

CANADIAN REAL ESTATE FORUM

Media Kit 2017

THE CANADIAN RESOURCE FOR REAL ESTATE IN CANADA

Read by Decision-Making Canadian Senior Executives
Smarter Business - Better Real Estate Management

PUBLICATIONS

Spring: Edmonton, Montreal, Vancouver

Fall: Ottawa, Calgary

Winter: Toronto, Global Property Market

WWW.REALESTATEFORUMS.COM

3 ISSUES/YEAR

• Spring - Edmonton, Montreal, Vancouver

• Fall - Calgary, Ottawa

• Winter - Toronto, Global Property Market



ABOUT THE MAGAZINE

A circulation-controlled and subscriber-based publication, targeted at senior executives of the Canadian real estate industry, specifically:

- Presidents
- Chief Executive Officers
- Chairmen
- Principals
- Partners
- Chief Financial Officers
- Chief Operation Officers
- Executives
- Senior Vice Presidents
- Vice Presidents
- Directors

REACH A CAPTIVE AUDIENCE

This full colour, glossy magazine will be distributed to the attendees of the Real Estate Forums: this publication will also reach additional senior key industry executives beyond those attending the Forums

Real Estate Forum readers include senior executives from:

- Public & private real estate organizations
- Corporate real estate executives among Canada's largest companies
- REIT's
- Federal & provincial governments
- Pension funds & pension fund advisors
- Brokers, law firms & other intermediaries
- Banks, trust companies, life insurance & other financial institutions

72% of Readers are
**Senior Executives &
Decision Makers**

RECENT ADVERTISERS

- Altus Group
- Atrium Mortgage Investment Corporation
- Bentall Kennedy
- Broccolini Real Estate Group
- Canadian Urban Limited
- CANDEREL
- CCIM Institute
- Chicago Title Insurance Company Canada
- CIBC Capital Markets
- City of Oshawa
- CMLS Financial
- Colliers International
- Concert Properties
- CoStar Group
- Cushman & Wakefield
- Ernst & Young LLP
- FC Treasury Inc.
- FCT
- Fiera Properties Ltd
- Firm Capital Mortgage Investment Corporation
- Firm Capital Property Trust
- First National Financial LP
- Fonds immobilier de solidarite FTQ
- Habitat for Humanity Toronto
- Harbour Equity
- Harbour Mortgage Corp
- Ivanhoé Cambridge
- JLL
- KingSett Capital
- Largo Real Estate Advisors, Inc
- M&G Real Estate
- Menkes Developments
- MNP LLP
- Morguard
- NAIOP Edmonton
- Peoples Trust Company
- PwC LLP
- RBC Capital Markets Real Estate Group Inc.
- RealNet
- REALPAC
- Romspen Investment Corporation
- Schulich School of Business
- Stewart Title Guaranty Company
- Timbercreek Asset Management Inc.
- TREZ Capital
- Yardi Systems Inc.

2017 PUBLISHING SCHEDULE

Schedule	Advertising Closing	Material Deadline	Publish Date
Spring - Edmonton / Montreal / Vancouver	March 2, 2017	March 9, 2017	March 28, 2017
Fall - Calgary / Ottawa	September 20, 2017	September 27, 2017	October 17, 2017
Winter - Toronto / Global Property Market	November 2, 2017	November 9, 2017	November 28, 2017

2017 RATES

4 Colour			
AD SIZE / # OF ISSUES	1X	2X*	3X*
Full Page	\$3,745	\$3,545	\$3,445
1/2 Page	\$2,835	\$2,645	\$2,555
1/3 Page	\$2,645	\$2,495	\$2,445
1/4 Page	\$2,260	\$2,145	\$2,130
Outside Back Cover	\$4,195	\$3,995	\$3,895
Inside Back Cover	\$4,145	\$3,945	\$3,845
Inside Front Cover	\$4,125	\$3,975	\$3,845

CIRCULATION 5,000** NATIONAL

5,000** National				
Ontario	B.C.	Alberta	Quebec	Canada/US/Other
2550	600	900	550	400

* Multiple Issue Discounts Applied

**Hard copy print not including online version

NOTE:

All taxes extra; prices are for press-ready artwork only; additional charges apply for art preparation or revisions.

MORE INFORMATION

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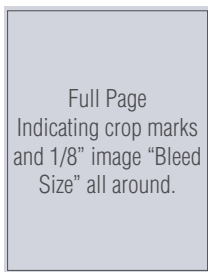
Tel: 416.521.3815

Website: realestateforums.com

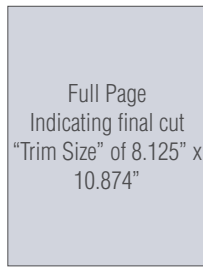
ADDED BONUS!

Digital version of the magazine will be available on The Real Estate Forums website, Canada's leading event information.

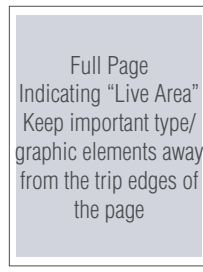
AD MECHANICAL REQUIREMENTS



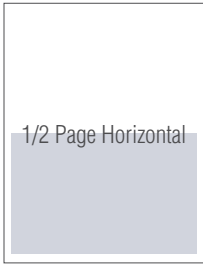
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8.375" x 11.125"



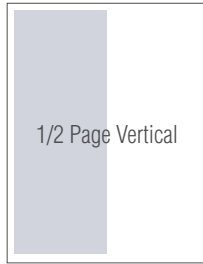
Trim Size
8.125" x 10.875"



Live Area
7.125" x 9.625"



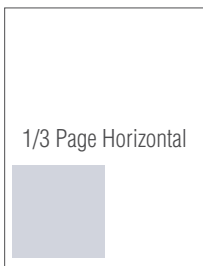
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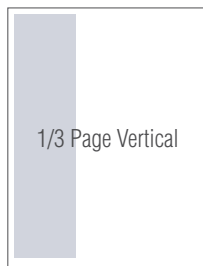
3.375" x 9.562"



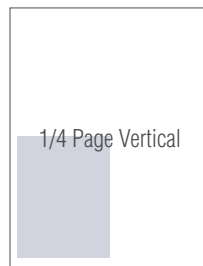
4.562" x 7.375"



4.562" x 4.75"



2.25" x 9.562"



3.375" x 4.75"

PROOF REQUIREMENTS

Informa Canada will only be responsible for ad reproduction if a proof conforming to DMAC standard is supplied.

- SWOP certified hard-copy proofs such as EPSON or FUJI are required as a colour accurate guide for reproduction (PDF, tear sheets, colour laser or inkjet printer proofs are NOT acceptable for reference).
- Hard-copy proofs are also required for ads submitted via Email, FTP, Web download services (Dropbox, WeTransfer.com, etc.).
- NOTE: Any and all colour proofs are only an approximation of colour reproduction.

SENDING MATERIALS

- Submit files via email if the file is under 10MB. If over 10MB, please arrange with your Ad Rep to upload your file to an FTP site. Remember to include all files as noted in: 1 - Preferred Formats Section.
- Proofs - A proof must be couriered/mailed to your ad rep for file accuracy. Publisher is not responsible for accuracy where proof is not provided. See Proof Requirements.

DESCRIPTION

SIZE

	Width	x	Height
Full Page - Bleed Size	8.375"	x	11.125"
- Trim Size	8.125"	x	10.875"
- Live Area	7.125"	x	9.625"
1/2 Page Horizontal	7.125"	x	4.75"
1/2 Page Vertical	3.375"	x	9.562"
1/2 Page Island	4.562"	x	7.375"
1/3 Page Horizontal	4.562"	x	4.75"
1/3 Page Vertical	2.25"	x	9.562"
1/4 Page Vertical	3.375"	x	4.75"

DIGITAL REQUIREMENTS FOR ADVERTISING MATERIAL

Informa Canada will not assume any responsibility for advertising reproductions that do not conform to the mechanical specifications listed here. All ads must be supplied digital:

- Please adhere to the live area space as stated.
- We will ONLY accept PDFX-1a files (ensure that files are 300 dpi).
- Images should be a minimum resolution of 300 dpi at 100% size.
- Do not use spot colours or RGB art. Convert all colours to CMYK. Keep any black/gray type as one colour black.
- Type should be a minimum of 8 point. Reverse type less than 10 point is not suitable for reproduction. Informa Canada is not responsible for reproduction of type sizes smaller than those mentioned above.
- Ink density of all four process colours must not exceed 300%
- All ads must include crop marks. Those crop marks should have an offset of 1/4" (18pts) beyond trim.
- All ads with bleed must have 1/8" bleed on all four sides.
- Informa Canada reserves the right to add a keyline to floating ads to differentiate them from editorial.
- Informa Canada reserves the right to refuse any or all copy deemed by Informa Canada to be unsuitable
- Advertisers and/or advertising agencies assume full responsibility for all content of advertisements and any claim made against Informa Canada because of such content.

MORE INFORMATION

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