

CANADIAN  
**PROPERTY**  
GTA & BEYOND  
MANAGEMENT

PART OF THE  
**REMI**  
NETWORK

## 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

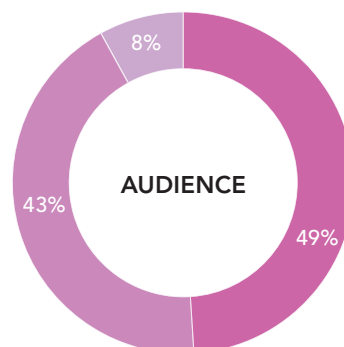
**2015 FINALIST**  
BEST MEDIA WEBSITE  
BEST EMAIL NEWSLETTER  
DESIGN & ENGAGEMENT

Reach your real estate management audience with an integrated media plan.

### ENGAGE OUR NETWORK

# 30,000

PROPERTY OWNERS, MANAGERS,  
ASSET MANAGERS AND SENIOR EXECUTIVES  
WITHIN THE CANADIAN REAL ESTATE MARKET.



- 49% Senior Executives: owners, presidents, vice presidents, senior operations managers, senior property managers and directors
- 43% Management: property, facility, retail, asset, project and maintenance
- 8% Other: technicians, project coordinators, consultants, engineers and architects

# PRINT ADVERTISING

Canadian Property Management – GTA & Beyond 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 5,000 subscribers six times per year.

## More than 12,500 active industry readers

*\*on average 2.5 professionals from each office read Canadian Property Management – GTA & Beyond*

## 2020 PRINT EDITORIAL SCHEDULE

### OPERATIONS & MAINTENANCE, BUILDING ENVELOPE/ROOFING SPOTLIGHT: WHO'S WHO

MARCH/APRIL

**National focus:** Real estate portfolio news, investment strategies, trends, results and forecasts

Booking Deadline: Feb 9, 2020

### PROFESSIONAL SERVICES, PLUMBING/PIPE SYSTEMS SPOTLIGHT: REMI SHOW

MAY/JUNE

**National focus:** Conservation, demand management, emissions reduction, efficient and renewable resources

Booking Deadline: May 22, 2020

### SUSTAINABILITY, ELECTRICAL/LIGHTING SPOTLIGHT: BOMEX

JULY/AUGUST

**National focus:** Renovation, repositioning, expansion, retrofits and retro-commissioning

Booking Deadline: July 21, 2020

### OPERATIONS & MAINTENANCE, SAFETY & SECURITY

SEPTEMBER

**National focus:** Security, health & safety, risk management, emergency preparedness and crisis response

Booking Deadline: August 21, 2020

### PROFESSIONAL SERVICES, OUTSOURCING SPOTLIGHT: CONDO CONFERENCE

OCTOBER

**National focus:** Human resources, training, tenant retention and corporate social responsibility

Booking Deadline: September 9, 2020

### SUSTAINABILITY, RESTORATION & RENOVATION

SPOTLIGHT: PM EXPO  
NOVEMBER/DECEMBER

**National focus:** Environmentally sound and energy-efficient design, technology, practices and policies

Booking Deadline: November 13, 2020

## OTHER HOT TOPICS

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

**ASK THE EXPERT:** Submit your contact information to get on our editorial team's call list. If you have quality expertise to share on any issue or topic, we would love to hear from you. Please contact the editor: Barbara Carss, 416-512-8186 x236 or barbc@mediaedge.ca

## 2020 PRINT ADVERTISING

	1 Issue Rate	3 Issue Rate	6 Issue Rate
Double Page Spread	\$4,392	\$4,250	\$3,800
Full Page	\$2,440	\$2,240	\$2,040
2/3 Page	\$1,940	\$1,840	\$1,740
1/2 Page Island	\$1,690	\$1,620	\$1,560
1/2 Page Horizontal/Vertical	\$1,525	\$1,450	\$1,400
1/3 Page Square/Vertical	\$1,230	\$1,150	\$1,100
1/4 Page Vertical	\$890	\$820	\$775
1/6 Page Horizontal/Vertical	\$750	\$690	\$640
Box Ad	\$500	\$460	\$425

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

Premium Positions	1 Issue Rate	3 Issue Rate	6 Issue Rate
Table of Contents Banner	\$1,113	\$1,025	\$969

### 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*

# WEBSITE ADVERTISING

Canadian Property Management, **part of the REMI Network**, is the information source of choice for decision makers in the commercial real estate 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**

The screenshot shows the Canadian Property Management website with several ad positions labeled:

- Leaderboard**: A horizontal banner at the top of the main content area.
- Box A**: A large rectangular ad position on the right side of the page.
- Box B**: A smaller rectangular ad position below Box A.
- Box C**: A rectangular ad position on the right side of the page, below Box B.
- Box D**: A rectangular ad position on the right side of the page, below Box C.
- Drop Down Menu**: A vertical menu on the right side of the page, below Box D.

## 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)

The screenshot shows the Canadian Property Management website with a 'Drop Down Menu' highlighted. The menu includes categories: APARTMENT, CONDOMINIUM, INDUSTRIAL, INSTITUTIONAL, MIXED-USE, OFFICE, and RETAIL. The main content area features a large article titled 'Winnipeg tech market growing fast in Canada' and a 'Drop Down Box' on the right side.

## 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

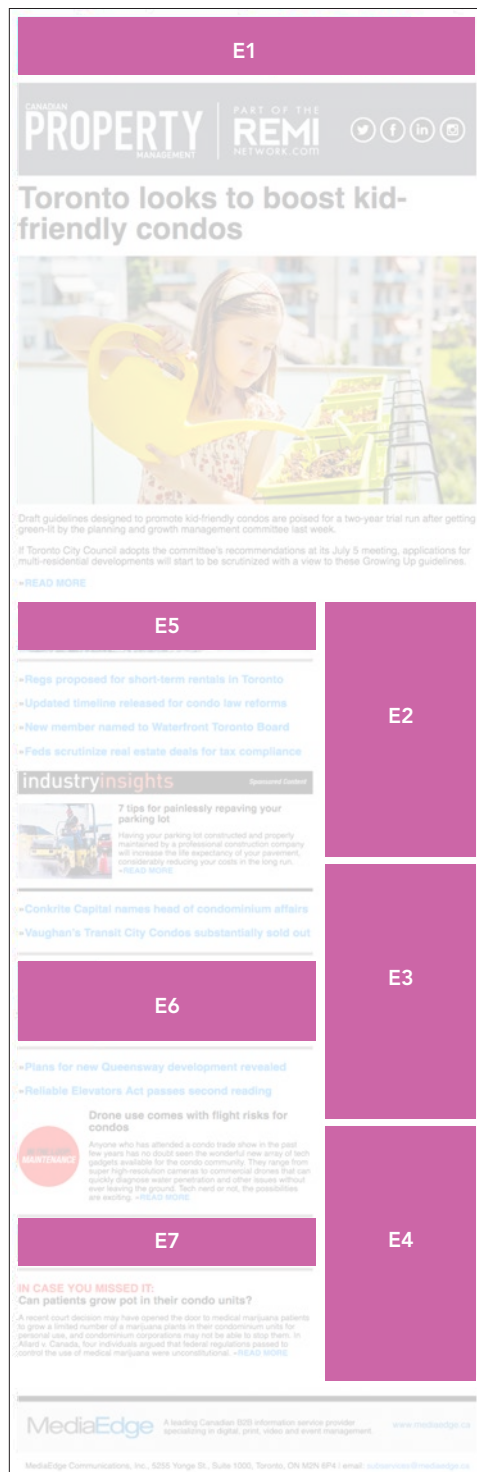
All rates are net



# E-NEWS ADVERTISING

Canadian Property Management e-news delivers timely, relevant industry news on a bi-weekly basis, equipping **18,000 Senior Executives, Owners, Property Managers and more** with the information they need to remain current in this fast-paced industry.

**21% open rate and more than 20,000 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, Canadian Property Management highlights a specific sector of your industry for in-depth coverage in each issue – keeping our readers in the loop.

Q1	Q2	Q3	Q4
Professional Services	Energy & Sustainability	Finance & Investment	Maintenance (mechanical, plumbing and electrical)

### IN THE LOOP: MAINTENANCE

Living walls cultivate air quality and wellbeing

Maintenance is a key component of any successful living wall and should be performed at least once a month. Pruning, removal of dead plant material, preventative pest management, inspection and calibration of irrigation systems, fertilizer and nutrient top ups, as well as occasional system repairs and plant replacement should all be performed.

[Read More »](#)

## 2020 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 Sponsored Content <i>*Up to 4 links or 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.

# 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

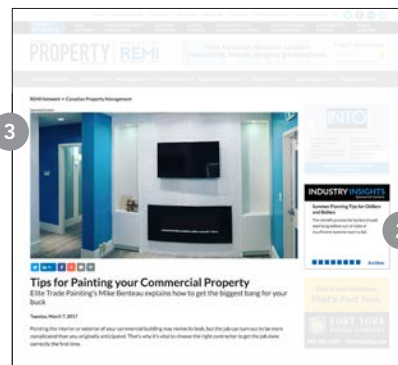
1. Direct targeted reach
2. Access to a professional journalist
3. Multi-channel promotion
4. Backlinks & PR increase brand strength
5. Measurable results

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. **\$4,800**

**B** Sponsored Column  
Maximum 150 words and logo. **\$1,800**

**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 journalist) and a link back to your site are posted – with no time restrictions.

## SPONSORED CONTENT CAMPAIGNS

Campaign 1	Double Page Spread + Industry Insight	\$6,900
Campaign 2	Sponsored Column + Industry Insight	\$4,300

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 Property Management subscriber and readership data. 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.



# 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.**

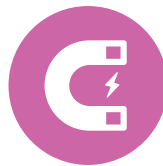
**Annual programs start at \$1200/month**

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***

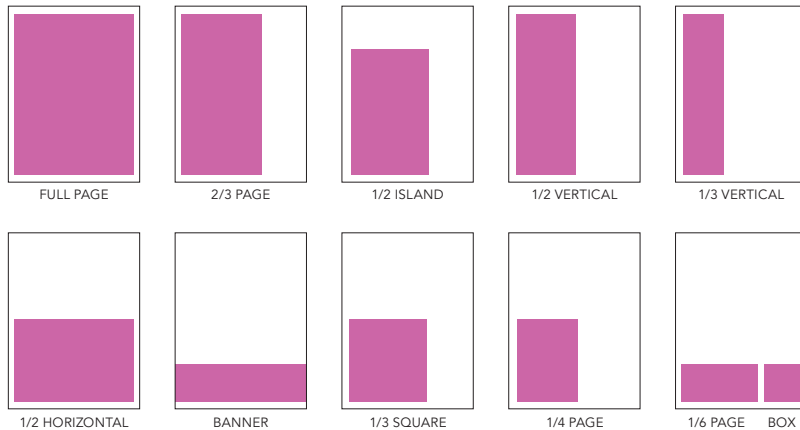


"As with so many companies, getting into and sustaining social media can be a daunting task. MediaEdge's social media program offered us a one-stop shop from identifying the platforms we needed, going live and having an ongoing weekly voice. Our company blog allows us to position ourselves as a thought 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\_gta\_ad (ads) OR me\_gta\_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*

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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

Apartment

FCM  
FACILITY  
CLEANING &  
MAINTENANCE

DQ

CANADIAN  
PROPERTY  
MANAGEMENT

CONSTRUCTION BUSINESS

CONDOBUSINESS