POLICY OPTIONS POLITIQUES



Carolyn Bennett 📀

WHY ADVERTISE WITH US?

A RECOGNIZED, HIGH-VALUE MEDIA BRAND

For 35 years, *Policy Options* has been drawing key policy discussions out of the corridors of universities, research institutions and government departments, and sharing them with the wider public. It is a media brand that is well known among policy-makers, legislators, academics and journalists, who recognize the magazine's commitment to evidence and serious analysis.

WE'RE ABOUT PUBLIC POLICY

Policy Options is not like other media outlets. It is not a news organization. It publishes analysis and new research around public policy, and articles tend to be much longer – something our readers come to expect and appreciate. Our contributors include former and current politicians, leading scientists and university professors, senior journalists, authors, NGO leaders, private sector voices and public opinion researchers. The magazine covers the major policy debates gripping the country, but also delves into topics that garner very little attention in mainstream publications.

HIGH-IMPACT READERSHIP

Policy Options is a growing digital media operation with an average of 60,000 pageviews per month, in Canada, the United States and further afield. More importantly, the magazine specifically attracts a readership that is interested in discussions around legislation, regulation, government consultations and policy-making. *Policy Options* articles are discussed and promoted by key opinion leaders on the Canadian scene, including cabinet ministers, television hosts and influential academics.

MULTIPLE CONTENT PLATFORMS

Policy Options has a bi-weekly podcast that can be found on iTunes and SoundCloud. The Institute for Research on Public Policy, which publishes *Policy Options*, organizes regular webinars that attract hundreds of participants who are keen to learn the finer points around the policy issues. Sponsorship opportunities are available for the podcasts and webinars.

OUR EDITOR-IN-CHIEF

Policy Options editor-in-chief Jennifer Ditchburn is a well-known Canadian journalist and political commentator. She appears regularly on the CBC's "Power & Politics," and on "The National" as part of the At Issue panel. Jennifer has a following of more than 54,000 on Twitter, and actively promotes the magazine's editorial content on social media platforms as well as in traditional media.

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