

CONDOBUSINESS

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

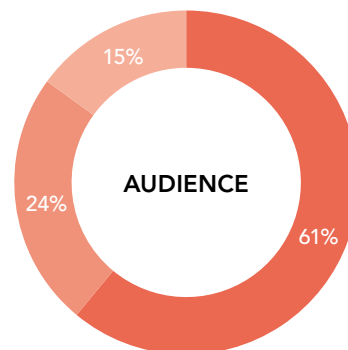
2015 FINALIST
BEST MEDIA WEBSITE
BEST EMAIL NEWSLETTER
DESIGN & ENGAGEMENT

Reach your condominium audience
with an integrated media plan.

ENGAGE OUR NETWORK

11,250

CONDOMINIUM MANAGERS,
BOARD MEMBERS AND DEVELOPERS.



- 61% Board Members & Senior Executives
- 24% Property Managers
- 15% Developers

PRINT ADVERTISING

We have cultivated a targeted audience in the condominium industry including property managers, board members/senior executives and developers. Delivered six times a year and with more than 6,250 readers per issue, CondoBusiness magazine provides awareness needed to be successful in this challenging industry.

More than 6,250 active industry readers

**on average 2.5 professionals from each office read CondoBusiness*

2020 PRINT EDITORIAL SCHEDULE

SPRING MAINTENANCE

SPOTLIGHT: SPRINGFEST
MARCH

Topics covered: landscaping, repairs, project management

Booking Deadline: March 18, 2020

TECH

SPOTLIGHT: WHO'S WHO & REMI SHOW
JUNE

Topics covered: New apps, software and other solutions

Booking Deadline: May 14, 2020

FINANCE

JULY/AUGUST

Topics covered: budgeting, investing, loans

Booking Deadline: July 24, 2020

DESIGN AND RENOVATION

SEPTEMBER

Topics covered: development and refurbishment, resiliency

Booking Deadline: August 28, 2020

GOVERNANCE

SPOTLIGHT: CONDO CONFERENCE
OCTOBER

Topics covered: legal duties, education, best practices

Booking Deadline: September 11, 2020

HR/MANAGEMENT

SPOTLIGHT: PM EXPO
NOVEMBER/DECEMBER

Topics covered: qualifications, professional development, best practices

Booking Deadline: November 9, 2020

OTHER HOT TOPICS

Legal, Regulations, Maintenance and Management, Tools & Tips for Condo Management + Many MORE!

2020 PRINT ADVERTISING

	1 Issue Rate	3 Issue Rate	6 Issue Rate
Double Page Spread	\$3,038	\$2,886	\$2,734
Full Page	\$2,170	\$2,062	\$1,953
2/3 Page	\$1,845	\$1,752	\$1,660
1/2 Page Island	\$1,695	\$1,610	\$1,526
1/2 Page Horizontal/Vertical	\$1,565	\$1,487	\$1,409
1/3 Page Square/Vertical	\$980	\$931	\$882
1/4 Page Vertical	\$875	\$831	\$788
1/6 Page Horizontal/Vertical	\$750	\$713	\$675
Box Ad	\$500	\$475	\$450

All rates include 4 colour charge.

All rates are net.

Premium Positions	1 Issue Rate	3 Issue Rate	6 Issue Rate
Outside Back Cover	\$2,415	\$2,294	\$2,174
Inside Front Cover	\$2,280	\$2,166	\$2,052
Inside Back Cover	\$2,280	\$2,166	\$2,052
Table of Contents Banner	\$1,094	\$1,039	\$984
Editor's Note Banner	\$1,094	\$1,039	\$984

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

CondoBusiness, **part of the REMI Network**, is the information source of choice for decision makers in the condominium 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

CondoBusiness e-news delivers timely, relevant industry news on a bi-weekly basis, equipping **6,000 board members and property managers** with the information they need to remain current in this fast-paced industry.

25% open rate and more than 4,300 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, CondoBusiness highlights a specific sector of your industry for in-depth coverage in each issue – keeping our readers in the loop.

Q1	Q2	Q3	Q4
Energy & Sustainability	Maintenance (mechanical, plumbing, or electrical)	Professional Services	Design & Refurbishment

IN THE LOOP: PROFESSIONAL SERVICES

Five top talking points for condo communities

Good communication in a condominium just makes common and economic sense. Sharing information and educating residents about all aspects of life in their community keeps residents happy and condo fees stable.

[Read More](#) »

2020 RATES

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

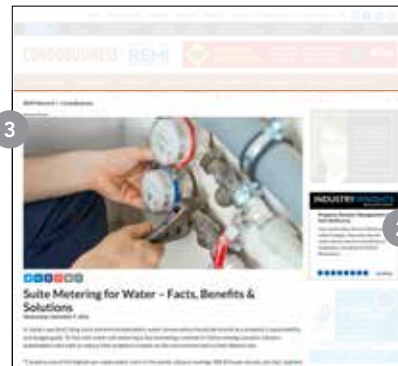
1. Direct targeted reach
2. Access to a professional journalist
3. Multi-channel promotion
4. Backlinks & PR increase brand strength
5. Measurable results

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. **\$3,500**

B Sponsored Column
Maximum 150 words and logo. **\$1,300**

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 CondoBusiness 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	\$5,900
Campaign 2	Sponsored Column + Industry Insight	\$3,900

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 condominium subscriber and readership data. Promote your products and services with confidence you are reaching our engaged condo 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.

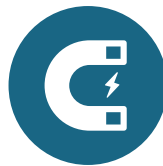
Annual programs start at \$1,200/month

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."

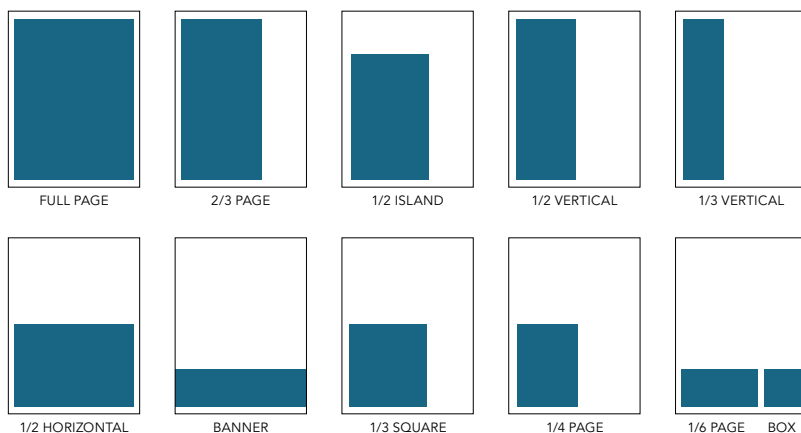
*Stewart Laszlo, BA, MBA | Director, Marketing
Canadian Society of Association Executives*



"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_condo_ad (ads) OR me_condo_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

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