MEDIA KIT
FALL/WINTER 2026

25th EDITION

CAPITAL

THE CAPITAL ADVANTAGE

WHERE CANADA BUILDS THE FUTURE

Ottawa Board of Trade's
Digital, Print + Social Media Enterprise

BE SEEN by thousands of top business and community leaders.

A **DYNAMIC** platform that connects businesses with Ottawa's most influential leaders. Through our integrated print, digital, and event channels, we ensure your brand is seen, heard, and remembered.

Have a physical **PRESENCE** at Ottawa Board of Trade and other business networking and charity events.



PUBLISHED IN PARTNERSHIP WITH

OTTAWA BOARD OF TRADE

TAAG

capitalmag.ca

What is our CAPITAL Media Enterprise?

Our CAPITAL Media Enterprise consists of an integrated print, digital and social media offering that can help you:

- Raise brand awareness
- Demonstrate thought leadership
- Promote your products and services
- Generate leads

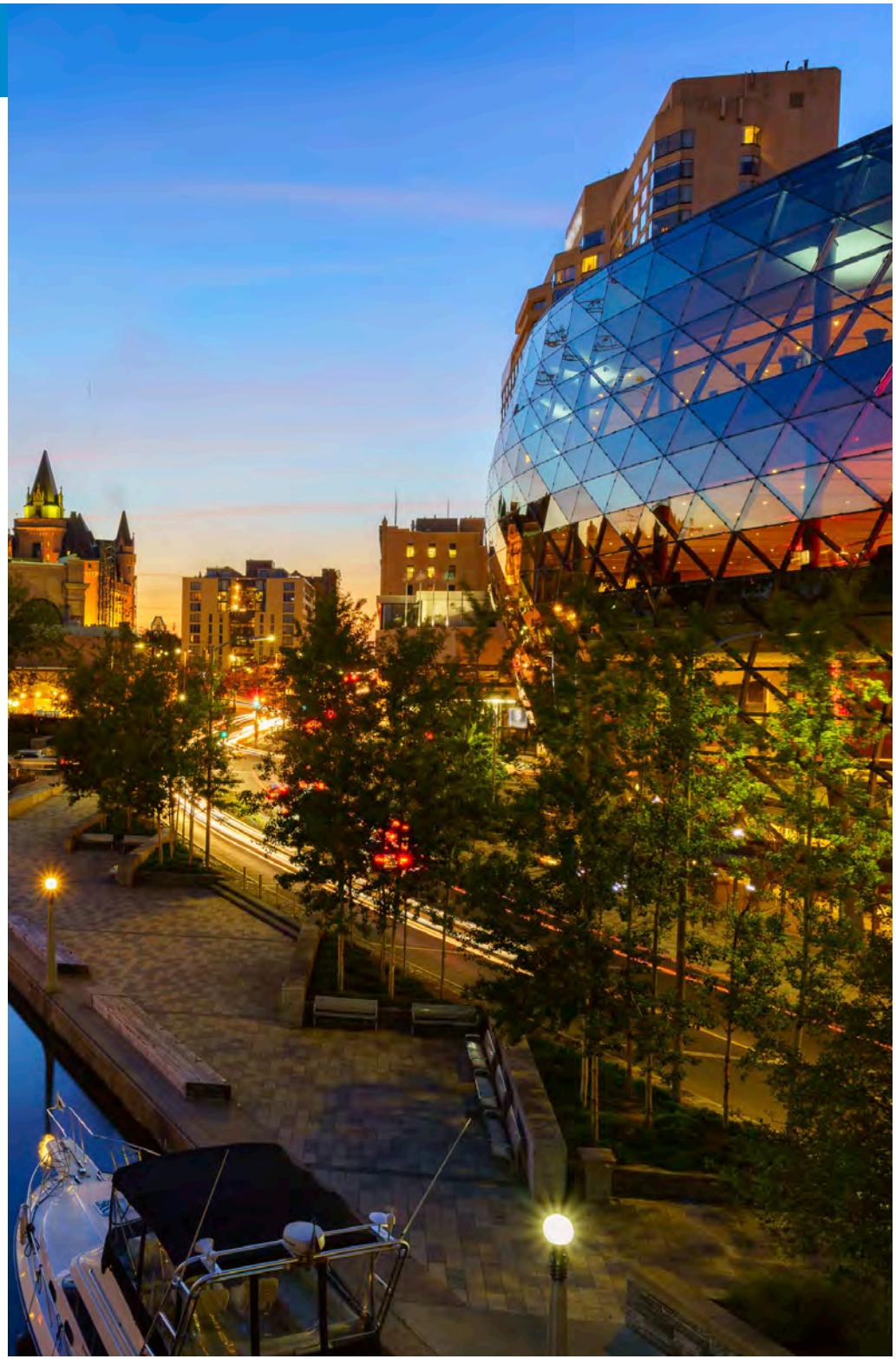
Our integrated solution combines:

- Traditional print advertising options in our magazine
- A presence on our website **capitalmag.ca**
- A custom social media campaign to drive traffic to your sponsored content and your website

CAPITAL will allow you to maximize your return on investment by leveraging the best of what our print and web properties have to offer.

We Invite You to Participate!

To build your business and brand in the National Capital Region and beyond, we invite you to participate in our multichannel advertising and promotion solution to amplify your message.



Who We Reach

CAPITAL advertisers connect with a highly influential audience, including:

- Ottawa Board of Trade member organizations
- CEOs, founders, and senior executives
- Federal, provincial, and municipal decision makers
- Investors, entrepreneurs, and innovators
- Foreign ambassadors and consulates

CAPITAL reaches business leaders responsible for thousands of jobs and billions in economic activity across the National Capital Region. We already mention distribution on page 6, but it should be summarized as impact metrics for advertiser.

Why Advertise in CAPITAL?

- Reach decision-makers. Your brand appears in front of Ottawa's most influential business leaders.
- Be part of the capital conversation. Advertisers are aligned with the ideas, leaders and organizations shaping the future of Canada's capital.
- Integrated exposure. Print, digital and social media promotion ensure your message reaches audiences across multiple channels.
- High-credibility platform. Published by the Ottawa Board of Trade and TAAG, CAPITAL offers a trusted voice in the region's economic and civic dialogue.

Who Should Be an Advertiser?

CAPITAL is a strong platform for organizations looking to reach decision-makers including:

- Financial institutions
- Professional services firms
- Real estate and development companies
- Technology and innovation companies
- Energy and infrastructure organizations
- Tourism, hospitality and cultural institutions
- Universities and research organizations



The Editorial Line-Up

THE CAPITAL ADVANTAGE
WHERE CANADA BUILDS THE FUTURE

THEMATIC OVERVIEW:

Marking CAPITAL's landmark 25th edition, this issue makes the case for Ottawa and the National Capital Region as one of Canada's most important places to invest, innovate, build a career, and connect with decision makers—where national purpose, global relationships, research excellence, and quality of life converge to shape the country's next era of growth.

FEATURE 1

Why Ottawa. Why Now.

The defining case for the National Capital Region. Explore the convergence of national decision-making, world-class research, global business, diplomacy and quality of life—and why the region's moment is now.

FEATURE 2

The Future is Tested Here

Defence, AI and research & development are redefining Ottawa's economic identity. Explore the region's technology ecosystem from research bench to real-world deployment—exploring cybersecurity, autonomous systems, quantum and advanced R&D, and the high-growth companies and skilled talent building Canada's next generation of consequential technology.

FEATURE 3

Build a Career. Build a Life

Ottawa's quality of life is a competitive economic strategy. Learn how the region attracts and keeps exceptional people—through meaningful careers, culture, nature, and community—told through the voices of the founders, researchers and newcomers who chose to build their future here.

SECTOR SPOTLIGHT:

The World Meets in Ottawa

Ottawa is home to one of the country's most active diplomatic and international communities. This feature explores how embassies, high commissions, trade missions and global institutions connect local businesses to markets, investment and partnerships around the world—turning the capital's diplomatic presence into a practical advantage for Ottawa organizations.

Regular Columns

Mayor's Message – Mayor Mark Sutcliffe will provide a feature highlighting his perspectives on the overarching themes of the issue.

On The Ground – Ottawa-based business topics/issues/hacks. A focus on the Capital's small businesses and actions they are taking to achieve success. Including leadership profiles.

Charity Corner – Sponsored by TAAG. Showcases the work or events of a local or national charity operating in Ottawa.

* These topics are subject to change.

Our enterprise offers exposure in both CAPITAL's print and digital magazines, and our new custom social media campaign amplifies your messaging on Ottawa Board of Trade's channels—driving traffic to both your sponsored content, and your website.

Contact: Stephan Pigeon
spigeon@taag.ca
819-209-3344





The Magazine

CAPITAL magazine is co-published twice a year by the Ottawa Board of Trade and TAAG.

CAPITAL magazine creates a space to celebrate Ottawa businesses. It reveals the breadth and diversity of our region's economic activity. Each issue offers an exclusive glimpse into different facets and issues affecting our local business environment.

Business excellence is about making the right decisions and staying informed. CAPITAL's editorial team provides executives, entrepreneurs, decision makers, and thought leaders with cutting-edge articles, interviews, and reports on issues that affect Ottawa's bottom line.

CAPITAL explores the region's successes and examines lessons learned. It informs readers with insightful pieces about what makes the Ottawa business community unique.

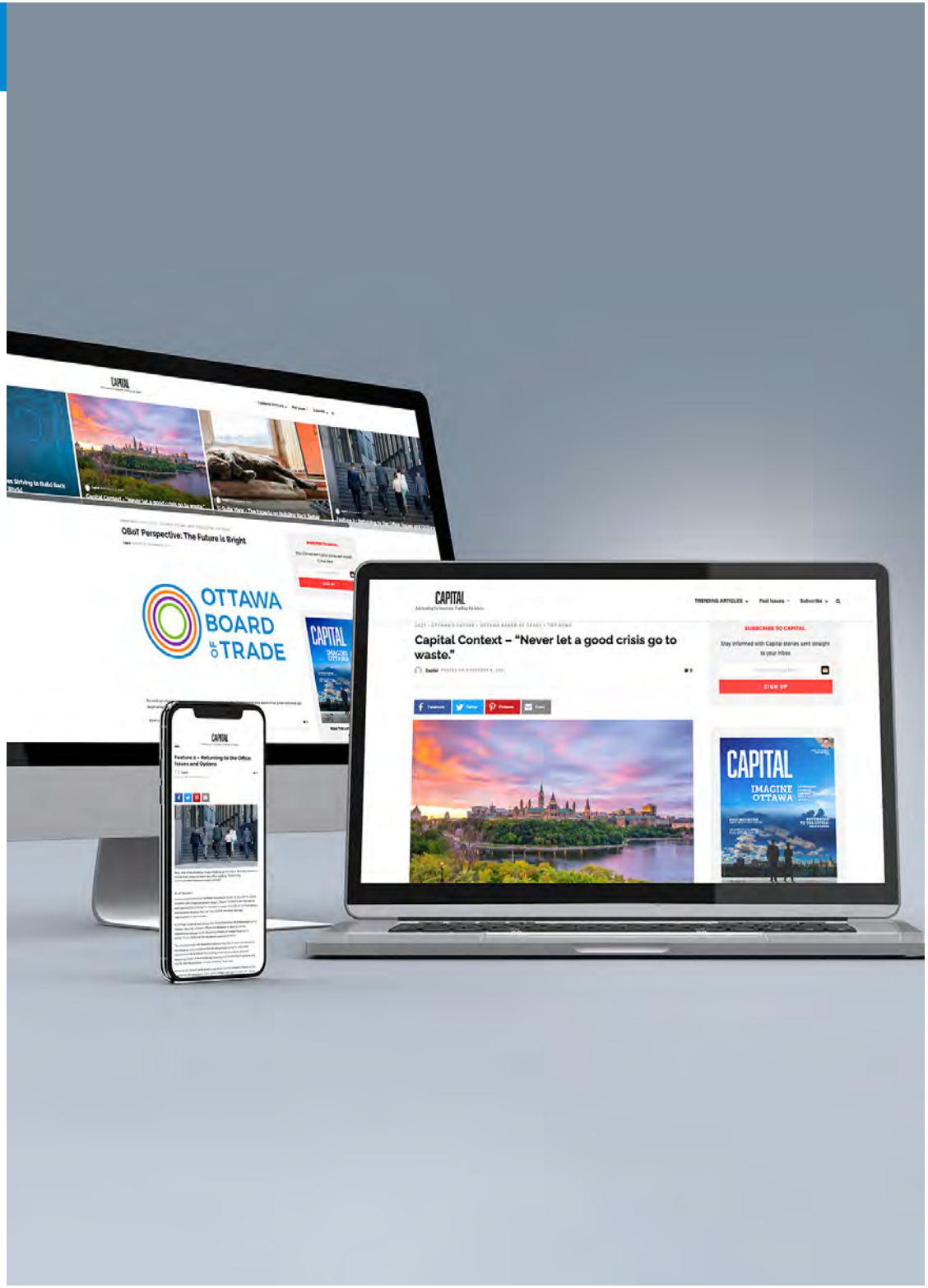
The Website

The CAPITAL media enterprise's online presence is found at **capitalmag.ca**. Here we incorporate all of the engaging design elements of the print edition, adapted for the online experience, with user-friendly navigation, articles, advertisements and social sharing tools.

The platform is optimized for viewing on laptops, smart phones and tablets, so that readers can access it and share content on any device.

capitalmag.ca re-casts the magazine in two ways: one as an Issuu version of the print edition that can be 'turned' page by page; and the other as stand-alone articles and sponsored content that can also be shared by viewers in a variety of ways.

Full-page print ads have their digital box ad counterparts featured as well.



Print Distribution Channels

CAPITAL is shared with members of the Ottawa Board of Trade, which has a 150-year history of supporting the local business community.

The Ottawa Board is proud to be the largest independent business association in Ottawa, with 1,000+ members that employ more than 27,000 people. Chamber members include small, medium, and large businesses across a wide range of industry sectors.

CAPITAL is also distributed at all business events organized by the Ottawa Board of Trade as highlighted on the next page. Additional distribution channels include:

- Innovation Centre at Bayview Yards
- Capital Launch events (Two events annually)
- Mayor's Breakfast (10 times per year)

CAPITAL is also available at select high-traffic locations across Ottawa, including:

- The Westin Ottawa
- Lord Elgin Hotel
- Fairmont Château Laurier
- YOW – Ottawa International Airport
- VIA Rail Ottawa and Fallowfield Stations
- Carleton University
- Rideau Club

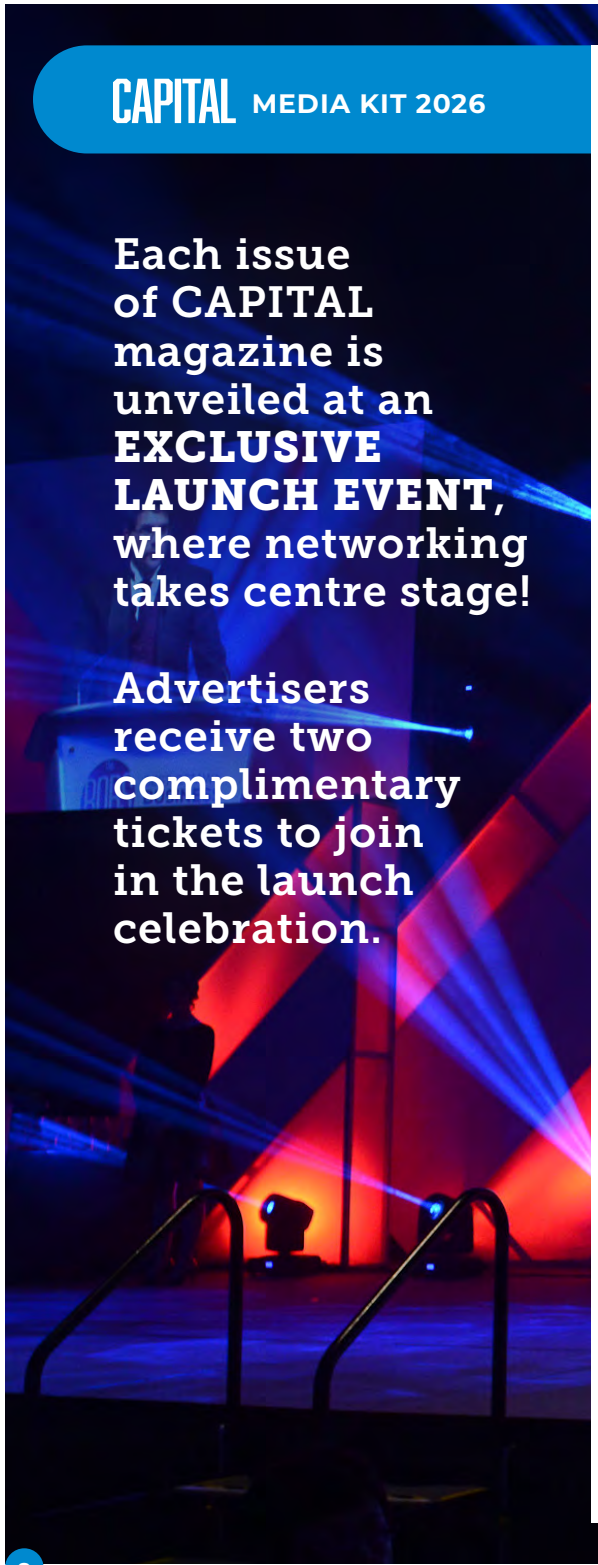
A copy of CAPITAL magazine is also mailed directly:

- OBOT membership
- Corporate CEOs in Ottawa
- Ottawa Municipal Councillors
- Federal MPs from Ottawa
- Provincial MPP's from Ottawa.
- Foreign Ambassadors & Consulates

Advertisers can rely on the CAPITAL media enterprise to reach a broad audience in the private, public and non-profit sectors including those working in:

- Law
- Finance
- Government & Public Relations Firms
- Communications
- Management Consulting
- Hospitality
- Sports & Entertainment
- Human Resources
- Embassies & Consulates
- Real Estate
- Technology
- Environment & Sustainability
- Engineering





Each issue of CAPITAL magazine is unveiled at an **EXCLUSIVE LAUNCH EVENT**, where networking takes centre stage!

Advertisers receive two complimentary tickets to join in the launch celebration.

Event Exposure

CAPITAL Magazine connects advertisers with Ottawa's most influential business and community leaders through the Ottawa Board of Trade dynamic events calendar. Each year, more than 40 events bring together thousands of executives, entrepreneurs, policymakers and innovators across sectors.

CAPITAL is featured at these events, creating valuable brand exposure for advertisers in rooms where decisions, partnerships and investments happen.

Capital Conversations
Breakfast, luncheon and cocktail gatherings with top decision-makers and industry leaders driving timely discussions on the issues shaping Ottawa's economy, from national policy and infrastructure to innovation, talent and investment. Attracts more than 150 attendees.

Policy Forums
In-depth events featuring multiple experts and leaders addressing critical issues shaping our region. Forums bring together business leaders, policymakers and subject matter experts to explore topics such as: Business competitiveness, Downtown revitalization, Defence and national security, Energy transition and Infrastructure and productivity. Attracts more than 250 attendees.

Business After 5
Quarterly networking events hosted in unique venues across the region. These high-energy gatherings spotlight local businesses and bring together professionals from every sector of the Ottawa economy. Attracts more than 100 attendees.

Forty Under 40 Awards Gala
One of Ottawa's most respected celebrations of emerging leadership, recognizing 40 outstanding business leaders under 40 for professional excellence and community impact. Attracts more than 400 attendees.

Ottawa Economic Outlook
A flagship luncheon that brings together business and community leaders to examine economic trends, investment opportunities and the outlook for the National Capital Region. Attracts more than 250 attendees.

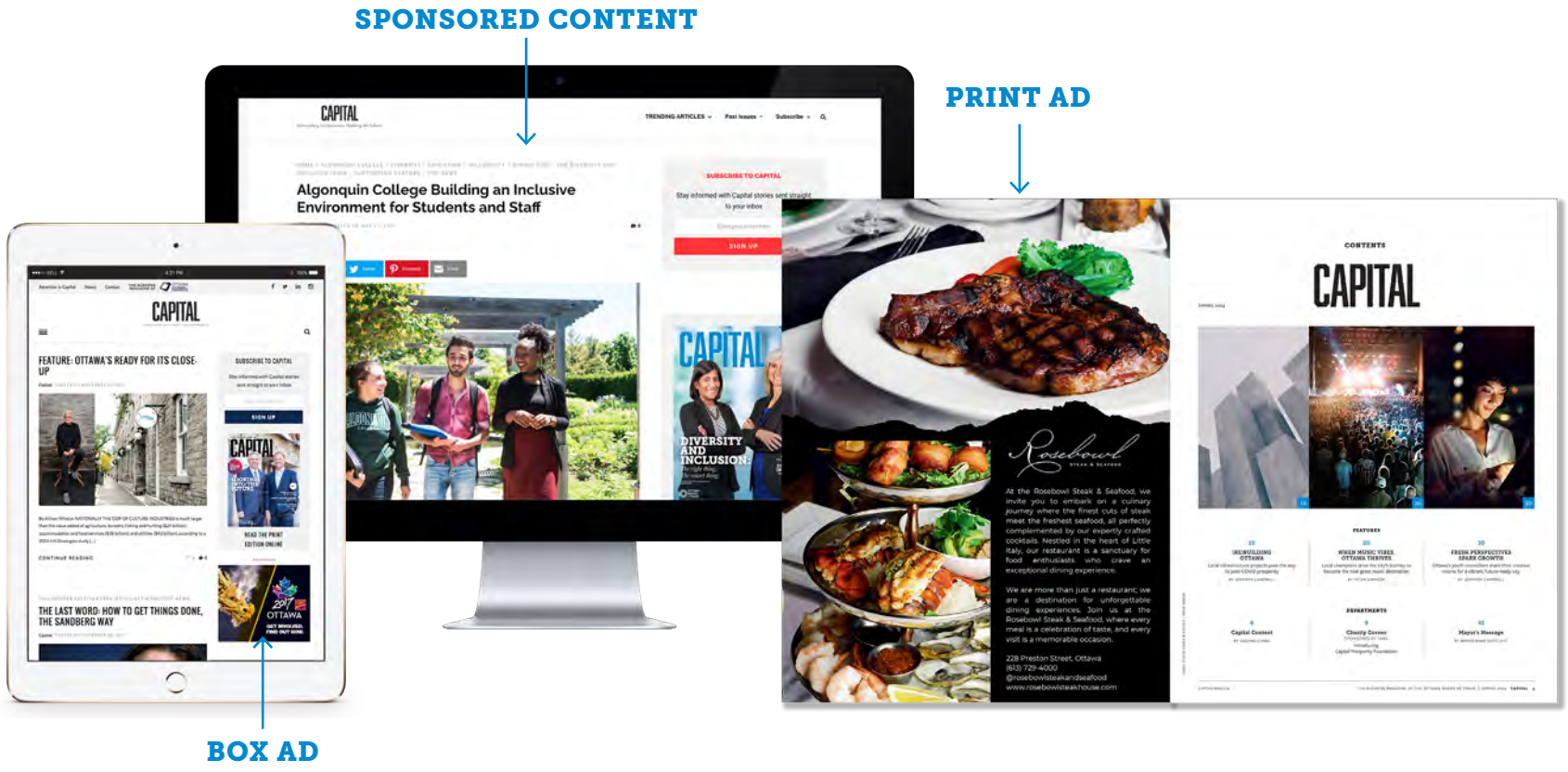
Best Ottawa Business Awards (The BOBs)
A premier gala celebrating Ottawa's most innovative, ethical and successful companies. Attracts more than 500 attendees.

Ottawa's Best Networking Golf Tournament
One of the region's largest executive networking events, bringing together business leaders, policymakers and entrepreneurs. Attracts more than 250.

Holiday Cocktail
An annual celebration of Ottawa's business community. Members, partners, clients and community leaders gather to celebrate the year's successes and look ahead to the opportunities ahead. Attracts more than 200.

Multiple Ways to Reach Your Audience!

Whether online or in print, CAPITAL magazine will allow you to maximize your return on investment by leveraging the best of what our print and web properties have to offer.



Driving Your Sponsored Content Further

Sponsored Content

You are an expert in what you do. Share your knowledge and demonstrate thought leadership by placing a sponsored content piece in CAPITAL.

A talented writer will work closely with you to craft a compelling story that provides value to our readers, and benefits to you. Your sponsored content will be placed in both the print edition, and on the CAPITAL website along with that edition's regular articles. All editions are archived for future reference on the site.

To maximize impact, sponsored content will blend in with our editorial theme for the issue.



Social Media Campaign Bundle

An optional and highly-recommended value-add for your Sponsored Content purchase is our custom Social Media Campaign Bundle—designed to amplify your message even further within the OBOT network and business community; and drive people to your website too!

The skilled and well-connected Ottawa Board of Trade social team is poised to promote your sponsored content piece to their extensive multi-channel followers. And, as a bonus, also curate posts to drive viewers to your website. This two-pronged approach is the best of both worlds as it gives you 'endorsed' exposure to OBOT's extensive social media network, while also driving new visitors to your organization's URL.

And, of course, you can like and share all of these OBOT curated posts on your own channels to further boost your reach!

How it Works:

One sponsored content purchase equals:

- Three distinct and curated social media posts cross-promoted across OBOT's LinkedIn and Facebook channels (3 x 2 = 6 posts)!
- Two of these posts promote your Sponsored Content piece; and one will curate a short and compelling preamble that drives viewers to your website!
- The Ottawa Board of Trade reserves the right to select the most optimal timing for your posts and will send you suggested timing in advance. Your three posts across OBOT's two social channels will go out within the same quarter.

Rates 2026

PRINT	1x	2x
Full Page*	$2,000	$1,750
Double Page Spread*	$3,500	$3,250
4-page branded insert**	$8,000	
2-page branded insert**	$4,000	
PREMIUM POSITIONS	**1x**	**2x**
Inside Front Cover (IFC)	$3,000	$2,500
Opposite IFC	$3,000	$2,500
Inside Back Cover	$3,000	$2,500

TAILOR YOUR MESSAGE WITH A SPONSORED CONTENT ARTICLE (extra charges as required below)

Sponsored Content customization includes:
interview, writing, and design with one revision

Full Page (up to 400 words) **$500**
Double Page Spread (up to 800 words) **$700**
Exclusive 15% rebate is applicable to all Ottawa Board of Trade members

CUSTOM SOCIAL MEDIA CAMPAIGN BUNDLE

Only $600 for a Custom Social Media Campaign to further amplify your Sponsored Content!
Please refer to preceding page for details.

Contact: Stephan Pigeon
spigeon@taag.ca
819-209-3344

Ad and Sponsored Content Specs

PRINT	Bleed	Non-Bleed
Magazine Trim Size: 8.375" x 10.875"	*Sizing below reflects trim size. **Add 0.125" bleed beyond trim size on all sides.** Live area is 0.25" in from trim on all sides.**	
Double Page Spread*	16.75" x 10.875" + bleed* (see above)	15.75" x 9.875"
Full Page*	8.375" x 10.875" + bleed*	7.375" x 9.875"

ONLINE

*** Free Box Ad** on capitalmag.ca (with full and double page spread)
300 px wide x 250 px, 72 dpi minimum, 100% quality PNG.
Please include a URL to link the ad to the website of your choice.
****** Branded Inserts reserved for OBOT Economic and Pillar Partners. Includes 2 to 4 minute speaking time at CAPITAL Launch Event depending on insert page count.

File specifications:

File Format: PDF/X-1a:2001, with fonts embedded. Include crop marks for bleed ads
File Resolution: 300 dpi
Colour: CMYK
Magazine Trim Size: 8.375" x 10.875"

Deadlines for Fall/Winter 2026 edition:

Material: October 22, 2026 **Release:** Early December 2026

Submitting files:

Send files to Danielle Valois: **dvalois@taag.ca**

*Sizing reflects trim size. Add 0.125" bleed beyond trim size on all sides. Live area is 0.25" in from trim on all sides.
**For advertising spreads, please leave 0.375" type safety on either side of the gutter.

Advertising Policy

General

- The Publisher accepts advertising consistent with its mission. We attempt to only accept advertising from reliable vendors; however, the Publisher cannot be held responsible as to the contents of advertisements, the products offered, or the viewpoints expressed therein, which may or may not be those of the Publisher.
- The Publisher reserves the right to refuse or discontinue any advertising without recourse or explanation. Rates may change without notice.
- Acceptance of advertisements does not indicate endorsement of any advertisers, products, or services.
- The Publisher reserves the right to reject any advertorial advertising that includes a byline or is designed to resemble the editorial pages of the magazine — including the use of matching fonts. The word “Advertisement” may be placed above copy that, in the opinion of the Publisher, resembles editorial material.
- Advertisers and/or advertising agencies assume full liability for all advertising content (including text, representation, and illustrations) and for claims made against the Publisher that result from advertisements printed.
- This agreement is governed by and construed in accordance with the laws of the Province of Ontario and the federal laws of Canada applicable therein. Any proceeding relating to the subject matter of this Agreement shall be within the exclusive jurisdiction of the courts of the Province of Ontario.

Payment & Discount Policies

- Invoices are issued upon Insertion order.
- Payment is due in Canadian funds, NET 30 days.
- All advertising rates are net — applicable taxes are in addition to rates specified on the rate card.
- Discounts will be rescinded on accounts not paid within 30 days of invoice date.
- Any unpaid invoices after NET 30 days are subject to penalty interest of 2.5% per month
- For invoicing questions or concerns please contact:

spigeon@taag.ca
819-209-3344

Cancellations

- Cancellation and change orders must be made in writing and received by the advertising editor 30 days prior to the advertising deadline date. Cancellations or changes received after this date will be billed as originally invoiced.
- Advertisers who have purchased ad space on multiple appearance discount rates, but who prematurely withdraw their advertising, will be subject to retroactive billing at the single ad rate for the ads that ran prior to the cancellation.
- All ad cancellations must be in writing.