



**2022 Media Kit**

# Our Lakes

**e-magazine**

# Welcome to *Our Lakes*

## What is *Our Lakes*?

*Our Lakes* is a monthly e-magazine now in its second year celebrating the waterfront lifestyle enjoyed by thousands in our numerous lakeside neighbourhoods and communities around the Frontenac Arch.

## What do you write about?

With each issue we produce we'll look to inform, educate and/or entertain as many waterfront residents, both seasonal and year-round, and other interested user groups as possible. Every month we will be presenting diverse stories ranging from activity-focused features and colourfully written historical yarns to in-depth profiles and other items of interest to people spending at least part of their time in this neck of the woods. We're not out to tell anyone about secret fishing holes or camp sites, it is more about sharing our collective interest in our region's greatest treasures – *Our Lakes* – with one another and the world.

## Who are you?

My name is John Curran. I have spent 26 years working in journalism, marketing, and various community-driven pursuits. At the same time, I have spent all of my almost 50 years on this planet connected to the Frontenac Arch's unique lakes and landscapes. After marrying in Kingston, my wife and business partner Jugjit More-Curran and I moved to Yellowknife in 2003.



Nine years later we founded Curran and Associates, a strategic writing and business consulting firm primarily serving two markets: Indigenous-owned companies; and the northern aviation sector. In 2015, we were honoured to be named the NWT's Business of the Year after we helped our clients secure more than \$170 million worth of contracts the year prior. In 2017, we purchased our South Frontenac cottage, which has been in the family since 1960. In 2019, we officially moved back

to the Kingston area to be closer to family, though still largely working for northern customers.

## Why did you launch this e-magazine?

When COVID-19 hit, our existing client base was decimated; we needed to come up with a new way of doing things. Launching this publication brings together my two greatest passions into a comprehensive package that you will hopefully come to enjoy reading as much as we enjoy creating. We do this on a shoestring and we don't own any expensive printing presses or even high-end production software. What we do have is a proven ability to generate engaging community-focused content guided and tempered by our long-time love for the area.



## So which lakes are *Our Lakes*?

*Our Lakes* will look to celebrate all of the Frontenac Arch and its many lakeside neighbourhoods and communities around the following bodies of water: 13 Island, 14 Island, Big Clear, Big Rideau, Big Salmon, Birch, Bobs, Buck, Bulls Eye, Canoe, Charleston, Colonel By, Collins, Cranberry, Cronk, Crow, Desert, Devil, Dog, Elbow, Fishing, Gananoque, Goldfish, Gould, Guerley, Howes, Inverary, Knowlton, Labelle, Little Long, Loon, Loughborough, Lower Rock, Milk, Newboro, North Otter, Ontario, Opinicon, Pearkes, Potspoon, Sand, Sydenham, Thirty Island, Traverse, Upper Rideau, Upper Rock, Wolfe and others, too.

## What does it cost to advertise in *Our Lakes*?

Because our operation does everything in-house and produces only an environmentally friendly, electronic product, we don't have the same high operating costs of traditional media companies. *Our Lakes* passes those savings on to our advertisers with extremely low-cost display rates. We only sell three (3) sizes of display ads which must be pre-purchased on an annual basis (i.e., 12 issues at a time).

¼ page – \$500/year  
\$41.67 per issue

½ page – \$800/year  
\$66.67 per issue

**Best Value**

Full page – \$1,000/year  
\$83.33 per issue

All display ads must be provided camera ready in the form of a jpg, png or pdf file or there may be additional production-related charges. The advertiser is responsible for providing ads and/or materials in sufficient resolution (300 dpi) for publication.

## My home-based business can't afford that much, is there any other option?

Because of our own experiences in business, we understand not everyone can afford to spend a lot on advertising. That's why we are inviting all **artists and crafters** as well as any other small **home-based businesses** to participate in our Trading Post section. For \$60 a year (*or just \$5 an issue*) you'll get a listing in the directory for 12 issues telling people how to find you and each month you can submit a photo and 50-word writeup about your currently featured wares or services.

## Questions? Call or email me today!

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