

CANADIAN REAL ESTATE FORUM

Media Kit 2018

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
- BMO Capital Markets
- Broccolini Real Estate Group
- Cameron Stephens Mortgage Capital Ltd.
- Canadian Urban Limited
- CANDEREL
- CCIM Institute
- Chicago Title Insurance Company Canada
- CIBC Capital Markets
- City of Oshawa
- CMLS Financial
- Colliers International
- Concert Properties
- Cushman & Wakefield
- DE GRANDPRÉ CHAIT S.E.N.C.R.L./LLP
- FCT
- Fiera Properties Ltd
- Firm Capital Corporation
- First National Financial LP
- Fonds immobilier de solidarite FTQ
- Global Furniture Group
- Graph Synergy
- Harbour Equity Capital Corp
- Harbour Mortgage Corp
- JLL
- KingSett Capital
- Largo Capital
- M&G Real Estate
- MCAP Commercial Mortgages Group
- Menkes Developments
- MNP LLP
- Morguard
- NAIOP Edmonton
- Ottawa Real Estate Board
- Peoples Trust Company
- RBC Capital Markets Real Estate Group Inc.
- REALPAC
- RedPath Financial Inc.
- Regional Group
- Rick Hansen Foundation
- Romspen Investment Corporation
- Stewart Title Guaranty Company
- SVN
- TD Securities
- Timbercreek Asset Management Inc.
- TREZ Capital
- Yardi Systems Inc.

2018 PUBLISHING SCHEDULE

Schedule	Advertising Closing	Material Deadline	Publish Date
Spring - Edmonton / Montreal / Vancouver	March 1, 2018	March 8, 2018	March 28, 2018
Fall - Calgary / Ottawa	September 20, 2018	September 27, 2018	October 16, 2018
Winter - Toronto / Global Property Market	November 1, 2018	November 8, 2018	November 27, 2018

2018 RATES

4 Colour

AD SIZE / # OF ISSUES	1X	2X*	3X*
Full Page	\$3,950	\$3,750	\$3,650
1/2 Page	\$2,995	\$2,825	\$2,725
1/3 Page	\$2,750	\$2,595	\$2,550
1/4 Page	\$2,450	\$2,350	\$2,300
Outside Back Cover	\$4,695	\$4,495	\$4,395
Inside Back Cover	\$4,450	\$4,250	\$4,150
Inside Front Cover	\$4,450	\$4,250	\$4,150

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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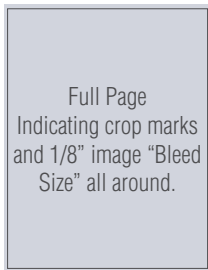
Tel: 416.521.3815

Website: realestateforums.com

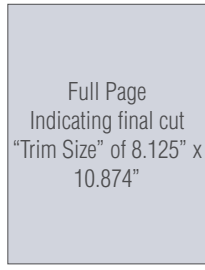
ADDED BONUS!

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

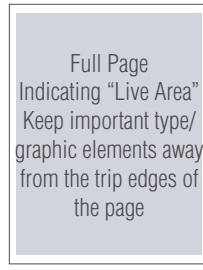
AD MECHANICAL REQUIREMENTS



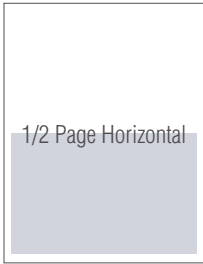
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8.375" x 11.125"



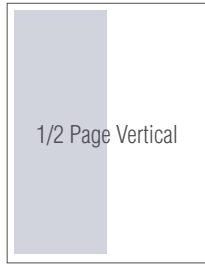
Trim Size
8.125" x 10.875"



Live Area
7.125" x 9.625"



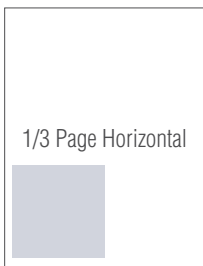
7.125" x 4.75"



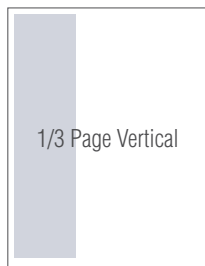
3.375" x 9.562"



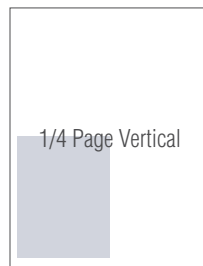
4.562" x 7.375"



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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