

CANADIAN REAL ESTATE FORUM

Media Kit 2020

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

REALESTATEFORUMS.COM

3 ISSUES/YEAR

Spring - Edmonton, Montréal, 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 & REOC'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
- Broccolini Real Estate Group
- Cameron Stephens Mortgage Capital
- Canadian Urban
- Canderel Management
- CCIM Institute
- Chicago Title Insurance Company Canada
- CIBC Capital Markets
- CMLS Financial
- Colliers International
- Concert Properties
- Cushman & Wakefield
- De Grandpré Chait s.e.n.c.r.l./LLP
- Epic Investment Services
- Fengate
- Fiera Real Estate
- Firm Capital Corporation
- First National Financial LP
- Fonds immobilier de solidarite FTQ
- Groupe Montoni
- GWL Realty Advisors
- JLL
- KingSett Capital
- Largo Capital
- M&G Real Estate
- Menkes Developments
- MNP LLP
- Morguard
- Peoples Trust Company
- RBC Capital Markets Real Estate Group
- REALPAC
- Regional Group
- RENX
- Romspen Investment Corporation
- Starlight Investments
- Steelcase
- Stewart Title Guaranty Company
- Timbercreek Asset Management
- Toronto CREW
- TREZ Capital
- View Glass
- Yardi Systems

2020 PUBLISHING SCHEDULE

Schedule	Advertising Closing	Material Deadline	Publish Date
Spring - Edmonton / Montreal / Vancouver	April 27, 2020	May 4, 2020	May 28, 2020
Fall - Calgary / Ottawa	September 16, 2020	September 23, 2020	October 15, 2020
Winter - Toronto / Global Property Market	November 2, 2020	November 9, 2020	December 1, 2020

2020 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

MORE INFORMATION

Frank Scalisi, Sales Director

Email: frank.scalisi@informa.com

Tel: 416.512.3815

Website: realestateforums.com

CIRCULATION OF 4,500**

4,500** PRINT

Ontario	B.C.	Alberta	Quebec	Canada/US/Other
1550	700	900	400	550

ADDED BONUS EXPOSURE!

Digital version of the magazine will be available on
The Real Estate Forums Portal and
distributed through the monthly Newsletter

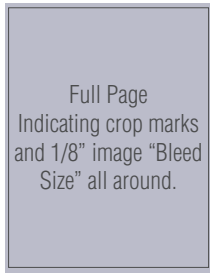
2,000 digital copies viewed per each issue

* Multiple Issue Discounts Applied ** Does not include digital views

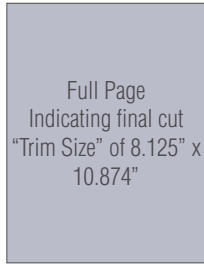
NOTE:

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

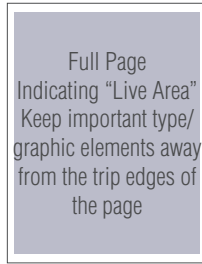
AD MECHANICAL REQUIREMENTS



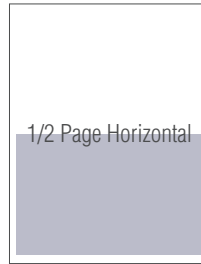
Bleed Size
8.375" x 11.125"



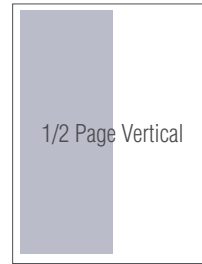
Trim Size
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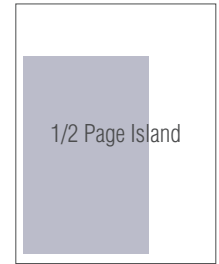
Live Area
7.125" x 9.625"



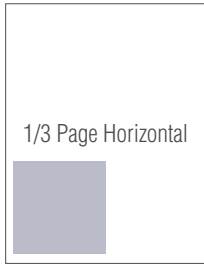
7.125" x 4.75"



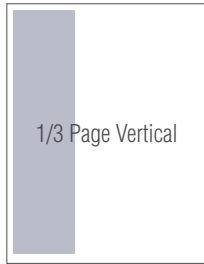
3.375" x 9.562"



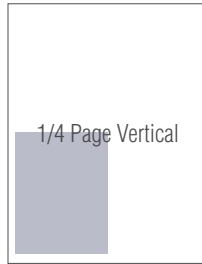
4.562" x 7.375"



4.562" x 4.75"



2.25" x 9.562"



3.375" x 4.75"

DESCRIPTION

SIZE

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"

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.

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.

MORE INFORMATION

Frank Scalisi, Sales Director

Email: frank.scalisi@informa.com

Tel: 416.512.32815

website: realestateforums.com

Fax: 416.512.3857