



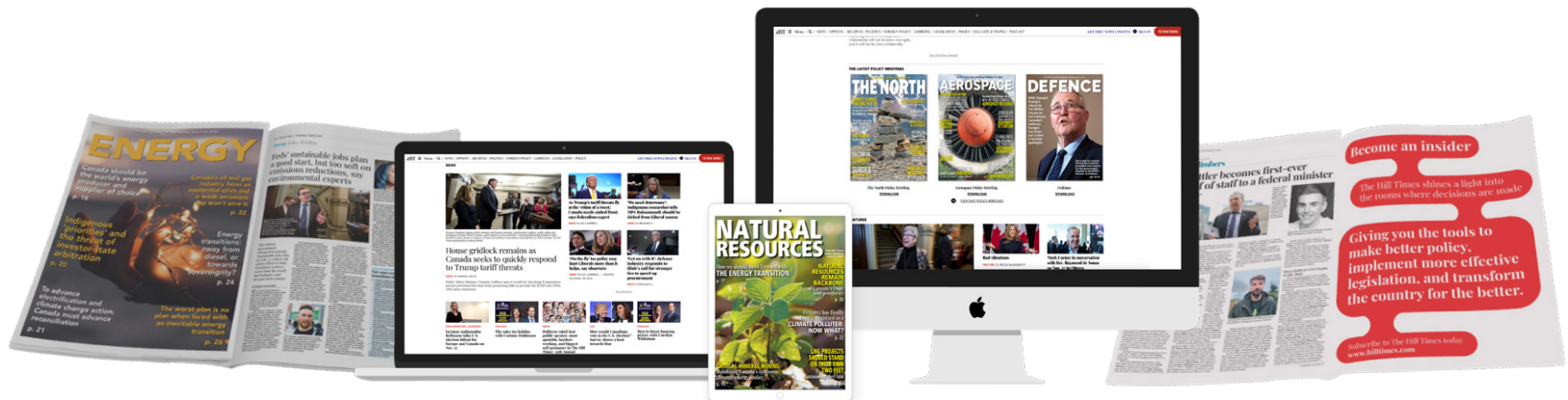
**ENGAGE | EDUCATE | INFLUENCE**



# COMMUNICATE WITH DECISION-MAKERS BEFORE DECISIONS ARE MADE



To implement an effective government relations strategy you need tools that bring your message into the decisions-making circle.



**Become an insider**  
The Hill Times shines a light into the rooms where decisions are made.  
**Giving you the tools to make better policy, implement more effective legislation, and transform the country for the better.**  
Subscribe to The Hill Times today  
[www.hilltimes.com](http://www.hilltimes.com)

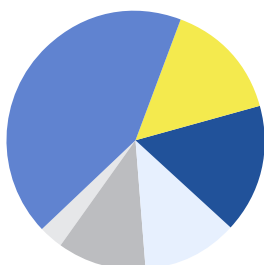
# REACH AN UNMATCHED READERSHIP

of Canada's most important public policy decision-makers

The Hill Times offers an unmatched readership of Canada's most important public policy decision-makers. It's a must-read for Members of Parliament, cabinet ministers, Hill staffers, lobbyists, senior public servants and key decision-makers.

## EMPLOYMENT:

Many news sources cover federal politics for the general population. Hill Times readers are working in or around government; they are the influencers and the key decision makers.



## EMPLOYMENT SECTOR:

Government Sector	43%
Private Sector	16%
Associations/NGO	15%
Director/Consultant	12%
GR/Public Affairs	11%
MPs & Staff	3%

## EDUCATION:

Hill Times readers are well educated and constantly working to improve their credentials.



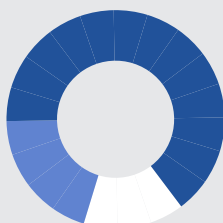
**56%** of readers have a **post-graduate degree**



**87%** of readers have an **undergraduate degree or better**

## DECISION:

Decision making and the legislative process in Canada is nuanced and multi-layered. The Hill Times 2015 readership survey conducted by Pollara Strategic Insights shows how essential Hill Times readers are to the decision making process.

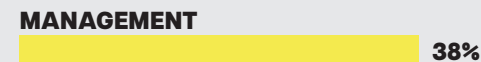
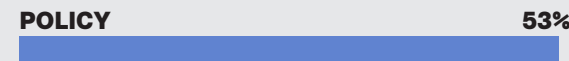


**61%**  
Make or share in  
decision-making  
process

**27%**  
Consulted in  
decision-making  
process

## AREA OF RESPONSIBILITY:

When crafting your government relations strategy you want to ensure that you're communicating with those in government with relevant responsibility.





THE  
**HILL TIMES** 2025

sales@hilltimes.com

613.688.8841

## A NEWSPAPER WITH IMPACT

**5,000**

newspapers are delivered each Monday and Wednesday to the political C-suite, all MPs and Senators, their staff, the PMO, PCO, Hill staff, and key decision-makers at government departments.

**17,000**

newspapers are delivered electronically on both Monday and Wednesday to federal bureaucrats and political decision-makers working from home or their office.



**44,000**

copies of *The Hill Times* are delivered every week.

THE **HILL TIMES** 2025

 [sales@hilltimes.com](mailto:sales@hilltimes.com)

 613.688.8841

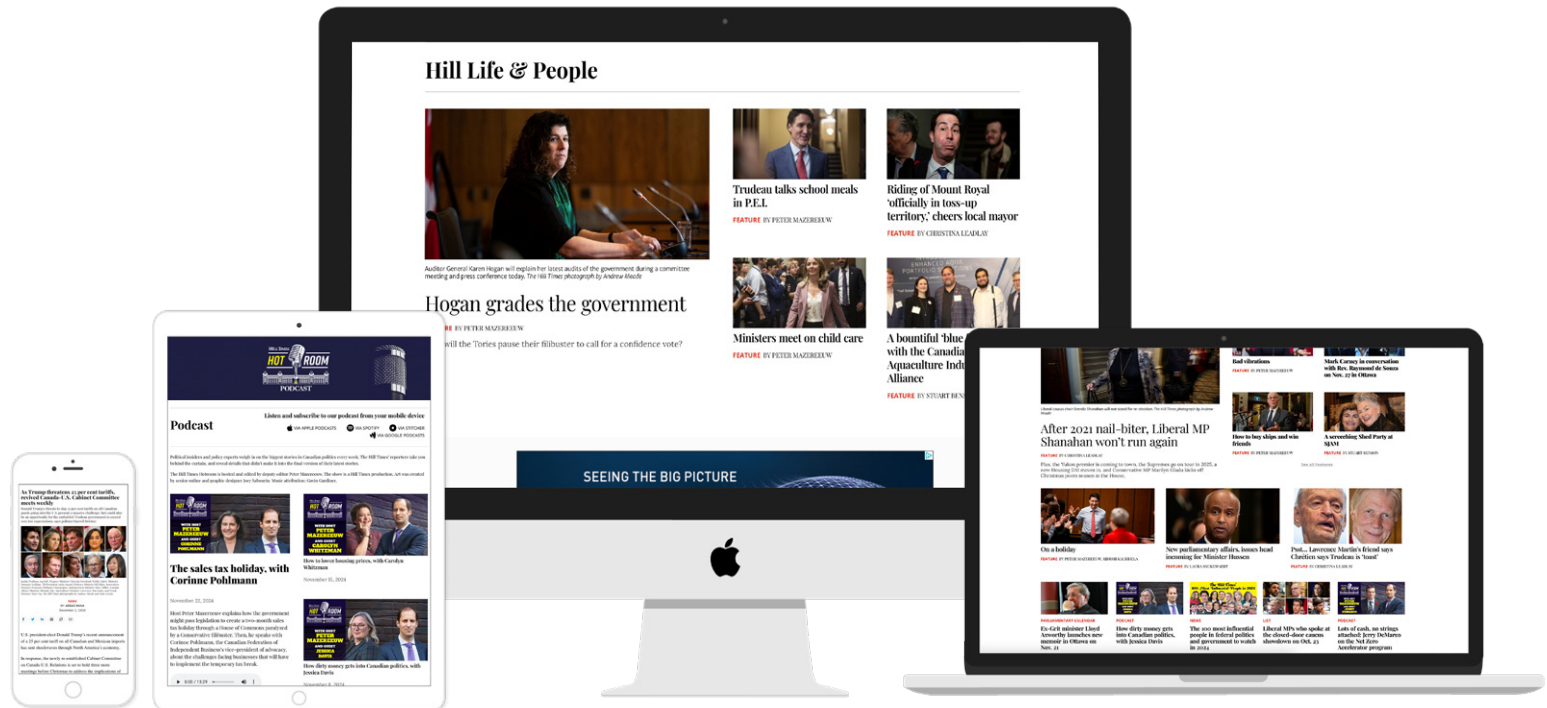
## REACH A UNIQUE AND ENGAGED ONLINE AUDIENCE

**409,000**  
average unique viewers per month

The Hill Times website is the premier source of news, objective analysis, election coverage and the inner workings of government. It is also deep with policy coverage and the people stories that tie the community together.

The Hill Times is predominantly a paid-subscriber website so you know the audience is Canada's most engaged political and policy readers.

**120,600**  
Paid digital subscribers\*  
\*Including individual, corporate, government and university group subscriptions





## TAKE YOUR MESSAGE TO OUR READERS

Read by politicians, government insiders and decision-makers, *The Hill Times* gets you on the agenda at the start of every day.



### MORNING NEWSLETTERS

#### Today's Headlines

Wake up to the day's top political and policy news and analysis.

WEEKDAYS at 6 A.M.

### AFTERNOON NEWSLETTERS

Set tomorrow's agenda and reinforce policy ideas.

#### Policy Afternoon

Specialty policy topics five days a week.

WEEKDAYS at 2 P.M.

### WEEKEND NEWSLETTERS

Spend time with decision-makers as they analyze and strategize.

#### Weekend Point of View

Top Canadian political and policy opinion and analysis.

SATURDAYS AND SUNDAYS

### SUBSCRIBER EXCLUSIVE NEWSLETTERS

#### Politics This Morning

You're in the loop with what's happening in politics and who's making it happen.

WEEKDAYS at 5 A.M.

#### Today's Newspaper

The complete newspaper delivered digitally.

TWICE A WEEK

#### Policy Briefings

Get into the weeds on hot policy issues and the players who shape them.

FOLLOWING THE POLICY BRIEFING CALENDAR

#### The wire Report

Get daily news from The Wire Report

WEEKDAY MORNINGS

## EDITORIAL CALENDAR

Issue Date	Special Feature	Deadline
Saturday, Jan. 27	Back to Parliament & 100 Most Influential People In Politics	Jan. 21, 2025
Monday, Jan 29	Homebuilding and Affordable Housing	Jan 23, 2025
Saturday, Feb. 3	Innovation	Jan. 28, 2025
Monday, Feb. 12	Health	Feb. 6, 2025
Saturday, Feb. 24	Transportation	Feb. 18, 2025
Monday, Feb. 26	Energy	Feb. 20, 2025
Sunday, March 10	Top 100 Lobbyists	March 4, 2025
Sunday, March 17	Agriculture	March 11, 2025
Tuesday, March 19	EVs and EV Infrastructure	March 13, 2025
Tuesday, March 26	Top 50 Influencing Foreign Policy in 2025	March 20, 2025
Sunday, March 31	Infrastructure	March 25, 2025
Tuesday, April 16	Aviation	April 10, 2025
Sunday, April 28	Health	April 22, 2025
Sunday, May 5	Digital Privacy and Security	April 29, 2025
Tuesday, May 7	Environment	May 1, 2025
Sunday, May 26	Defence	May 20, 2025
Sunday, June 2	Renewable Energy	May 27, 2025
Tuesday, June 4	Natural Resources	May 29, 2025
Sunday, June 9	Indigenous Relations	June 3, 2025
Tuesday, June 18	Terrific 25 Staffers and Guide to Hill Staff	June 12, 2025
Sunday, June 23	Politically Savvy Poll	June 17, 2025

Tuesday, Aug. 20	Legislative Look Ahead	Aug. 14, 2025
Monday, Sept. 15	Back to Parliament	Sept. 9, 2025
Wednesday, Sept. 24	University and College Research	Sept. 18, 2025
Sunday, Oct. 6	Mental Health	Sept. 30, 2025
Tuesday, Oct. 8	Infrastructure	Oct. 2, 2025
Sunday, Oct. 20	Innovation	Oct. 14, 2025
Tuesday, Oct. 29	Telecom	Oct. 23, 2025
Tuesday, Nov. 5	Transportation	Oct. 30, 2025
Tuesday, Nov. 19	Defence	Nov. 13, 2025
Sunday, Nov. 24	Aerospace	Nov. 18, 2025
Sunday, Dec. 1	The North	Nov. 25, 2025
Tuesday, Dec. 10	Environment	Dec. 4, 2025
Sunday, Dec. 15	The All Politics Poll	Dec. 9, 2025
Sunday, Dec. 15	100 Best Canadian Books of 2025	Dec. 9, 2025



A custom package can be created in collaboration with *The Hill Times*, we will help you craft a unique message for our Canadian government readership. Please email or call a sales representative.

# POLICY BRIEFING CALENDAR

Issue Date	Special Feature	Deadline
Saturday, Jan. 27	Back to Parliament & 100 Most Influential People In Politics	Jan. 21, 2025
Monday, Jan 29	Homebuilding and Affordable Housing	Jan 24, 2025
Saturday, Feb. 3	Innovation	Jan. 28, 2025
Monday, Feb. 12	Health	Feb. 7, 2025
Saturday, Feb. 24	Transportation	Feb. 18, 2025
Monday, Feb. 26	Energy	Feb. 21, 2025
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Sunday, Dec. 1	The North	Nov. 25, 2025
Tuesday, Dec. 10	Environment	Dec. 5, 2025



A custom package can be created in collaboration with *The Hill Times*, we will help you craft a unique message for our Canadian government readership. Please email or call a sales representative.



## TALKING POLITICS

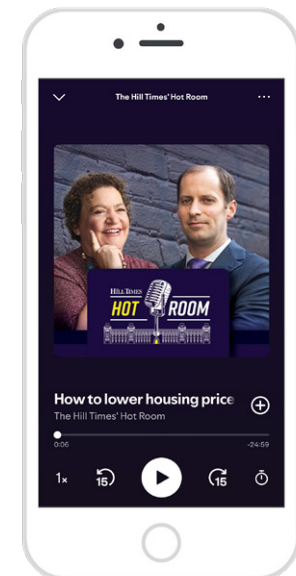
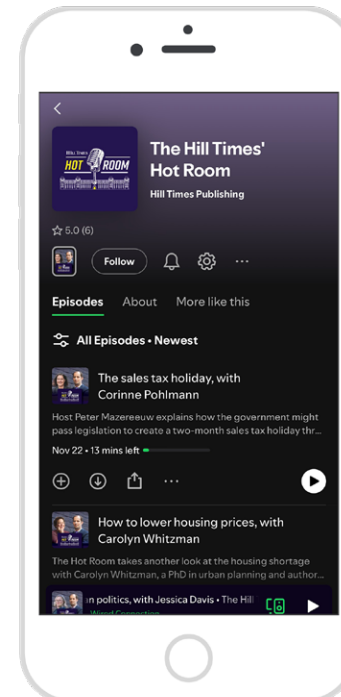
### in The Hot Room Podcast

The Hill Times podcast In *The Hot Room* takes decision-makers across Canada into the inner workings of life on the Hill. Every episode delves deep into how power actually works, who are the personalities getting things done, and the nuances of policy development and implementation – And then there's the human side and the personal!

Inside *The Hot Room* has a loyal audience that continues to download episodes throughout the year giving sponsorship a lasting value.

### Podcast sponsorship includes:

- One audio 30-second ad at the start of the podcast
- Sponsor name included in the introduction
- Ad on Podcast newsletter
- Logo on episode page of the podcast



## SPONSORED CONTENT

Engage decision-makers on complex issues



### REACH AN ENGAGED AUDIENCE

**Sponsored content** is the perfect complement to your GR package, building on your total communications strategy.

With print and digital-newspaper sponsored content you can build the background to communicate complex policy issues.

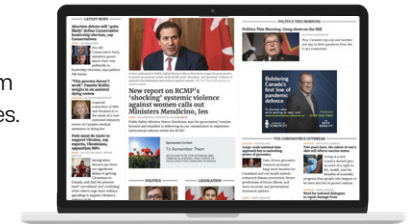


Newspaper

### START THE DISCUSSION

Your **sponsored content** can appear on all major hilltimes.com pages as well as a prominent spot on our well-read story pages.

Clearly labelled as sponsored content, your message can be shared on all social media platforms and your “call-to-action” button will link to any URL of your choice.



Website

### COMMUNICATE COMPLEX ISSUES

The Hill Times is now offering a **sponsored content** newsletter placement. This exclusive spot allows you to continue your conversation with Hill Times readers throughout the week.

#### Sponsored content newsletter includes:

- Five mailings of your headline with up to 350 characters in the Afternoon Insider newsletter
- Your logo is included at the top of the newsletter and with the headline link
- A link to your full message on hilltimes.com



Newsletter



### TECHNICAL SPECIFICATIONS

**FULL PAGE**  
10.375" x 13.5"

**1/2 HORIZONTAL**  
10.375" x 6.571"

**1/4 BANNER**  
10.375" x 3.214"

**1/2 MAGAZINE**  
7.6875" x 8.785"

**1/4 SQUARE**  
5.125" x 6.571"

**1/2 VERTICAL**  
5.125" x 13.285"

**1/4 VERTICAL**  
2.5" x 13.285"

**1/4 HORIZONTAL**  
7.6875" x 4.285"

**DOUBLE PAGE SPREAD**  
21.75" x 13.5"

**HALF PAGE SPREAD**  
21.75" x 6.571"

### PRINT SPECIFICATIONS:

#### Preferred file formats:

- Print ready PDF (200dpi) with all fonts embedded.
- Adobe InDesign (with support files and fonts).
- Adobe Illustrator files (with fonts converted to outlines).
- EPS files (200 dpi with fonts embedded).

#### Process colour:

- All colour files must be set to separate in CMYK values.

#### Additional information:

- Positioning:** 15% Guaranteed position charge (1/2p or larger).
- Agency commission:** Add 15%.
- HST:** added at time of billing. Prices of inserts, etc. available upon request.
- Editorial Styling:** Please add "ADVERTISEMENT" at the top if the Ad resembles an editorial article.

**HERO BILLBOARD**  
970x250 pixels

**MOBILE BILLBOARD**  
320x150 pixels

**BANNER**  
790x200 pixels

**MOBILE MEDIUM REC.**  
300x250 pixels

**NEWSLETTER BANNER**  
600x200 pixels

**NEWSLETTER BANNER**  
600x200 pixels

### DIGITAL SPECIFICATIONS:

#### Formats:

- HTML5, jpeg, png, gif.
- Max file size for image web ads 250kb.

#### In banner video:

- Host Initiated Video Auto Play
  - Max duration: 15 seconds.
  - Max File size: 11 Mb (Allowance to subload limit).
  - File quality: Recommended 24 fps minimum. For lower bandwidth (less than 2 mbps) 18 fps may be used.
- User Initiated video Play
  - Max duration: 30 seconds.
  - File quality: Recommended 24 fps minimum. For lower bandwidth (less than 2 mbps) 18 fps may be used."

#### Important Notes:

- Animation is limited to 15 seconds and cannot loop.
- We use **Google Ad Manager** to publish online advertisements.
- Do not assign any third party tracking that will follow our readers when they leave the site.

#### Newsletter ads:

- Animation: Please send a GIF animation instead of HTML5 for email ads.

#### Sponsored Content:

- A story page on The Hill Times website with headline, photo etc
- Five mailings of your headline with up to 350 characters in the **Afternoon Insider newsletter**
- Your logo with the words *Sponsored by*

# BUILD AWARENESS AND RECOGNIZE IMPORTANT RELATIONSHIPS

### NATIONAL DAY RECOGNITION PACKAGE

3 FULL-COLOUR PAGES TO HIGHLIGHT KEY RELATIONSHIPS, MILESTONES, AND PRIORITIES

- 10 print copies of each edition will be provided.
- A digital copy of each edition with the licensing right to share the PDF with up to 100 home office or other stakeholders.
- Licensing rights to distribute the PDF on special media.

### KEY ANNOUNCEMENTS PACKAGE

1 FULL-COLOUR PAGE TO HIGHLIGHT KEY RELATIONSHIPS, MILESTONES, AND PRIORITIES

- 10 print copies of each edition will be provided.
- A digital copy of each edition with the licensing right to share the PDF with up to 100 home office or other stakeholders.
- Licensing rights to distribute the PDF on special media.

### DIPLOMATIC RELATIONS PROGRAMME

10 HALF-PAGE, FULL COLOUR PAGES

- 10 print copies of each edition will be provided.
- A digital copy of each edition with the licensing right to share the PDF with up to 100 home office or other stakeholders.
- Licensing rights to distribute the PDF on special media.



### 2025 ADVERTISING RATES

Full Page	\$2,000 (Reg. \$6,146)
Half Page	\$1,425 (Reg. \$4,703)
Quarter	\$750 (Reg. \$3,116)

All prices include Full Colour (a \$955 value)

**Advertising in**  
*The Hill Times* allows embassies to communicate at an affordable price.

1/2

10.375" x 6.571"

FULL PAGE

1/4

10.375" x 13.5" 5.125" x 6.571"

For more information about how *The Hill Times* can help your foreign mission establish closer ties with Canadian politicians, senior government officials and the national media, please contact our sales team.



## FOREIGN MISSIONS

Programs designed specifically for foreign missions in Canada.

### COMMUNICATE • RESONATE

Communicate with Canadian politicians, senior government officials, the national media, and academic and business associations.

#### Opportunities

##### National Day Announcements

An informative and dignified announcement:

- Promote the celebration of a national holiday.
- Promote a shared history of diplomatic relations.
- Share the success of an event, and formally thank your political and diplomatic guests with a post-event photo and thank you.

##### Foreign Policy & Diplomacy Newsletter

- Advertise directly to the inboxes of Ottawa's global leaders.

