

# CANADIAN APARTMENT INVESTMENT REPORT

Media Kit 2019

## THE CANADIAN RESOURCE FOR MULTI-UNIT RESIDENTIAL INVESTORS

Read by Decision-Making Canadian Senior Executives • Tap into the Real Estate Market  
Smarter Business - Better Real Estate Management

## CANADIAN APARTMENT INVESTMENT REPORT

The Report is a circulation-controlled publication targeted to key decision-makers in the multi-unit residential market, specifically:

- Presidents
- Chief Executive Officers
- Families, individuals, and small investors who own apartment buildings
- Senior property management executives
- Chief Financial Officers
- Vice Presidents

## REACH A PRE-QUALIFIED CAPTIVE AUDIENCE!

This four-colour, glossy magazine will be distributed to the delegates attending the Canadian Apartment Investment Conference. The publication will also reach additional key participants in the apartment sector across Canada.

The Canadian Apartment Investment Report readers include senior executives from:

- Small and large owners across Canada
- REITs
- 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

## 2018 PUBLISHING SCHEDULE

| Schedule       | Advertising Closing | Material Deadline | Publish Date      |
|----------------|---------------------|-------------------|-------------------|
| September 2017 | August 9, 2018      | August 16, 2018   | September 5, 2018 |

## 2018 RATES

| 4 Colour           |         |
|--------------------|---------|
| AD SIZE            | RATE    |
| Full Page          | \$2,500 |
| 1/2 Page           | \$2,000 |
| Outside Back Cover | \$3,200 |
| Inside Back Cover  | \$3,000 |
| Inside Front Cover | \$3,000 |

## 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

### Frank Scalisi

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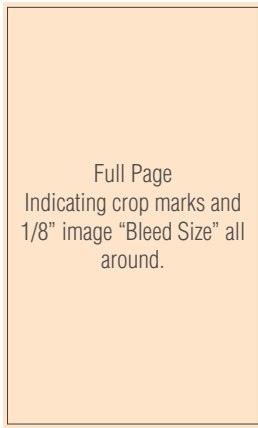
Tel: 416.512.3815

Website: realestateforums.com

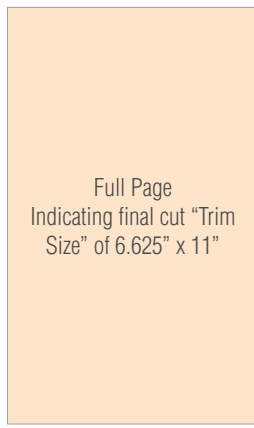
### ADDED BONUS!

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

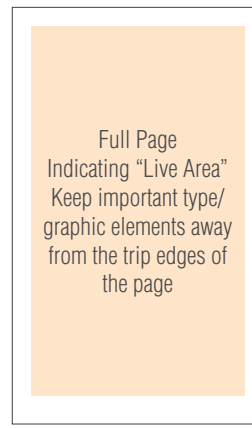
# AD MECHANICAL REQUIREMENTS



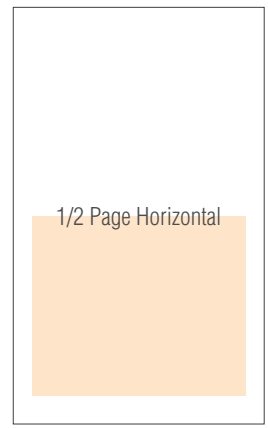
Bleed Size  
6.875" x 11.25"



Trim Size  
6.625" x 11"



Live Area  
5.625" x 10"



1/2 Page  
5.625" x 4.75"

| DESCRIPTION            | SIZE   |   |        |
|------------------------|--------|---|--------|
|                        | Width  | x | Height |
| Full Page - Bleed Size | 6.875" | x | 11.25" |
| - Trim Size            | 6.625" | x | 11"    |
| - Live Area            | 5.625" | x | 10"    |
| 1/2 Page               | 5.625" | x | 4.75"  |

## 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.

## 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.
- We do not guarantee an exact colour match, slight variations may occur.

## MORE INFORMATION

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