

Your community newspaper

# THE CENTRETOWN BUZZ

## WHO WE ARE

*The Centretown BUZZ* is a non-profit community newspaper supported by its advertisers. It has served the residents of Centretown since 1995, and is a well-loved – and well-read – paper.

For more than 25 years, *The BUZZ* has enjoyed a special relationship with the people it serves. We tell Centretowners about their neighbours, local parks, local events, local issues – and local businesses. Your message can be part of that conversation.

We hear this all the time from our volunteer delivery teams: “People come up to me in the street when I’m dropping off copies and ask for a copy for themselves, and thank me for the paper!”

## WHO WE REACH

Our delivery range runs from the Rideau Canal in the east to LRT Line 2 in the west, and from Wellington Street in the north to Highway 417 in the south. We cover all of the city’s Somerset Ward.

Centretown is one of the most densely populated areas in the city, and its population has continued to climb from census to census – as you can see from the amount of residential construction currently happening in this area, and the number of high-rise cranes dotting the skyline. By mid-year 2023, the City of Ottawa estimated its population at 47,570, with 28,510 households. In the 2016 census, residents’ average age was 40 (reflecting the overall city average), and those 25 to 29 were the largest single age group. Seniors formed the next largest group.

Area residents are more likely to be employed full-time than the rest of Ottawa, and have a higher Labour Force Participation rate. The area’s average after-tax income in 2016 was \$59,171.

## CIRCULATION AND DISTRIBUTION

*The Centretown BUZZ* is hand-delivered, which means no bulk bundle drops or newspaper boxes: our newspapers are delivered to mailboxes and doorsteps, ensuring that the maximum number of papers make it to our readers. Flyers are often automatically dropped in the recycling. *The BUZZ* gets taken into the house and read from cover to cover.

We publish 10,000 copies per issue, distributed to apartments, condos, homes, and businesses across Centretown. It’s one of the most popular attractions at the community table at the local farmers market.

We publish every month except July.

We also publish a full image of the paper on our website as a PDF, reaching further readers outside our printed delivery range. We promote the paper every month with our own mailing list, as well as social media.

## 2024 ADVERTISING RATES

The BUZZ offers excellent discounts for multiple insertions. Our rates (in CPM) are competitive with comparable papers.



### ***Reaching your new customers in Centretown!***

	1 month	2 months	3 months	4 months	5+
Full page	\$675	\$650	\$625	\$590	\$565
Half page	\$390	\$370	\$350	\$330	\$320
Quarter page	\$205	\$195	\$180	\$170	\$165
Eighth page	\$115	\$110	\$105	\$95	\$90
Card	\$60	\$50	\$45	\$43	\$40
Web banner	\$60	\$50	\$45	\$43	\$40

Add colour: full, half & quarter page \$205, eighth page & card \$60.  
Discount for new or new-to-Centretown businesses.

[ads@centretownbuzz.com](mailto:ads@centretownbuzz.com)

613-565-6012

## **2024 PUBLISHING SCHEDULE AND AD DEADLINES**

January 19, 2024 (deadline: January 8)

February 16 (deadline: February 5)

March 15 (deadline: March 4)

April 19 (deadline: April 8)

May 17 (deadline: May 6)

June 14 (deadline: June 3)

August 23 (deadline: August 12)

September 20 (deadline: September 9)

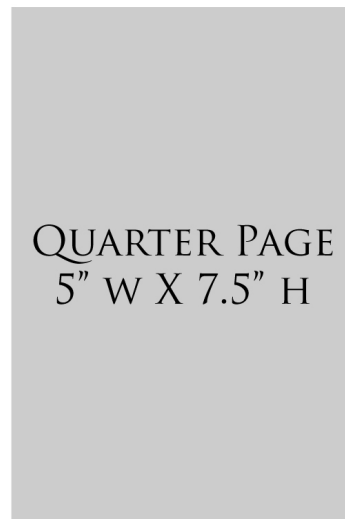
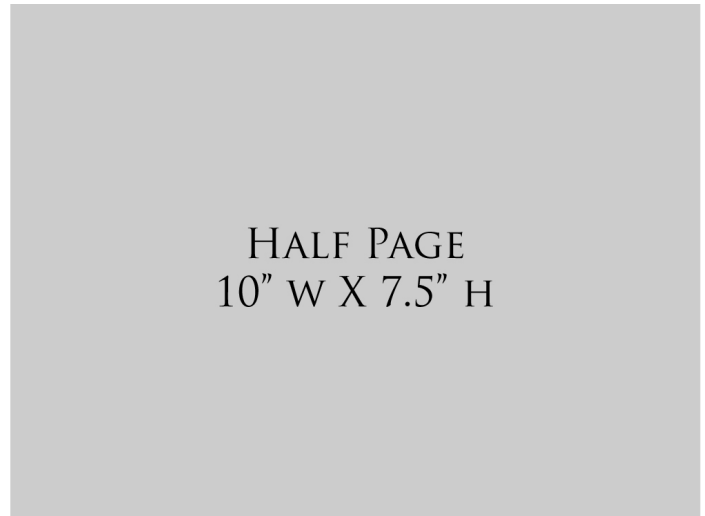
October 18 (deadline: October 7)

November 15 (deadline: November 4)

December 13 (deadline: December 2)

## AD SIZES

We accept ads in all standard image formats, but .png is preferred. Minimum resolution: 300 dpi.



## CONTACT INFORMATION

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