

# 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](http://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
- Fengage
- 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	March 9, 2020	March 16, 2020	March 31, 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

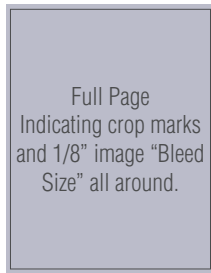
**2,000 digital copies viewed per each issue**

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

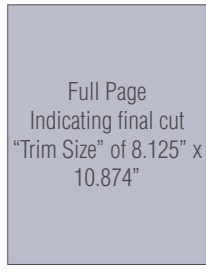
NOTE:

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

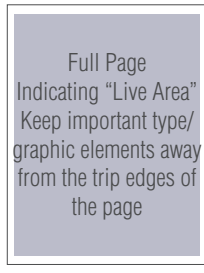
# AD MECHANICAL REQUIREMENTS



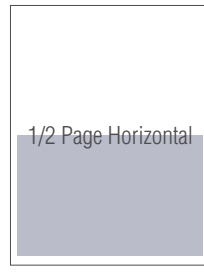
Bleed Size  
8.375" x 11.125"



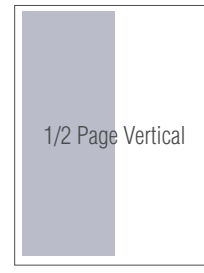
Trim Size  
8.125" x 10.875"



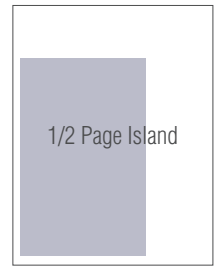
Live Area  
7.125" x 9.625"



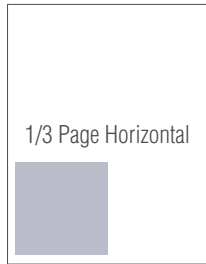
7.125" x 4.75"



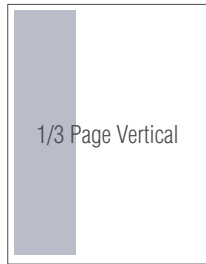
3.375" x 9.562"



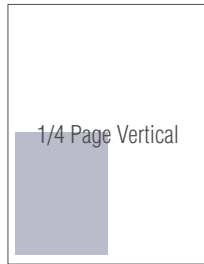
4.562" x 7.375"



4.562" x 4.75"



2.25" x 9.562"



3.375" x 4.75"

## DESCRIPTION

## SIZE

	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

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