

CANADIAN
Apartment

PART OF THE
REMI
NETWORK

2021 MEDIA KIT

Connecting to your Brand
with Canada's Leading
Rental Housing Owners
and Managers

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



CANADIAN
ONLINE
PUBLISHING
AWARDS

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

Full-service Marketing Solutions that Make an Impact.

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

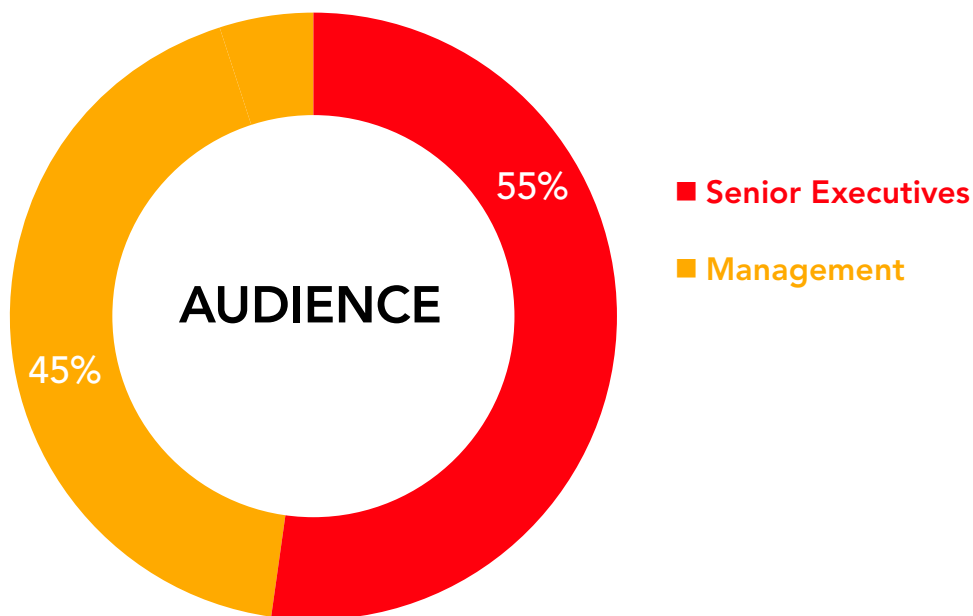
Our Network is Your Audience

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

22,000
RENTAL HOUSING
OWNERS AND
MANAGERS.

OUR AUDIENCE REPRESENTS THE FOLLOWING TYPES OF PROPERTIES:

- High Rise
- Low/Mid rise
- Student Housing
- Affordable Housing
- Social Housing



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

18,000+

ACTIVE INDUSTRY READERS

Canadian Apartment Magazine has provided direction and insight for effective, efficient and profitable property management in Canada's rental housing industries 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
JAN/FEB	RETROFITS AND CURB APPEAL	MAC Award Winners/Springfest	Balconies, interiors, exteriors, grounds keeping, parking and security	January 25 th
MARCH/APRIL	ENERGY		Energy management, building envelopes, waste reduction, roofing, water usage	March 26 th
MAY/JUNE	INDUSTRY ANALYSIS	Who's Who	Real estate issues, market analysis, vacancy rates, leasing tools, occupancy techniques	May 27 th
JULY/AUG	AMENITIES		Laundry rooms, fitness rooms, lobbies, swimming pools, party rooms, roof top patios and green spaces	July 22 nd
SEPT/OCT	FINANCE		Accounting, insurance, budgeting, legal matters, market information	September 21 st
NOV/DEC	TECHNOLOGY	PM Expo	Property management software, building technologies, elevators, tenant portals, new trends and products	November 3 rd

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	Premium Positions	1 Issue Rate	3 Issue Rate	6 Issue Rate
Double Page Spread	\$3,500	\$3,325	\$2,975	Outside Back Cover	\$2,875	\$2,731	\$2,588
Full Page	\$2,500	\$2,375	\$2,250	Inside Front Cover	\$2,750	\$2,613	\$2,475
2/3 Page	\$2,300	\$2,185	\$1,955	Inside Back Cover	\$2,625	\$2,494	\$2,363
1/2 Page Island	\$1,995	\$1,895	\$1,795	Table of Contents Banner	\$1,595	\$1,515	\$1,436
1/2 Page Horizontal/Vertical	\$1,795	\$1,705	\$1,615	Editor's Note Banner	\$1,595	\$1,515	\$1,436
1/3 Page Square/Vertical	\$1,595	\$1,515	\$1,435				
1/4 Vertical	\$1,395	\$1,325	\$1,255				
1/6 Page Horizontal/Vertical	\$995	\$945	\$850				
Box Ad	\$795	\$755	\$680				

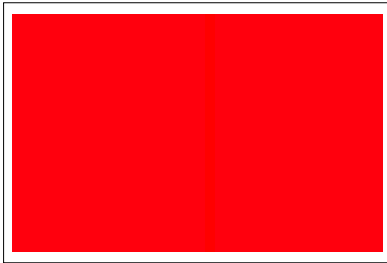
All rates include 4 colour charge.
All rates are net.

Specialty Print Products

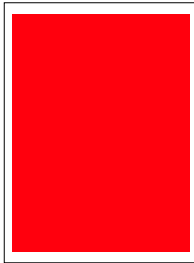
Over Cover	price varies based on issues pre-printed
Post Card Pull-Out	price varies based on issues pre-printed
Polybag Insert	price varies based on weight & size of insert

*many other options available

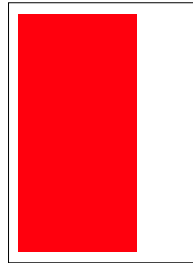
PRINT SPECIFICATIONS

**DOUBLE PAGE SPREAD**

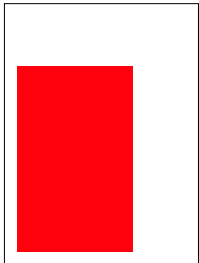
BLEED: 16.5" x 11.125"
TRIM: 16.25" x 10.875"

**FULL PAGE**

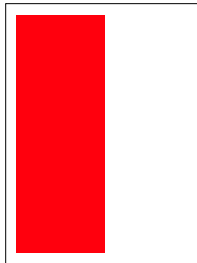
BLEED: 8.375" x 11.125"
TRIM: 8.125" x 10.875"

**2/3 PAGE**

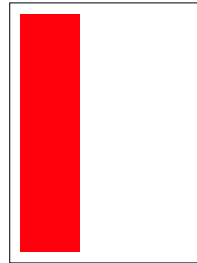
4.563" x 9.563"

**1/2 ISLAND**

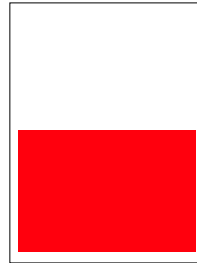
4.563" x 7.375"

**1/2 VERTICAL**

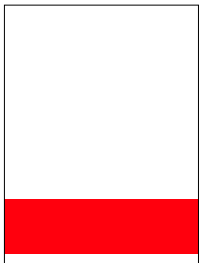
3.375" x 9.563"

**1/3 VERTICAL**

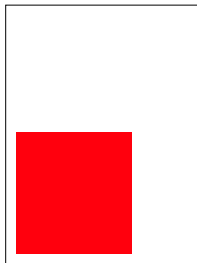
2.25" x 9.563"

**1/2 HORIZONTAL**

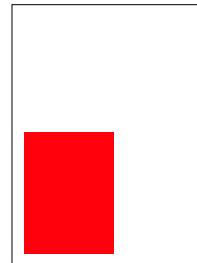
7.125" x 4.75"

**BANNER**

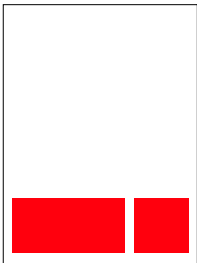
BLEED: 8.375" x 2.25"
TRIM: 8.125" x 2.25"

**1/3 SQUARE**

4.563" x 4.75"

**1/4 PAGE**

3.375" x 4.75"

**1/6 PAGE BOX**

4.75" x 2.25" 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. **\$4,000**
- B** Sponsored Column
Maximum 150 words
and logo. **\$1,800**

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 Apartment 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 Apartment readership online through our industry-leading E-Newsletter.

SPONSORED CONTENT CAMPAIGNS

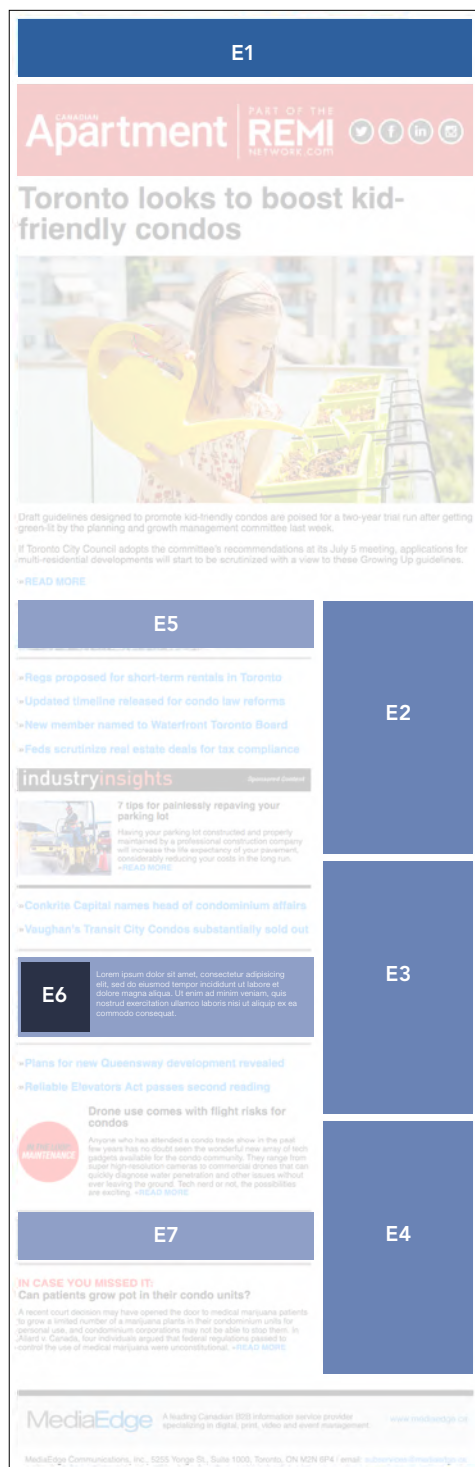
Campaign 1	Double Page Spread + Industry Insight	\$5,500
Campaign 2	Sponsored Column + Industry Insight	\$3,500

All rates are net.

E-NEWS ADVERTISING

Canadian Apartment e-news delivers timely, relevant industry news on a bi-weekly basis, equipping our more than **4,500 subscribers** with the information they need to remain current in this fast-paced industry.

31%
AVERAGE OPEN RATE
4,500+
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 high visibility

2021 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 Product or Service *Company logo and up to 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.

WEBSITE ADVERTISING

10,000+
AD IMPRESSIONS
PER CAMPAIGN

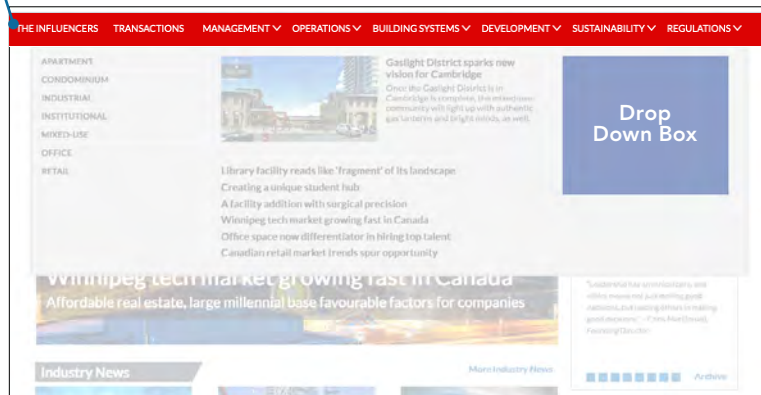
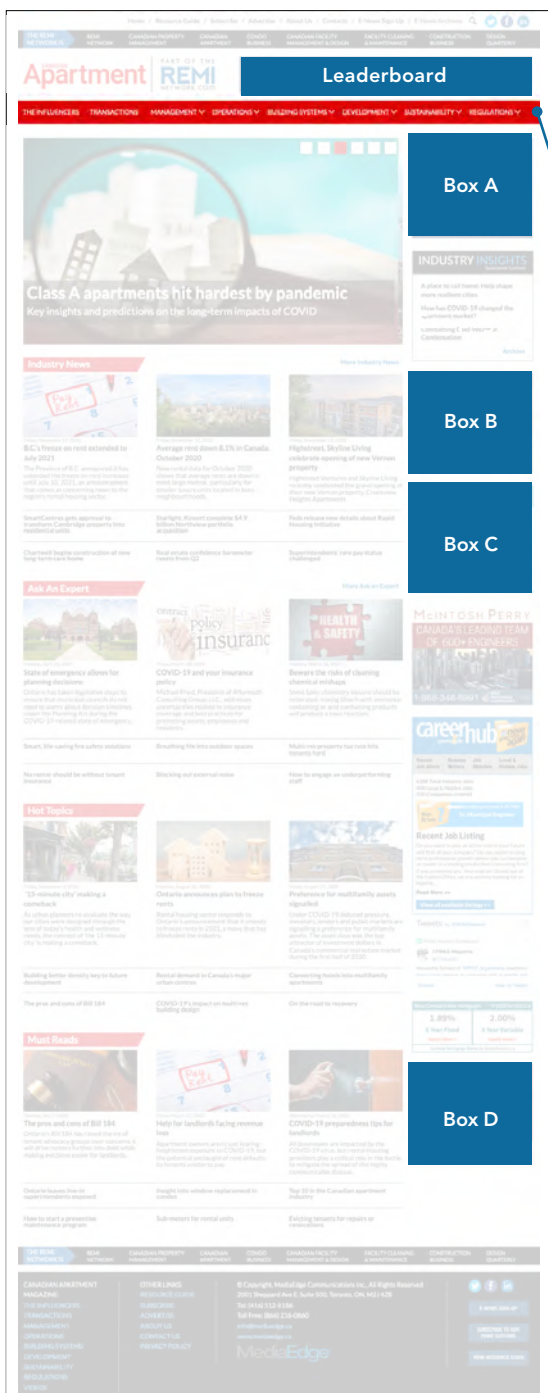
Canadian Apartment is **part of the REMI Network**. Position your ads within our industry-leading websites to strengthen your brand and increase your company's visibility. We had our most active month to date with 100,000+ page views in April, 2020. That is a 40% increase from the previous year.

[Canadian Apartment Magazine 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

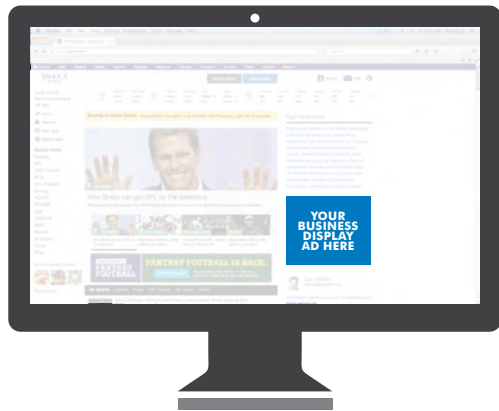
All rates are net

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 Apartment subscriber and readership data. Using only our site retargeting tactic, we retarget individuals who have interacted or visited the Canadian Apartment website.

Promote your products and services with confidence. You are reaching our engaged Canadian Apartment 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:

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www.remimarketing.ca

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