

## 2020 MEDIA KIT



**2018 WINNER**  
BEST INVESTIGATIVE ARTICLE

**2018 FINALIST**  
BEST TRADE WEBSITE

**2017 WINNER**  
BEST INDUSTRY WEBSITE  
BEST INDUSTRY FEATURE

**2016 FINALIST**  
BEST ARTICLE

**2015 WINNER**  
BEST NEWS COVERAGE

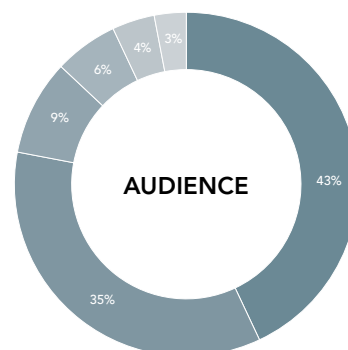
**2015 FINALIST**  
BEST MEDIA WEBSITE  
BEST EMAIL NEWSLETTER  
DESIGN & ENGAGEMENT

Reach your facility management audience  
with an integrated media plan.

ENGAGE OUR NETWORK

# 22,500

FACILITY MANAGEMENT PROFESSIONALS.



- 43% Facility Managers and Space Planners
- 35% Executive Management
- 9% Interior Designers
- 6% Architects and Engineers
- 4% Interior Furnishing Manufacturers
- 3% Other

# PRINT ADVERTISING

Canadian Facility Management & Design is Canada's trade publication for the facility management, executive management and design community. Our editorial expertise provides leading-edge insight into optimizing the design and operation of corporate, public and institutional buildings. Circulated to 7,000 subscribers five times a year.

## More than 17,500 active industry readers

*\*on average 2.5 professionals from each office read Canadian Facility Management & Design*

## 2020 PRINT EDITORIAL SCHEDULE

### SUSTAINABILITY & INNOVATION

**SPOTLIGHT: SPRINGFEST**  
MARCH/APRIL

Product Review: Flooring

Booking Deadline: March 14, 2020

### ACADEMIC INSTITUTIONS

MAY/JUNE

Product Review: Education Furniture

Booking Deadline: June 8, 2020

### SECURITY AND OUTSOURCING

AUGUST/SEPTEMBER

Product Review: Lighting

Booking Deadline: Aug 20, 2020

### HEALTHCARE INSTITUTIONS

OCTOBER

Product Review: Healthcare Furniture

Booking Deadline: September 23, 2020

### INTERIOR DESIGN, SPACE PLANNING & RELOCATION

**SPOTLIGHT: PM EXPO**  
NOVEMBER/DECEMBER

Product Review: Workstations, Seating

Booking Deadline: October 17, 2020

### OTHER HOT TOPICS

Acoustics, Architecture, Communications, Design and Drafting, Ergonomics, HVAC, Interior Design, Lighting, Security, Office Furniture, Space Planning, Sustainability

## 2020 PRINT ADVERTISING

	1 Issue Rate	3 Issue Rate	5 Issue Rate
Double Page Spread	\$6,065	\$5,770	\$5,500
Full Page	\$3,990	\$3,900	\$3,700
2/3 Page	\$3,300	\$3,200	\$3,000
1/2 Page Island	\$2,900	\$2,800	\$2,600
1/2 Page Horizontal/Vertical	\$2,750	\$2,600	\$2,500
1/3 Page Square/Vertical	\$2,100	\$2,000	\$1,850
1/4 Page Vertical	\$1,600	\$1,500	\$1,400
1/6 Page Horizontal/Vertical	\$1,200	\$1,140	\$900
Box Ad	\$900	\$845	\$795

**All rates include 4 colour charge.**

**All rates are net.**

Premium Positions	1 Issue Rate	3 Issue Rate	5 Issue Rate
Outside Back Cover	\$4,400	\$4,200	\$4,000
Inside Front Cover	\$4,250	\$3,950	\$3,800
Inside Back Cover	\$4,250	\$3,950	\$3,800
Table of Contents Banner	\$2,000	\$1,900	\$1,700
Editor's Note Banner	\$2,000	\$1,900	\$1,700

### Specialty Print Products

Over Cover	price varies based on issues pre-printed
Post Card Pull-Out	price varies based on issues pre-printed
Polybag Insert	price varies based on weight & size of insert

*\*many other options available*

# WEBSITE ADVERTISING

Canadian Facility Management & Design, **part of the REMI Network**, is the information source of choice for decision makers in the facility management industry. We cover industry news, tackle prominent and emerging topics of interest and provide practical advice from a wide variety of industry experts.

**More than 10,000 ad impressions per campaign**



## BENEFITS OF WEBSITE ADVERTISING

1. Reach our entire online readership
2. Credible source of content
3. Daily exposure with relevance
4. Adaptable interactive ads
5. Measurable results

(DROP DOWN MENU)



## 2020 RATES

	Positions	Quarter
Campaign 1	Leaderboard & Box B (728 x 90 pixels & 300 x 250 pixels)	\$2,450
Campaign 2	Box A & Box C (300 x 250 pixels)	\$2,250
Campaign 3	Box D & Drop Down Box (300 x 250 pixels)	\$2,250

All ads must be 72 DPI gif or jpg only RGB

All positions have a maximum of 4 ads

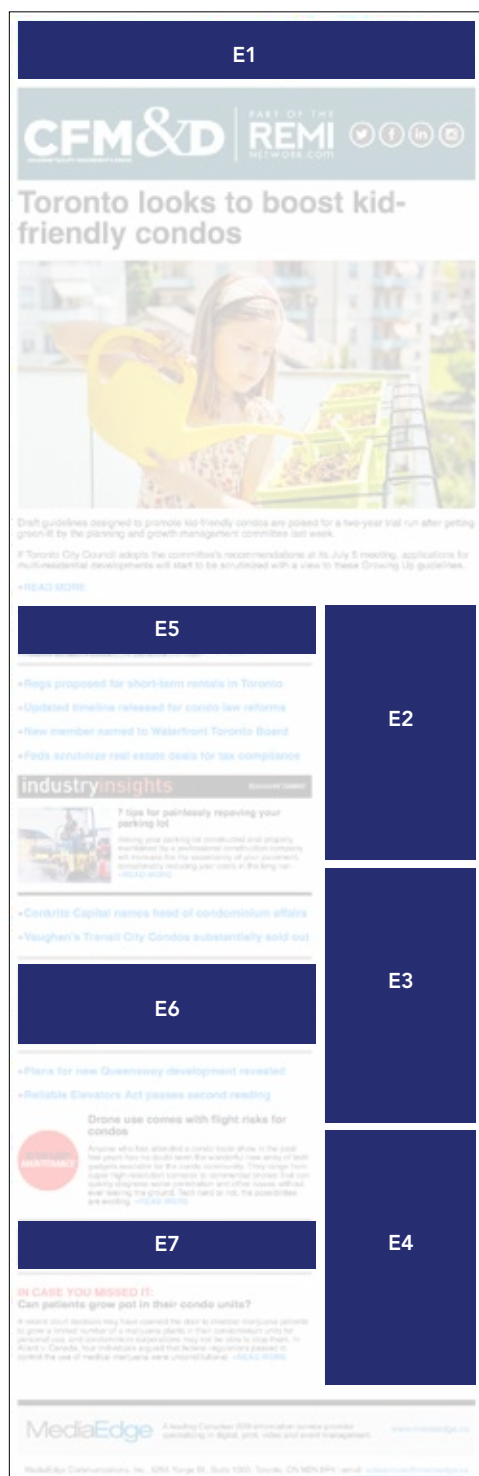
All rates are net



# E-NEWS ADVERTISING

Canadian Facility Management & Design e-news delivers timely, relevant industry news on a bi-weekly basis, equipping **5,000 facility managers and space planners** with the information they need to remain current in this fast-paced industry.

**21% open rate and more than 5,000 CASL-approved subscribers**



## BENEFITS OF E-NEWS ADVERTISING

1. Reach our opt-in subscriber list
2. Targeted distribution to buyers
3. Guaranteed semi-monthly frequency
4. Limited ad spaces ensure your visibility is high

## IN THE LOOP

Each quarter, CFM&D highlights a specific sector of your industry for in-depth coverage in each issue – keeping our readers in the loop.

Q1	Q2	Q3	Q4
Design & Refurbishment	Lighting	Maintenance (mechanical, plumbing, or electrical)	Ergonomics

### IN THE LOOP: DESIGN

#### A facility addition with surgical precision

The original Chinook Regional Hospital, which was constructed close to 30 years ago, cuts a hard-angled U-shape around a courtyard and faces out onto a mechanical plant and parkade. That left only a sliver of land available for expansion. Adding a new wing to the fully developed site would require surgical precision.

[Read More »](#)

## 2020 RATES

	Digital Specs	Quarter
<b>E1</b> Top Leaderboard	728 x 90 pixels	\$3,000
<b>E2</b> Top Skyscraper	240 x 400 pixels	\$2,550
<b>E3</b> Middle Skyscraper	240 x 400 pixels	\$2,325
<b>E4</b> Bottom Skyscraper	240 x 400 pixels	\$2,175
<b>E5</b> Top Banner	468 x 60 pixels	\$2,325
<b>E6</b> Featured Sponsored Content *Up to 4 links or 40 words of text	125 x 125 pixels	\$1,875
<b>E7</b> Body Banner	468 x 60 pixels	\$1,688

All ads must be 72 DPI gif or jpg only RGB. No animated ads for e-news.

All rates are net.

# SPONSORED CONTENT

## Your content, our readers

Let us position you as the expert in your field with the valuable content you have to offer. We will help you create and deliver information by partnering you with an industry journalist.

Become a trusted source and industry leader with the REMI Network Sponsored Advertising Program.

## BENEFITS OF SPONSORED CONTENT

1. Direct targeted reach
2. Access to a professional journalist
3. Multi-channel promotion
4. Backlinks & PR increase brand strength
5. Measurable results

Q&A  
CASE STUDY  
PRODUCT/SERVICE  
NARRATIVE  
NUMBERED LIST  
INFOGRAPHICS  
BLOG

### PRINT



### ONLINE



### (REMI HOME PAGE)



**A** Double Page Spread  
Maximum 900 words,  
images, and logo. **\$6,500**

**B** Sponsored Column  
Maximum 150 words and logo. **\$2,300**

**C** Industry Insights **\$3,000**

Includes the following:

- 1 Always in Front**  
Clickable headlines are displayed on the home page of the REMI Network.
- 2 Industry Leader**  
Article teasers are expanded on the CFM&D page for 30 days and available in the archives for a minimum of 12 months.
- 3 Expanded Content**  
Photo, full feature (up to 600 words written by an industry journalist) and a link back to your site are posted – with no time restrictions.

## SPONSORED CONTENT CAMPAIGNS

Campaign 1	Double Page Spread + Industry Insight	\$8,500
Campaign 2	Sponsored Column + Industry Insight	\$4,800

All rates are net.

# PROGRAMMATIC ADVERTISING

## SMART DISPLAY

Annual programs start at: \$900/month

Smart Display is an intelligent marketing campaign that gives your company's advertising strategy the edge when it comes to being in the right place at the right time.

Identify and target niche audiences

- Visiting your website
- Researching online
- Reading industry articles online
- Entering and leaving websites of interest
- Visiting physical locations of interest

*An average of 1,700 online display ads are seen each month. Take advantage of our specialized team and technology to target ads to your customers more often.*



## SMART CHANNEL - PREMIUM AUDIENCE DATA

Annual programs start at: \$500/month

Our channels allow advertisers to take advantage of our premium Canadian Facility Management & Design subscriber and readership data. Promote your products and services with confidence you are reaching our engaged facility management professionals with frequency to complement your other premium placement campaigns.



# SOCIAL MEDIA SERVICES

Whether it's a full online community or a simple presence on a specific channel, we're here to help you grow your business.

## Annual programs start at \$1,200/month

How will we help?

Our social media program will support your business development and customer engagement. Here are three ways social media can help you achieve your goals.



*Increasing website traffic*



*Building your brand and attracting customers*



*Customer support and outreach*

We know your industry is unique. We'll identify which social channels will work for you, where the influencers are on those channels and develop a content strategy to pull those audiences in and expand your network.

## It really works!

"Since we began utilizing MediaEdge's social media program, our monthly impressions have more than doubled, and our monthly customer reach has increased by 700 per cent.

With MediaEdge's high-level strategy and content generation, our audience is consistently engaged, day in and day out, and we have seen improvements in both web traffic and search ranking."

*Stewart Laszlo, BA, MBA | Director, Marketing  
Canadian Society of Association Executives*

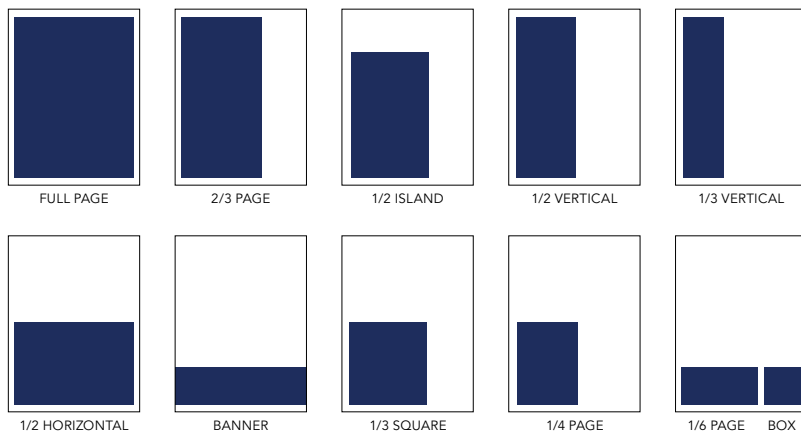


"As with so many companies, getting into and sustaining social media can be a daunting task. MediaEdge's social media program offered us a one-stop shop from identifying the platforms we needed, going live and having an ongoing weekly voice. Our company blog allows us to position ourselves as a thought leader in our field and share our expertise to the public and potential clients. In just over six months, we have expanded our reach exponentially and identified business opportunities and new companies that we otherwise would not have been in contact with. Vifloor Canada can 'Stand Confidently' with our social media thanks to MediaEdge."

*Heather Lumber, Head of Marketing  
Vifloor Canada Ltd*



# PRINT SPECIFICATIONS



## DIGITAL FILES:

Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign CS6, and Adobe Illustrator CS6 files, if all graphics and fonts are also included.

We cannot accept ads created in QuarkXpress, Microsoft Word and Publisher.

If using a newer version than CS6, please save the file down.

Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

## FTP INFORMATION:

Host: ftp3.mediaedge.ca

Username: me\_cfmd\_ad (ads) OR me\_cfmd\_ed (editorial)

Password: artwork (ads) OR production (editorial)

## DIGITAL FILES (SEND TO):

Production

5255 Yonge Street, Suite 1000

Toronto, ON M2N 6P4

416-512-8186 ext. 263

## Advertising Sizes

Double Page Spread Bleed	16.5" x 11.125"
Double Page Spread Trim	16.25" x 10.875"
Full Page Bleed	8.375" x 11.125"
Full Page Trim	8.125" x 10.875"
2/3 Page	4.563" x 9.563"
1/2 Island	4.563" x 7.375"
1/2 Vertical	3.375" x 9.563"
1/2 Horizontal	7.125" x 4.75"
1/3 Vertical	2.25" x 9.563"
1/3 Square	4.563" x 4.75"
TOC/Editor's Note Banner Bleed	8.375" x 2.25"
TOC/Editor's Note Banner Trim	8.125" x 2.25"
1/4 Vertical	3.375" x 4.75"
1/6 Page	4.75" x 2.25"
Box Ad	2.25" x 2.25"

**Safety Area:** 7.125" x 9.875"

**Trim Size:** 8.125" x 10.875"

**Bleed Size:** 8.375" x 11.125"

*Halftone Screen: 133 lines maximum*

## Group Publisher

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Our mission is to produce market leading, superior quality magazine, website and e-news brands that provide distinctive and effective ways to deliver client information to key industry players.

**REMI**  
NETWORK.COM

REAL ESTATE MANAGEMENT INDUSTRY NEWS  
INFORMATIVE • EMPOWERING • TRUSTED

PRINT  
**100,000+**  
Readers

WEB  
**60,000+**  
Page Views monthly

E-NEWS  
**28,000+**  
Subscribers

SOCIAL MEDIA  
**20,000+**  
Followers

MERGING INDUSTRY LEADING BRANDS

CANADIAN  
**PROPERTY**  
MANAGEMENT

**CFM&D**

CANADIAN  
**Apartment**

**FCM** FACILITY  
CLEANING &  
MAINTENANCE

**DQ**

CANADIAN  
**PROPERTY**  
MANAGEMENT

**CONSTRUCTION BUSINESS**  
FOR A BUSINESS'S CONSTRUCTION MAGAZINE

**CONDOBUSINESS**