

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. 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 IN 2023

113K Users/month
 150K Sessions/month
 200K 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: 30-60 articles/
 month



NEWSLETTERS

PO newsletter has 4.5K subscribers
 and 41% open rate
The Functionary has 4.0K
 subscribers and 63% open rate



PODCAST

1K to 2K listens/episode

RATE CARD

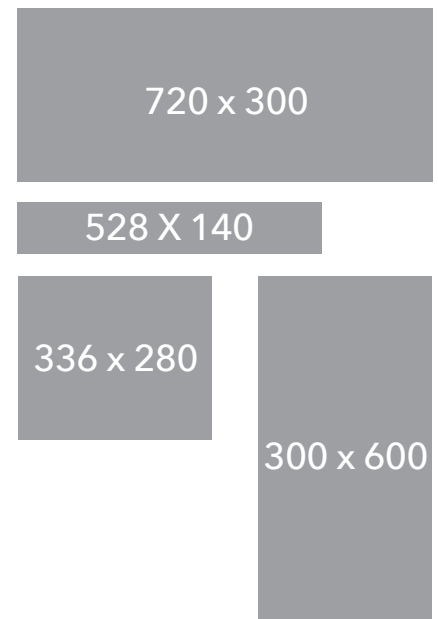
Cost per 1,000 impressions (CPM)

| 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 | | | | | | |
| | <i>Policy Options</i> banner | 528 x 140 | | \$200 each or \$500 for 3 E-newsletters | | |
| | <i>The Functionary</i> banner | 528 x 140 | | \$1,000 each | | |
| | 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:

Suzanne Ostiguy McIntyre

email: smcintyre@irpp.org

phone: 1-514-608-2701

irpp.org

