

CANADIAN

# PROPERTY

MANAGEMENT

PART OF THE  
**REMI**  
NETWORK

# 2021 MEDIA KIT

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**Connecting Your Brand  
with Canada's Leading  
Property Owners,  
Asset Managers, Senior  
Executives & Building  
Operators since 1990.**

- **INFORMATIVE**
  - **EMPOWERING**
  - **TRUSTED**
- 



**2019: WINNER AND FINALIST**  
**2018: WINNER AND FINALIST**  
**2017: WINNER**  
**2016: FINALIST**  
**2015: WINNER AND FINALIST**

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# Full-service Marketing Solutions that Make an Impact.

Showcase your brand to the industry's most engaged audience by leveraging Canadian Property Management's 30-year history and long-standing real estate industry connections.

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# Our Network is Your Audience

Canadian Property Management can connect your product or service to individuals and organizations who develop, own, manage, operate and maintain properties across Canada.

It is circulated 6 times per year to 12,000 recipients.

## 48,000

**LEADERS IN THE  
CANADIAN REAL  
ESTATE MARKET.**

## OUR AUDIENCE REPRESENTS THE FOLLOWING TYPES OF PROPERTIES:

### COMMERCIAL/ INDUSTRIAL/RETAIL

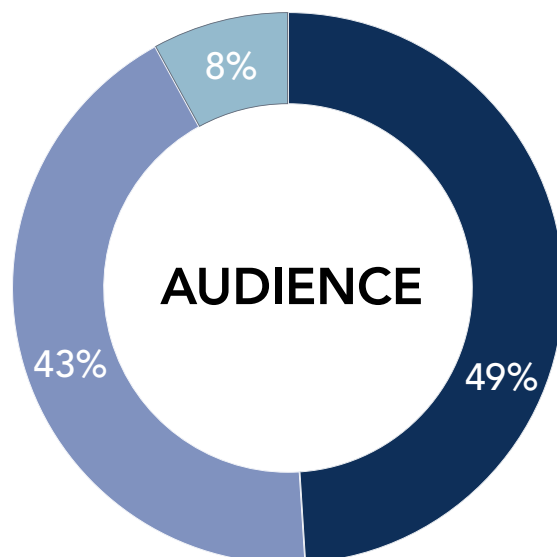
- Office Buildings
- Coworking & Shared Space
- Shopping Centers
- Industrial Properties
- Financial institutions

### INSTITUTIONAL

- Healthcare
- Schools
- Colleges/Universities
- Federal, Provincial and Municipal levels of Government
- Airports

### FAMILY HOUSING

- Apartments
- Condominiums
- Social Housing
- Student Housing



- **Senior Executives:** owners, presidents, vice presidents, senior operations managers, senior property managers and directors
- **Management:** property, facility, retail, asset, project and maintenance
- **Other:** technicians, project coordinators, consultants, engineers and architects

# The REMI Network Strengthens our Community.

**REMI**  
NETWORK.COM

REAL ESTATE MANAGEMENT INDUSTRY NEWS  
INFORMATIVE • EMPOWERING • TRUSTED

THE REMI NETWORK ACTS AS A GATEWAY  
TO SEVEN OF OUR INDUSTRY-LEADING BRANDS, INCLUDING:

CANADIAN  
**PROPERTY**  
MANAGEMENT

CANADIAN  
**Apartment**

**CONDOBUSINESS**

**CFM&D**  
CANADIAN FACILITY MANAGEMENT & DESIGN

**FCM** &  
FACILITY  
CLEANING &  
MAINTENANCE

**CONSTRUCTION BUSINESS**  
BC & ALBERTA'S CONSTRUCTION MAGAZINE

**DQ**  
DESIGN QUARTERLY

OUR REACH INCLUDES:

**PRINT**  
**100,000+**  
Readers

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

**E-NEWS**  
**26,000+**  
Subscribers

**SOCIAL MEDIA**  
**20,000+**  
Followers

# PRINT ADVERTISING

# 30,000+

## ACTIVE INDUSTRY READERS

Canadian Property Management has provided direction and insight for effective, efficient and profitable property management in Canada's commercial, industrial, retail, multi-residential and institutional real estate sectors for more than 30 years. Circulated to 12,000 subscribers six times per year.

## 2021 PRINT EDITORIAL SCHEDULE

ISSUE	THEME	SPOTLIGHT	TOPIC COVERED	BOOKING DEADLINE
MARCH/APRIL	WHO'S WHO IN CANADIAN REAL ESTATE	Springfest	Real estate portfolio news, investment strategies, trends, results and forecasts	March 8 <sup>th</sup>
MAY/JUNE	ENERGY STRATEGIES		Conservation, demand management, emissions reduction, efficient and renewable resources	May 14 <sup>th</sup>
JULY/AUGUST	CAPITAL PLANNING, INVESTMENT AND UPGRADES	BOMEX	Renovation, repositioning, expansion, retrofits and retro-commissioning	July 19 <sup>th</sup>
SEPTEMBER	PROTECTION, MITIGATION AND RECOVERY		Security, health & safety, risk management, emergency preparedness and crisis response	August 18 <sup>th</sup>
OCTOBER	STAFFING AND SERVICE DELIVERY	Condo Conference	Human resources, training, tenant retention and corporate social responsibility	September 27 <sup>th</sup>
NOVEMBER/DECEMBER	GREEN BUILDINGS, SUSTAINABLE MANAGEMENT AND OPERATIONS	PM Expo	Environmentally sound and energy-efficient design, technology, practices and policies	November 12 <sup>th</sup>

## OTHER HOT TOPICS

Benchmarking and target-setting, change management and market transformation, innovation and emerging technologies, planning and development.

## 2021 PRINT ADVERTISING

	1 Issue Rate	3 Issue Rate	6 Issue Rate
Double Page Spread	\$7,195	\$7,065	\$6,705
Full Page	\$5,150	\$4,870	\$4,625
2/3 Page	\$4,450	\$4,275	\$4,150
1/2 Page Island	\$4,150	\$3,950	\$3,700
1/2 Page Horizontal/Vertical	\$3,950	\$3,720	\$3,500
1/3 Page Square/Vertical	\$2,995	\$2,830	\$2,700
1/4 Page Vertical	\$2,100	\$1,995	\$1,895
1/6 Page Horizontal/Vertical	\$1,300	\$1,250	\$1,200
Box Ad	\$900	\$855	\$800

All rates include 4 colour charge.  
All rates are net.

Premium Positions	1 Issue Rate	3 Issue Rate	6 Issue Rate
Outside Back Cover	\$5,600	\$5,400	\$5,200
Inside Front Cover	\$5,400	\$5,200	\$5,000
Inside Back Cover	\$5,200	\$5,000	\$4,800
Table of Contents Banner	\$2,625	\$2,494	\$2,369
Editor's Note Banner	\$2,625	\$2,494	\$2,369

### Premium Positions

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

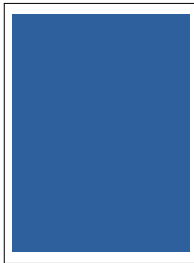
\*many other options available

# PRINT SPECIFICATIONS



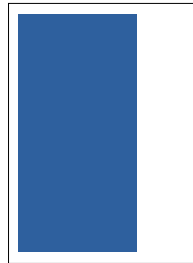
#### DOUBLE PAGE SPREAD

BLEED: 16.5" x 11.125"  
TRIM: 16.25" x 10.875"



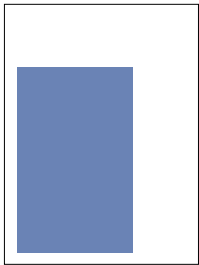
#### FULL PAGE

BLEED: 8.375" x 11.125"  
TRIM: 8.125" x 10.875"



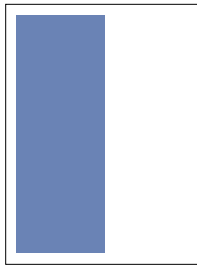
#### 2/3 PAGE

4.563" x 9.563"



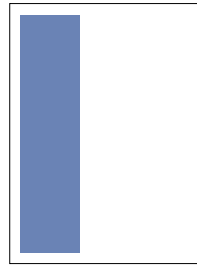
#### 1/2 ISLAND

4.563" x 7.375"



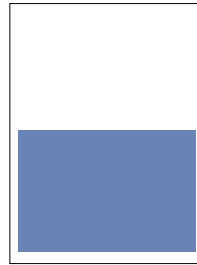
#### 1/2 VERTICAL

3.375" x 9.563"



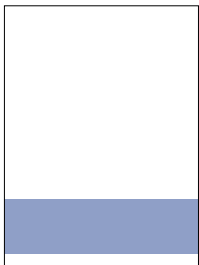
#### 1/3 VERTICAL

2.25" x 9.563"



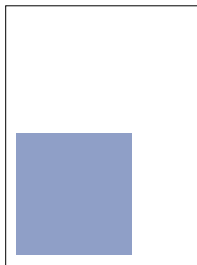
#### 1/2 HORIZONTAL

7.125" x 4.75"



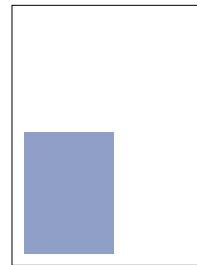
#### BANNER

BLEED: 8.375" x 2.25"  
TRIM: 8.125" x 2.25"



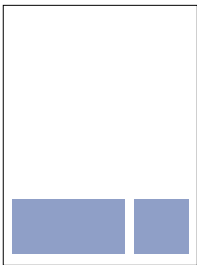
#### 1/3 SQUARE

4.563" x 4.75"



#### 1/4 PAGE

3.375" x 4.75"



#### 1/6 PAGE

4.75" x 2.25"

#### BOX

2.25" x 2.25"

#### 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\_cpm\_ad (ads) OR me\_cpm\_ed (editorial)

Password: artwork (ads) OR production (editorial)

#### DIGITAL FILES (SEND TO):

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# 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 writer.

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

**AVERAGE TIME SPENT  
READING OUR SPONSORED  
CONTENT IS 3-4 MINUTES.**

## BENEFITS OF SPONSORED CONTENT

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

## PRINT



- A** Double Page Spread  
Maximum 900 words,  
images, and logo. **\$6,000**
- B** Sponsored Column  
Maximum 150 words  
and logo. **\$2,800**

## ONLINE



- 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 Canadian Property Management 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 writer) and a link back to your site are posted – with no time restrictions.
- 4 Expanded Reach**  
Your Industry Insight article gets sent out to our Canadian Property Management readership online through our industry-leading E-Newsletter.

## SPONSORED CONTENT CAMPAIGNS

Campaign 1	Double Page Spread + Industry Insight	\$7,000
Campaign 2	Sponsored Column + Industry Insight	\$4,000

All rates are net.

# E-NEWS ADVERTISING

Canadian Property Management e-news delivers timely, relevant industry news on a bi-weekly basis, equipping our more than **16,000 subscribers** with the information they need to remain current in this fast-paced industry.

## 21%

**AVERAGE OPEN RATE**

## 16,000+

**CASL-APPROVED SUBSCRIBERS**

E1

CANADIAN PROPERTY MANAGEMENT

PART OF THE REMI NETWORK.COM

### Toronto looks to boost kid-friendly condos

Draft guidelines designed to promote kid-friendly condos are poised for a two-year trial run after getting green-lit by the planning and growth management committee last week.

If Toronto City Council adopts the committee's recommendations at its July 5 meeting, applications for multi-residential developments will start to be scrutinized with a view to these Growing Up guidelines.

[READ MORE](#)

E5

7 tips for painlessly repaving your parking lot

Having your parking lot constructed and properly maintained by a professional construction company will increase the life expectancy of your pavement, considerably reducing your costs in the long run.

[READ MORE](#)

7 tips for painlessly repaving your parking lot

Having your parking lot constructed and properly maintained by a professional construction company will increase the life expectancy of your pavement, considerably reducing your costs in the long run.

[READ MORE](#)

E2

7 tips for painlessly repaving your parking lot

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E3

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[READ MORE](#)

E4

7 tips for painlessly repaving your parking lot

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[READ MORE](#)

7 tips for painlessly repaving your parking lot

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[READ MORE](#)

## 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 high visibility

## 2021 RATES

	Digital Specs	Quarter
E1 Top Leaderboard	728 x 90 pixels	\$4,000
E2 Top Skyscraper	240 x 400 pixels	\$3,400
E3 Middle Skyscraper	240 x 400 pixels	\$2,900
E4 Bottom Skyscraper	240 x 400 pixels	\$2,175
E5 Top Banner	468 x 60 pixels	\$3,100
E6 Featured Product or Service <i>*Company logo and up to 40 words of text</i>	125 x 125 pixels	\$2,500
E7 Body Banner	468 x 60 pixels	\$2,250

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

*All rates are net.*

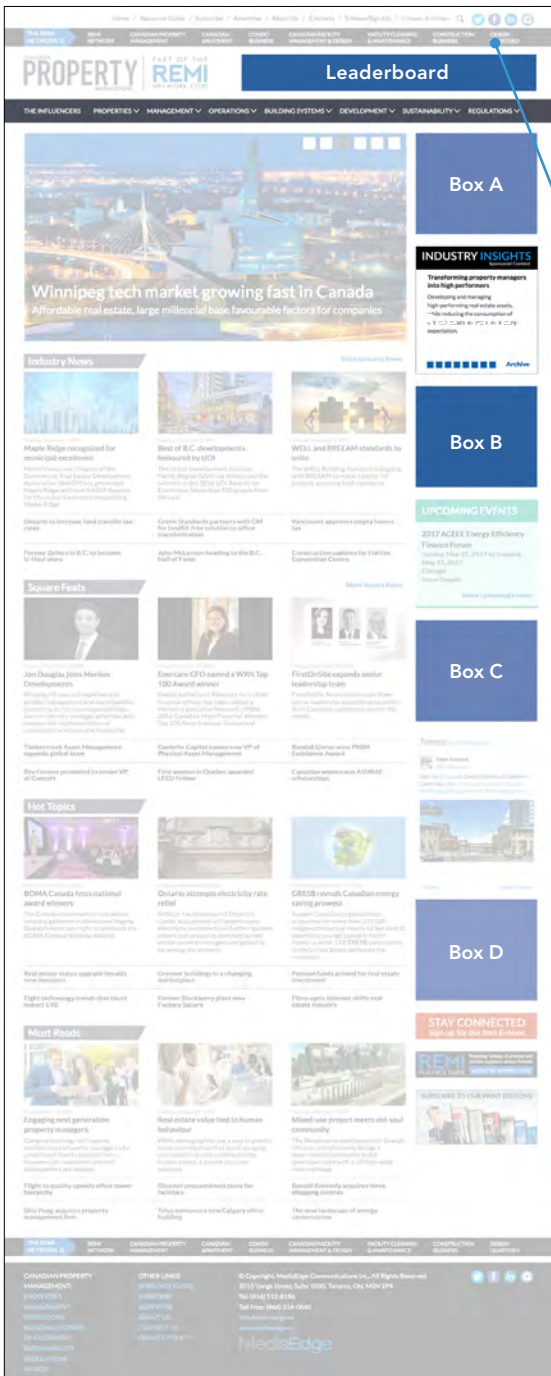


# WEBSITE ADVERTISING

**10,000+**  
**AD IMPRESSIONS**  
**PER CAMPAIGN**

Canadian Property Management is **part of the REMI Network**. Position your ads within our industry-leading websites to strengthen your brand and increase your company's visibility. We had our most active month to date with 100,000+ page views in April, 2020. That is a 40% increase from the previous year.

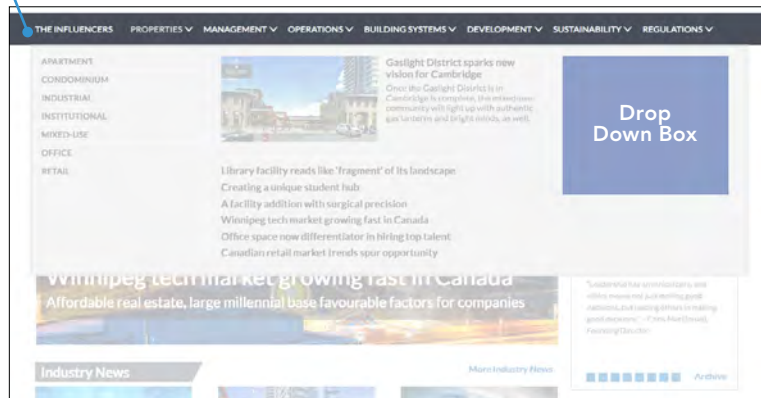
[Canadian Property Management website](#)



## BENEFITS OF WEBSITE ADVERTISING

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

(DROP DOWN MENU)



## 2021 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

# PROGRAMMATIC ADVERTISING

## All campaigns include:

- Reporting & Analytics
- Campaign Manager
- Custom Campaign Creation and Technical Build-Out of Micro-Campaigns

- Guaranteed Impression Delivery
- Complimentary Creatives
- Manual & Auto-Optimizations



## SMART DISPLAY

ANNUAL PROGRAMS START AT  
**\$500/MONTH**

REMI Smart Display is a programmatic marketing campaign that gives your company's advertising strategy the edge of being at the right place at the right time within the commercial and residential property management sector.

MediaEdge partners with top-performing programmatic suppliers to stay connected with the highest quality ad exchanges and data inventories, giving you the power to target your niche audiences online on almost any website they visit. Advertise with the confidence that you are making a valuable impression 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**

Smart Channel gives you the ability to retarget our premium Canadian Property Management subscriber and readership data. Using only our site retargeting tactic, we retarget individuals who have interacted or visited the Canadian Property Management website.

Promote your products and services with confidence. You are reaching our engaged Canadian property management professionals with frequency to complement your other premium placement campaigns.

Keep in  
touch  
everywhere



# SOCIAL MEDIA MANAGEMENT

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  
**\$1,300/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.

# CONTENT SEO



## What is SEO?

SEO stands for "search engine optimization." It is the process of getting traffic from organic, natural search results from search engines.

Content SEO works hand-in-hand with social media, strengthening your other social media channels with longer-form messages while driving traffic to your website.

Content is the most crucial component of your website's SEO strategy.

A professional content team can drive traffic to your website by creating keyword-rich, informative posts that position your company as a thought leader.

# PAID PROMOTIONALS CAMPAIGNS

## GOOGLE ADWORDS

CAMPAIGN INVESTMENT STARTS AT  
**\$500/MONTH**  
(minimum six-month commitment)

Get in front of customers when they're searching for businesses similar to yours on Google Search and Maps through Google AdWords- A pay-per-click service offered by Google for businesses wanting to display ads on the world's premier search engine. The Search Ads program enables businesses to set a budget for advertising and only pay when people click the ads. The ad service is largely focused on keywords.

- Attract customers instantly
- Find out what triggers conversions
- You control your advertising costs
- Find customers who search for your services

## PROGRAM HIGHLIGHTS

- Google suite Certified Campaign manager assigned to each account. One point of contact for all queries and discussions.
- Up-To-Date on industry best practices and Google Product Changes/Updates.
- Customer Service: All queries will be addressed within four to 24 hours, based on the priority.
- Beta testing analysis and implementation.
- Manual bidding at keyword and Ad Group level
- Target audiences – using all the available optimization tools & techniques
- Quality-Score driven setup and optimization
- Comprehensive bi-monthly reporting + Custom Report from Google Ads and Google Analytics
- Real-time dashboard monitoring

## PAID SOCIAL CAMPAIGNS

CAMPAIGN INVESTMENT STARTS AT  
**\$500/MONTH**  
(minimum six-month commitment)

Reach new audiences and continue to engage current prospects through a customized multi-platform social media advertising program designed by our experts to deliver your thought leadership and industry expertise through the various social media channels.

## PROGRAM HIGHLIGHTS

- Dedicated account manager
- Detailed monthly performance reports
- Strategic performance based optimizations conducted by account manager
- All social media ads are tracked, measured and analyzed for improvements
- Up to 8 sets of ad creative flighted simultaneously (mobile & desktop)
- Thorough A/B testing for each ad creative set







The Commercial Real Estate Industry is facing challenges on multiple fronts but we know we will weather the storm.

Let us help you grow your business by developing a strategy that leverages our collective wisdom, products and services.

For more information on our marketing solutions, call or email:

**Director & Group Publisher**

**Sean Foley**

416-512-8186 ext. 225 | C: 416-407-9804

seanf@mediaedge.ca

[www.linkedin.com/SeanFoley](http://www.linkedin.com/SeanFoley)

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[www.remimarketing.ca](http://www.remimarketing.ca)

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