

Target Audience

- Large Male % Ages 18 to 50 / Disposable Income / Impulse Purchasers
- Martial Arts Enthusiasts / Combative Sports Enthusiasts / Payper View Enthusiasts
- Health & Fitness Enthusiasts / Sports Enthusiasts / Extreme Sport Enthusiasts
- Fitness Centers / Pools / Leisure & Recreation Centers
- Internet Purchasers (www.ottawamma.com)

Demographics

Age:

18 - 50 years old

Are you more attracted to this magazine because its Free?

95% Yes - 5% No

Gender:

Male 80% - Female 20%

Will you save your copy of OttawaMMA once you get it?

75% Yes - 25% No

Do you have friends that would read OttawaMMA?

95% Yes - 5% No

Do you have the Internet?

99% Yes - 1% No

How many of your friends would read OttawaMMA?

10 friends or more (average)

Will you use the internet to visit www.ottawamma.com?

95% Yes - 5% No

Do you or your friends attend Seminars and/or Events?

80% Yes - 20% No

Are you happy to see a magazine like this come to Ottawa?

100% Yes - 0% No

Frequency / Circulation

Four issues per year / 6000 magazines per issue / Ottawa and surrounding area

Issue	Circulation Date
Autumn 2007	August 20
Winter 2007	November 20
Spring 2008	February 20
Summer 2008	May 20

Distribution

OttawaMMA will be stocked in numerous local businesses throughout Ottawa and the surrounding areas including restaurants, pubs, sports bars, Medical Centres and high traffic areas.

Ad Creation

OttawaMMA along with Strongvine Visual Communications has complete creative graphic design capabilities to produce effective advertising programs at an extremely competitive price. Please feel free to call in advance or desired material deadline to make design and creative arrangements.

- Graphic Design

- Print Production

- Website Development

- Marketing Strategies

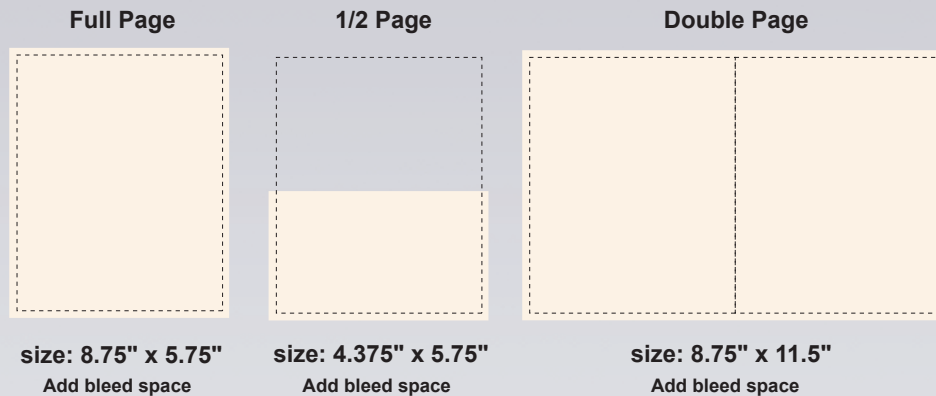
Our team produces high-impact work that generates measurable results for clients while building distinctive brands. Strongvine offers progressive strategic insight, multi-discipline creative resources and efficient back-end support. We work on any scale with any budget, for organizations ranging from small start-ups to large, established companies.

Call Strongvine Visual Communications today! **613-596-5659** or **613-884-5659**

Visit our website: www.strongvine.com or e-mail: info@strongvine.com

Advertising Rates

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Size	1 issue
Outside Back Cover	\$1,400.00
Double Page	\$1,200.00
Inside Front Cover	\$1,000.00
Inside Back Cover	\$800.00
Full Page	\$700.00
Half Page	\$400.00

All prices are in Canadian currency and do not include applicable taxes. Rates are subject to change.

File Preperation

Rates do not include the cost of ad design: In exchange for advertising in the publication, OttawaMMA will charge a "reduced rate" of \$35.00 per hour for design. OttawaMMA in turn, retains all rights to the electronic artwork. Your ad will be archived for future use by OttawaMMA. To retrieve a copy of your ad for uses other than advertising in the OttawaMMA magazine will result in an "archive retrieval" charge of \$90.00 per ad.

Artwork must be supplied in a digital format: Files must be 100% complete. Files like TIFF's and JPG's can't be fixed if there are any design or pre-press issues. We prefer PDF or EPS files.

Formats preferred for supplied ads: PDF files - Press Quality, EPS files (convert text to curves) Adobe Photoshop TIFF format (minimum 300 dpi), High resolution JPG's.

File Transfer: Files can be sent to info@strongvine.com (files must Max. 6 MB.) or can be uploaded to an FTP folder. Please contact Strongvine Visual Communication for FTP details at **613-596-5659**.

The Reasons Why You Should Advertise With Us!

OttawaMMA is an ideal place to advertise your business. We look forward to acquiring loyal relationships with numerous local businesses throughout Ottawa and the surrounding areas. The Mixed Martial Arts response in the Ottawa area has been tremendous, resulting in a growing fan base that has escalated through the years. Countless people are becoming more involved in Mixed Martial Arts, whether participating in the sport, watching the Ultimate Fighting Championship (UFC) on TV or reading an article in a magazine, Mixed Martial Arts is appearing everywhere! As an extra feature to advertisers, our quality magazine will be provided FREE to the public. By advertising with OttawaMMA you will be sure to gain considerable exposure and return by targeting your products and businesses to the right audiences.

Ratings: UFC style entertainment or Mixed Martial Arts is the #1 growing sport in Canada and the US.

Shelf Life: Mixed Martial Arts or (MMA) style magazines are rated in the top 10 for having the longest shelf life. Unlike simple brochures or flyers people reading our magazine will keep them around for a very long time.

The BUZZ Factor: Lets face it... MMA sports are very popular right now. OttawaMMA will be hitting all the hot buttons, everything from the local fighters to the trends and culture that make this sport popular.

Pick-Up Power: People have a natural attraction to sports of this nature and they find themselves uncontrollably drawn in. OttawaMMA is the first of its kind in Ottawa, and will not go unnoticed.

Topics: We have taken the time to tap into the culture of the sport and have targeted a very large demographic. If you think this magazine is only about fighting, your mistaken. OttawaMMA will be running articles on Sports Training, Physiotherapy, Chiropractic, Health Care, Personal Training, Dieting, Clothing, Culture, Art, Entertainment, Events, Seminars Supplementation and much more.

It's FREE: OttawaMMA will be free to everyone in Ottawa and the surrounding area. Again this taps into the Pick-Up Power of this magazine as people will be much more inclined to pick up OttawaMMA and read the ads and articles if there are no costs associated to it.

Wide Demographic: Realistically there is a small percentage of individuals participating in MMA or UFC style sports, but remember this magazine is for the people of Ottawa and the fans. OttawaMMA's marketers have done the research and this sport is for everyone blue collar, lawyers, doctors, professionals, women, children, etc...

High Quality Production: OttawaMMA will be holding nothing back when it comes to the production of this magazine. We will be using high quality and heavy gloss paper along with full color printing from front to back.

Marketing Support: OttawaMMA will be partnering with a very successful marketing company to help out with the flow and growth of this magazine. Strongvine Visual Communications - www.strongvine.com

OttawaMMA Ring Girl: We know this is not the main reason people will pick up our magazine, but lets face it a magazine like this would not be complete without the talent of a very beautiful Ring Girl. We will be featuring a female MMA fan from Ottawa or the surrounding area to share there views on the magazine and the MMA Culture.

Advertising Contacts

For more information please contact:

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