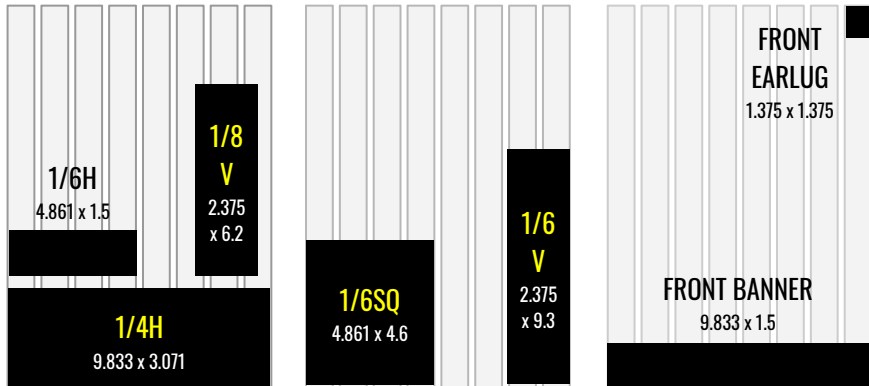
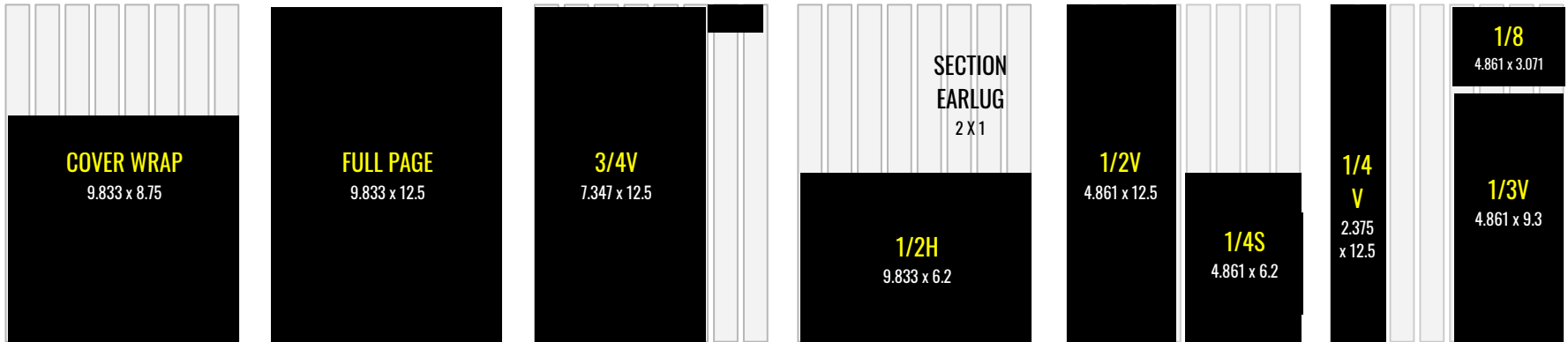
ACCEPTABLE FILE FORMATS FOR CAMERA-READY ADS (Mac only)

- PDF, high resolution, fonts embedded (preferred)
- InDesign files up to version 5.5
- IllustratorCS (up to version 5.5) in .eps or .ai with fonts outlined
- Photoshop images at least 200 dpi (no spot colour available)
- Please convert PMS to process prior to submitting artwork

OBJ ART DEPARTMENT CONTACTS

- Tanya Connolly-Holmes >> tanya@greatriver.ca >> 613.238.1818 x 253
- Regan Van Dusen >> regan@greatriver.ca >>> 613.238.1818 x 254

OBJ Newspaper Mechanical Specifications



GETTING TECHNICAL

- PDF, high resolution, fonts outlined, images embedded
- Illustrator CS (up to version 5.5) .eps or .ai with fonts outlined
- Photoshop images minimum of 200 dpi at 100%.
- All colour must be process (no spot colour available)
- Please convert PMS to CMYK process colour prior to submitting
- Font sizes used in your ad should be no smaller than 8 points
- Bleed is not available for newspaper ads

PRINTING DETAILS

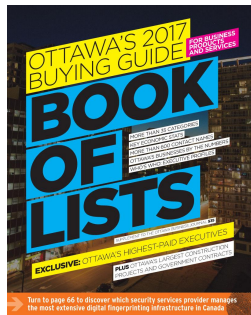
- Printed on newsprint on WEB press
- Line screen 100
- Black ink limit 85
- Total black density 1.10
- GCR (not UCR) Gray colour reduction
- Total ink limit 240
- Total ink gain 25%
- Rick black on newsprint: C40% / M0% / Y0% / K100%

OBJ Magazine Mechanical Specifications

<p>DOUBLE PAGE SPREAD No Bleed: 16.5" x 10.875 Bleed: 17" x 11.375"</p>	<p>FULL PAGE No Bleed: 7.75" x 10.375 Trim: 8.25" x 10.875 Bleed: 8.75" x 11.375"</p>	<p>2/3V 4.9 x 10</p>	<p>1/6 V 2.4" x 4.9"</p>	<p>1/3 SQ 4.9" x 4.9"</p>	<p>1/2V 3.65" x 10"</p>	<p>1/3V 2.4" x 10"</p>
			<p>1/2H (BOMA, MITC ONLY) 7.75" x 4.9"</p>			

<p>(BOMA ONLY) 3.65" x 2.4" 1/8H</p>
<p>(BOMA ONLY) 7.75" x 1.5" 1/6H</p>
<p>1/3H (BOMA, MITC ONLY) 7.75" x 3.25"</p>

Specifications for Book of Lists only:



COVERS
 BLEED AREA
 11" x 14"
 TRIM AREA
 10.5" x 13.5"
 LIVE AREA
 9.833" x 12.5"

FULL PAGE INSIDE
 9.833" x 12.5"
 (no bleed)

1/4H 9.833" x 3.071"

Banner sizes available for Sector Snapshot and Who's Who sections:

GETTING TECHNICAL

- PDF, high resolution, fonts outlined, images embedded
- Illustrator CS (up to version 5.5) .eps or .ai with fonts outlined
- Photoshop images minimum of 300 dpi at 100%.
- All colour must be process (no spot colour available)
- Please convert PMS to CMYK process colour prior to submitting
- Font sizes used in your ad should be no smaller than 8 points

OBJ.ca Advertising for 2017-2018



Super Banner

Claridge expanding retirement home portfolio with plans for Orléans residence

BY: OBJ staff



PUBLISHED: 11:00 AM 11/13/2017

SHARE: Facebook, Twitter, LinkedIn, Email

TOPIC: Real Estate > Residential

ORGANIZATIONS: Claridge Homes, Silver Maple Developments

PLACES: Orleans, Richmond

TAGS: retirement home



Ottawa homebuilder Claridge plans to expand its reach into the local retirement community market with a new six-storey east-end facility, according to planning documents filed with the city.

Claridge is seeking a zoning amendment to permit construction of the 146-unit building at the corner of Innes and Trim roads in Orléans. The site is currently vacant, save for an abandoned house.

While Claridge might be more known for building highrises and suburban communities, the local developer also owns five retirement residences and has another two under construction in Kanata and Vanier, all of which are run by partner Riverstone Retirement Communities.

It proposed another retirement home earlier this year, an eight-storey residence on Hunt Club Road.

Big Box

Claridge is not the only developer looking to meet the growing demand for retirement residences brought on by shifting demographics.

Homebuilder Silver Maple Developments is also looking for municipal approval for its plans to expand the Samara Square Residences – formerly known as Hyde Park – in the village of Richmond.

It's looking to build 159 new units spread over two buildings on a property that is already home to 92 townhouses on Perth Street, roughly 200 metres west of Huntley Road.

FROM THE ARCHIVES
Claridge diversifies Ottawa portfolio with plans for new airport hotel, retirement residence
Jun 12, 2017

VIEW COMMENTS

Half Page Banner

RELATED

Ottawa in real estate seller's market; seeing 'Toronto-like effect,' Royal LePage says
Jul 12, 2017

Opinion: Ottawa's OakWood building strong reputation
Jul 11, 2017

Ottawa housing starts up 44% in first half of 2017
Jul 10, 2017



FEATURES

SPONSORED
Check out some of OBJ's featured stories from Ottawa Business Journal sponsors.

Generating energy from waste: Hydro Ottawa landfill gas-to-energy facilities
Jun 18, 2017

Building a great company takes a great team
Jun 2, 2017

A private golf club with all the perks... for the whole family
May 18, 2017

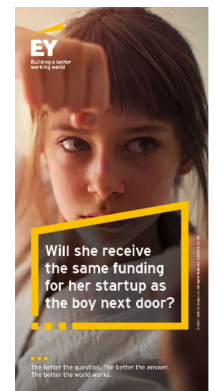
READ MORE

WEB ADS ON OBJ.CA WEBSITE (cost per week)

- Number of monthly unique visitors: 65,000 to 85,000
- Number of monthly pageviews: 150,000 to 175,000
- Banners are sold on share of voice (rotational) system with 1-5 ads in rotation during a single week
- Super Banner: 728 pixels wide by 90 pixels high
- Half-page Banner: 300 pixels wide by 600 pixels high
- Big Box: 300 pixels wide by 250 pixels high
- .jpg, .gif, .gif file format
- 60kb max file weight
- URL web link required

Ad Size	1-3 Weeks	4-11 Weeks	12-23 Weeks	24+ Weeks
Super Banner	\$300/wk	255/wk	240/wk	225/wk
Big Box	\$300/wk	255/wk	240/wk	225/wk
Half-page Banner	\$500/wk	\$425/wk	\$400/wk	\$375/wk

SAMPLE ARTWORK



VIEW COMMENTS

READ MORE