

MEDIA KIT

# INFLUENCE THE INFLUENTIAL



Policy-makers, legislators, academics, journalists and plugged-in young Canadians rely on *Policy Options* for in-depth analysis of the key policy challenges that will shape our future. For over 40 years, we've acted as a bilingual forum for dialogue around hot-button issues, featuring a diversity of voices.

Audience segmentation data shows that 83 percent of Canadians who are connected to the government and academic sectors turn to digital publications like ours. We can help you get in front of this educated, affluent and influential audience. Our articles are discussed and shared by key opinion leaders on the Canadian scene, including cabinet ministers, media personalities, and thought leaders from academia.

Our reach extends across Canada and around the world, with a higher concentration of readers in Canadian urban centres – Ottawa in particular. They logged over 1.7 million online sessions in 2020, and invested nearly three minutes per article on average. Half of our audience is between the ages of 25-44, a highly engaged, career-oriented group of readers.

If this sounds like your audience, talk to us about featuring your campaign in our pages.

## QUICK STATS



### WEBSITE REACH YTD 2021

AVG 121K Users/month  
 186K Sessions/month  
 211K Pageviews/month

### AGE BREAKDOWN

18-24: 15%, 25-34: 30%,  
 35-44: 20%, 45-54: 15%,  
 55-64: 11%

### TOP CITIES

1. Toronto, 2. Ottawa,  
 3. Montréal, 4. Calgary



### OCCUPATIONS

Academics, Government  
 Employees, Students



### WEBSITE

Daily content: 30-90 articles/  
 month



### E-NEWSLETTERS

Subscribers include senior public  
 servants, parliamentarians, NGO  
 and association staff.  
 2.5K to 3K subscribers  
 Open Rate: 30%



### PODCAST

Posted biweekly.  
 1K to 1.5K listens/episode

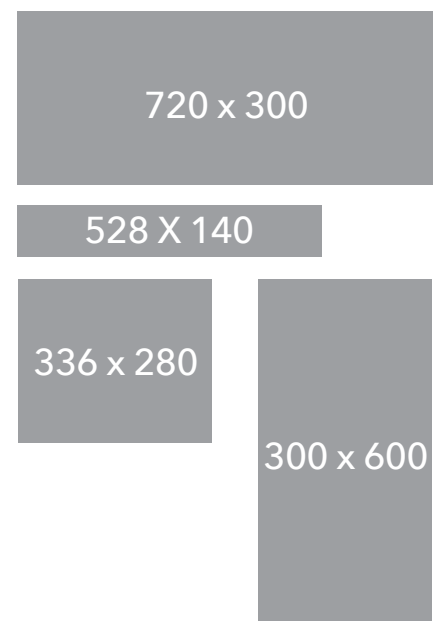
## RATE CARD

				Cost per 1,000 impressions (CPM)		
Ad unit		Pixel size	Placement	Under 50k	50k to 100k	Over 100k
1	Article rectangle	336 x 280	All pages, bottom	\$36.00	\$34.00	\$32.00
2	Article rectangle	336 x 280 or 720 x 300	Article, podcast and video pages	\$35.00	\$33.00	\$31.00
3	Home page skyscraper	300 x 600	Home page	\$32.00	\$30.00	\$28.00
4	Home page banner	720 x 300	Home page, bottom	\$31.00	\$29.00	\$27.00
	E-newsletter banner	528 x 140		\$200 each or \$500 for 3 E-newsletters		
	Podcast	\$500 per podcast				

## TECHNICAL REQUIREMENTS

Format	Requirements
Static	GIF, JPG, PNG; max file size: 150kb
GIF animation	Max file size: 150kb
Flash animation	Max file size: 150kb; Please provide a GIF or JPG backup for non-flash enabled devices
Link destination	Include ad link destination in insertion instructions

## AD UNITS



## CONTACT

To discuss sponsorship opportunities or further options on how we can help you meet your advertising needs, please contact:

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