A key to succeed in Chinese market

OTTAWAZINE GLOBE INC.

A key to succeed in Chinese market

2021 MEDIAKIT CH
Introduction

Establishing on August 18, 2014, OTTAWAZINE integrates itself with the most popular platform such as WeChat, Websites, and Magazine to deliver the news most quickly and efficiently. OTTAWAZINE has strong editorial teams both in Canada and China, which will ensure that the breaking news could be published the minute it happens.

The exclusive reports and interviews have helped OTTAWAZINE become more and more well-known. At the same time, OTTAWAZINE provides abundant information and services for international students, new and older immigrants.

OTTAWAZINE also provides complete and accurate marketing plans for businesses, including websites, social networking, and so on. In the past 5 years, OTTAWAZINE has helped more than 300 small and medium businesses and self-employed businesses step into the Chinese community, and become a bridge between the mainstream community and the Chinese community.
History

2014.8
WeChat Platform
OTTAWAZINE WeChat platform provides daily news, Hot topics and life information to the Chinese community, and has become the largest WeChat platform in Canada's capital area.

2016.1
ottawazine.com
OTTAWAZINE.com is a leading and comprehensive media website that is on service 24/7. It has become the most influential web portal in Canada's capital region, with more than 20,000 daily views from abroad and domestic users.

2018.1
OTTAWAZINE magazine
Ottawazine magazine is the first Chinese magazine published in Ottawa. It has built business images for 1000+ partners.

2018.4
Ottawazine Membership
With 78,000 readers, 5000 members, and 100+ local business users, OTTAWAZINE Membership program is dedicated to building an unprecedented lifestyle with tons of discounts and novel reading experiences for our readers.

2017.10
Ottawa's Beijing Week
As the specified cooperative media of the "Ottawa Beijing Week", Ottawazine successfully hosted and reported the 2017 "Ottawa Beijing Week" event.

2018.1
ottawazineBuy.com
ottawazineBuy.com is the first Asian-ecommerce shopping platform in the Ottawa region. It is the most convenient online shopping platform with more than 1,000 kinds of products.
OTTAWAZINE is currently covering over 78,000 Chinese users who come from Ottawa, Mainland China and other provinces in Canada.

Our users are defined as international students and immigrants who study and live in Ottawa, Chinese populations that are interested or have planned to come to Canada.
ADVERTORIAL EDITING
advertise with hot topics, appealing content and photos, delivering information in a way the reader can easily adapt.

AD DESIGN
Digging through selling points based on product characteristics and target crowds. Design services include: Logo, Banner, and Poster.

ADVERTISING
Inserting promotion content in magazines, websites, and forum posts. Realizing a good balance between commercial ads and user experiences.

VIDEO SHOOTING AND PRODUCING
Enterprise and product promotional video for company and individuals.

MARKETING CONSULTANT
Provide marketing expertise to clients. Establishes marketing tracking methods to help each client evaluate performance over time.

ZINE CARD
Free to join 5 Major Platforms Extensive Marketing Exposure

Our Services  Customized  Multi-Platform
We understand the advantages of new media platforms and the habits of users. With experiences of living in Ottawa, we can provide the most suitable marketing strategy and solution for local businesses.

1000+
Provide 1000+ clients with top-level commercial marketing solutions
WeChat is a mobile instant communication application and social media platform which rises rapidly in China. It has an average number of daily users as many as 1 billion and covers mainstream Chinese users worldwide.

Since it was established in August 2014, OTTAWAZINE WeChat platform has been well-loved and respected by users. By the end of January 2021, OTTAWAZINE WeChat has 78,000+ followers and has become the largest WeChat platform in Canada’s capital area.

### OTTAWAZINE WeChat

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Article $1500/each</td>
<td></td>
</tr>
<tr>
<td>Second Article $1000/each</td>
<td></td>
</tr>
<tr>
<td>Regular Article $600/each</td>
<td></td>
</tr>
</tbody>
</table>

### Soft-sell Article Ad.

Soft-sell advertising is a more subtle form of advertising. The goal behind soft-sell advertising is to evoke a positive emotional response. The idea is that the customer will then subconsciously connect the response they had to the brand that invoked it.

### WeChat Banner Ad.

Ads banner is an image-based ad shown at the top or bottom of an article. It has various manifestations such as static images and GIF animations.

Once the article starts trending, more and more people will start seeing the ad, reading it, and hearting it.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Article Ad Top Banner $400/month</td>
<td></td>
</tr>
<tr>
<td>Top Article Ad Bottom Banner $200/month</td>
<td></td>
</tr>
<tr>
<td>Second Article Ad Top Banner $300/month</td>
<td></td>
</tr>
<tr>
<td>Second Article Ad Bottom Banner $150/month</td>
<td></td>
</tr>
<tr>
<td>Regular Article Ad Top Banner $200/month</td>
<td></td>
</tr>
<tr>
<td>Regular Article Ad Bottom Banner $100/month</td>
<td></td>
</tr>
</tbody>
</table>
WeChat Ad.

**WeChat Banner Ad. Exposure**

- **Top Article**
  - 2019: 4925
  - 2020: 6118

- **Second Article**
  - 2019: 2484
  - 2020: 3836

**Soft-sell Article Ad. Average Views**

- **Regular article Ad average views**
  - 2019: 1446
  - 2020: 1542

- **Second article Ad average views**
  - 2019: 2207
  - 2020: 2443

- **Top article Ad average views**
  - 2019: 3434
  - 2020: 3789
OTTAWAZINE.com is a leading and comprehensive media website that is on service 24/7. Since it came out in January 2016, OTTAWAZINE.com has become the most influential web portal in Canada's capital region, with more than 20,000 daily views from abroad and domestic users.

OTTAWAZINE.com produces over 100 eye-catching and original articles in its daily work and has gained more than a million views annually. Such an achievement makes it one of the most productive and commercially valuable Chinese web portals in Canada. Additionally, OTTAWAZINE.com has played a crucial role in maximizing the profit from the advertisement for more than 1000 partners and helped them to succeed among the Chinese market in Canada.

**NEWS**  
The latest and fastest China and Canada news, international trends, local news, etc.

**MIGRATION**  
Share the latest Canadian immigration policies, analyze immigration trends, and provide the most comprehensive information about Canadian immigration.

**ENTERTAINMENT**  
Covering 2000+ catering and entertainment businesses in the capital area, providing the latest and most complete information on entertainment, catering, tourism, and discounts.

**ONLINE SHOPPING MALL**  
The first Asian-ecommerce shopping platform in Canada's capital region., offering 1,000+ kinds of products, including snacks, instant food and reasoning dry goods, skincare and body care products, cosmetics, Chinese and Western supplements, health products, maternal and child supplies, kitchen appliances, household products, etc.

Web Banner Ad.  
Banner ads are placed in high-traffic locations on web pages, creating brand awareness and generating click-throughs, purchases, and leads. These high-visibility locations include the front, bottom, or the side of a webpage; places where the eyes of browsers usually wander. Banner ads grab the reader’s attention and invite them to learn more about what’s being advertised.
OTTAWAZINE Magazine

First Chinese magazine published in Ottawa

Exploring the fun in town
Offering a superior lifestyle to readers
Provide a great deal of insightful perspectives

Built business image for 1000+ partner

The high quality Ottawazine Magazine is very popular among Chinese readers.
It also allows clients’ advertising to spread widely. Therefore we successfully maximize the commercial benefits for clients with our influence.
ZINEFUN.COM
Yellow Page

Five Distinctive Sections
Easily Review and Rate
Detailed Business Information

Yellow Page Ad. $ 600/year

Yellow Pages builds relationships. Through various digital media and marketing solutions, it helps users find information on the goods and services around them while enabling local businesses to make sure their products and services are seen and heard.

ZINEFUN is a powerful Ottawa Yellow Page searching engine offered by OTTAWAZINE GLOBE Inc. The website is essentially connected to all the products of OTTAWAZINE, which includes the WeChat platform, monthly magazine, and OTTAWAZINE.com portal.

As a unique yellow page in Ottawa, OTTAWAZINE GLOBE Inc. is committed to providing convenient, accurate, and warm-hearted services to all ZINEFUN platform users.
OTTAWAZINE official WeChat customer service has been running for three years since its operation. It now has more than 4,500 followers, and the total number of comments, messages and interactions has exceeded 100 times per day.

Official customer service account shares the ad to its Moments in the form of text, pictures, and links so that all followers can see it.
OTTAWAZINE Membership program is dedicated to building an unprecedented lifestyle with tons of discounts and novel reading experiences for our readers.

78,000 READERS
5000 USERS
100+ BUSINESS MEMBERS

5 MAJOR PLATFORMS
EXTENSIVE MARKETING EXPOSURE
OTTAWAZINE WeChat
OTTAWAZINE.com
OTTAWAZINE magazine
ZINEFUN Yellow Page
ottawazineBuy.com

SPECIAL DISCOUNT

After purchasing a membership card, users will receive a 5%-20% discount for consumption at partner merchants. At the same time, merchants have gained a lot of exposure, achieving a win-win situation for consumers and merchants.
OTTAWAZINE
Design & Print

With its professional designer team, OTTAWAZINE GLOBE INC. provides one-stop service from design to printing to support the success of customers’ commercial promotion.
OTTAWAZINE technical team has been focusing on web design and website construction for more than 4 years. We provide clients with creative website design, enhancing clients’ corporate image and therefore, making clients stand out among similar enterprises.

Price List

<table>
<thead>
<tr>
<th>Project</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domain Register</td>
<td>$179/Year</td>
</tr>
<tr>
<td>Share Hosting Register</td>
<td>$399/Year</td>
</tr>
<tr>
<td>Domain + Share Hosting Register</td>
<td>$549/Year</td>
</tr>
<tr>
<td>Domain Transfer</td>
<td>$179/Year</td>
</tr>
<tr>
<td>Share Hosting Transfer</td>
<td>$399/each</td>
</tr>
<tr>
<td>Business Email Set-up</td>
<td>$69/ Year</td>
</tr>
<tr>
<td>Google Map Business Set-up and Maintenance</td>
<td>$399/ Year</td>
</tr>
<tr>
<td>Restaurant Website Design</td>
<td></td>
</tr>
<tr>
<td>Standard-level</td>
<td>$1199</td>
</tr>
<tr>
<td>Intermediate-level</td>
<td>$1799</td>
</tr>
<tr>
<td>Advanced-level</td>
<td>$2299</td>
</tr>
<tr>
<td>Self-employee Professional Website</td>
<td></td>
</tr>
<tr>
<td>Standard-level</td>
<td>$1399</td>
</tr>
<tr>
<td>Intermediate-level</td>
<td>$1999</td>
</tr>
<tr>
<td>Advanced-level</td>
<td>$2499</td>
</tr>
<tr>
<td>Other Business Website</td>
<td></td>
</tr>
<tr>
<td>Standard-level</td>
<td>$1499</td>
</tr>
<tr>
<td>Intermediate-level</td>
<td>$2099</td>
</tr>
<tr>
<td>Advanced-level</td>
<td>$2599</td>
</tr>
<tr>
<td>Web Page Modification, Updating, and Maintenance</td>
<td>$50/Hour</td>
</tr>
<tr>
<td>price to be negotiated in person</td>
<td></td>
</tr>
<tr>
<td>(Starting Price: $500)</td>
<td></td>
</tr>
</tbody>
</table>
Video advertisements with the original narration and vivid details are strongly interactive, information interesting and large scale of information, which lead to far more accurately targeted advertising than other media can.

According to the specific advertising needs of the business, we write scripts, shoot videos, and complete the post-production and publishing processes.
公司地址
Suit 401, 2197 Riverside Dr,
Ottawa, ON, K1H 7X8

广告热线
613-263-3026
613-600-2029
613-298-7618

投稿
ottawazine.article@gmail.com

合作
ottawazine@gmail.com

官方客服微信号
ottomazine01

Facebook
Ottawazine

Instagram
ottomazine