

CANADIAN APARTMENT INVESTMENT REPORT

Media Kit 2022

THE CANADIAN RESOURCE FOR MULTI-UNIT RESIDENTIAL INVESTORS



Read by Decision-Making Canadian Senior Executives & Influencers • Tap into the Real Estate Market

Smarter Business - Better Real Estate Management

CANADIAN APARTMENT INVESTMENT REPORT

The Report is a circulation-controlled national publication targeted to over 16,500 real estate executives across Canada, specifically:

- Presidents
- Chief Executive Officers
- Chief Investment Officers
- Senior property management executives
- Chief Financial Officers
- Development teams

REACH A PRE-QUALIFIED CAPTIVE AUDIENCE!

This magazine will be emailed to the delegates attending the Canadian Apartment Investment Conference. The publication will also reach additional key participants in the apartment sector across Canada - through availability on the Canadian Real Estate Forums Portal, mention and link in RealNews (newsletter) and answers of note will be included in a series of social media postings.

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

CANADIAN APARTMENT INVESTMENT REPORT EXTENDING THE REACH IN 2022

EXTENDING THE 2022 REACH ACROSS CANADA TO THOSE SENIOR EXECUTIVES, DECISION-MAKERS & INFLUENCERS THAT HAVE THE ABILITY TO MAKE A POSITIVE IMPACT ON YOUR ORGANIZATION'S BALANCE SHEET

2022 PUBLISHING SCHEDULE

Schedule	Advertising Closing	Material Deadline	Publish Date
September 2022	August 10, 2022	August 17, 2022	September 7, 2022

2022 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 16,500** NATIONAL

Digital report will be available on the Canadian Real Estate Forums Portal, through the Canadian Apartment Investment Conference dedicated website and the Real Estate Forums Club (REF Club).

In addition:

RealNews - a link to the report in the Real Estate Forums dedicated newsletter emailed close to the launch date of the Canadian Apartment Investment Conference and social media postings.

MORE INFORMATION

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DIGITAL MAGAZINE WILL BE AVAILABLE ON
THE CANADIAN REAL ESTATE FORUMS PORTAL AND
THROUGH LINKS ON REGULAR NEWSLETTERS.

EXAMPLES

CANADIAN APARTMENT INVESTMENT REPORT

Annual 2021 / Issue 17
realestateforums.com

ALTUS GROUP PRESENTS:
APARTMENT SECTOR INDICATORS
2021 FEATURED MARKET TRANSACTIONS
TRANSACTIONS BY MARKET AREA
WHAT TECHNOLOGIES AND INNOVATIONS IS THE INDUSTRY SEEING?
WHAT IS THE GREATEST CHALLENGE THAT HAS ARisen OUT OF 2021 COVID-19
WHAT IS YOUR OUTLOOK FOR CAP RATES OVER THE NEXT 12 MONTHS?
HOW DO WE AS AN INDUSTRY CREATE DIVERSE AND INCLUSIVE WORKPLACES?
WHAT HAS BEEN THE BIGGEST SURPRISE OF THE LAST YEAR?

TOP THOUGHTS FROM:
Peter Altobelli • Richard Dansereau • Amy Erixon • Kerri Jackson • Sam Koliias • Amy Price

We went to great lengths to keep our teams working on site safe while still meeting the needs of our residents. It was important for us to maintain the highest level of customer service, especially with so many residents working and/or studying from home. We kept our maintenance and administration teams separated, which was difficult for team cohesion, but reduced the risk of COVID taking out our entire team.

Kerri Jackson, Senior Vice President, Property Management, Concert Properties

One of the greatest challenges for the multi-residential sector and market participants was to resist the urge to draw long-term conclusions about pricing and the future stability within the sector. We saw parameters change that had been consistent for a decade. Vacancy rates increased dramatically while rental rates declined. Suites sat vacant and buildings and homes were difficult to show for sales and leasing processes. Transactions slowed and mortgage deferrals were prominent.

Fast forward one year, it was all temporary as vacancy rates are back on the decline coupled with increasing rental rates. Students are back in school, and university campuses are in full swing. Borders are opening and immigration targets have increased. After a pause in the investment market for a few months in 2020, intentions to buy and sell came back with a vengeance.

Transaction volumes for existing rental buildings in the first half of 2021 in Metro Vancouver have hit their highest levels since the Goodman Report newsletter began mid-year reporting more than 20 years ago.

Cynthia Jagger, Principal, Goodman Commercial Inc.

Communication became front and centered and we really rose to this occasion on how we can continue to deliver essential services of housing safely.

Sam Koliias, Chairman & CEO, Boardwalk REIT

In the first few months, it was about keeping our residents and staff safe, while continuing to provide an exceptional resident experience. That eventually changed into swiftly adapting to evolving mandates from local health authorities. It was not surprising that there was lockdown fatigue with some of our residents, so our site teams would continue to remind them of health protocols in place. As people managers we also had a responsibility to our colleagues to ensure that we were supporting them with access to services, around the clock support, mental health checks and the right PPE to do their work safely and effectively. Combined, these elements presented significant challenges for us to confront and overcome.

Gary E. Lee, Managing Director, Residential, BentallGreenOak
Amy Price, President, BentallGreenOak

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What were the greatest challenges that arose during the last 12 months as result of COVID-19 within your multi-residential portfolio?

From an advisory perspective, it became increasingly difficult to forecast and predict new market rents as the higher end rental market softened, causing higher vacancy and a lack of depth that hasn't been witnessed in years.

Michael Betsalel, Executive Vice President, JLL

As a broker and owner of multifamily properties in BC, I was very involved from day one both with owners of apartment buildings and dealing with my own rental properties. At first, the biggest challenge was simply the unknown; just not knowing what to expect across the board as this was new to everyone. The key to begin with was to stay level-headed and approach each situation with patience and empathy. Within our own portfolio, of course concerns surrounded being able to collect rent and continue to pay monthly expenses. Once we spoke with each of our tenants and understood the various situations each was in, we were able to overcome that challenge and put a plan in place that made sure everyone was taken care of. Within the last 12 months, rent collection was no longer an issue and we could focus on making sure our properties were clean and everyone felt comfortable. We learned a lot from our clients and what they were doing as well, and we shared a lot of our own knowledge.

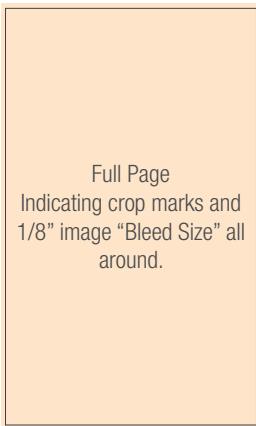
James Blair, Senior Vice President, McEvay | Blair Multifamily Group, Marcus & Millichap

COVID-19 brought many challenges in connection with development and construction. Delays were common and increased costs related to supply of materials impacted previously arranged financing and scheduling. Many of our clients entered into agreements with their construction lenders for extended terms or increased loan amounts.

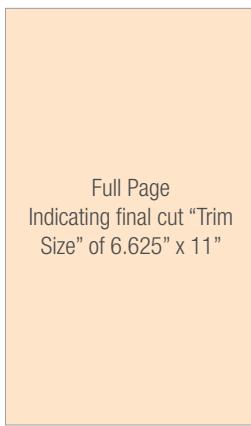
Candace Cooper, Partner, Daoust Vukovich LLP

September 2021 | 07

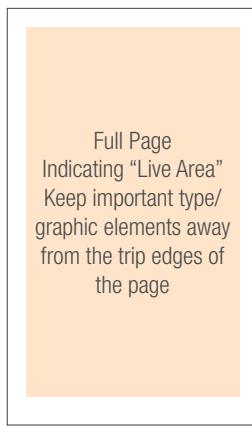
AD MECHANICAL REQUIREMENTS



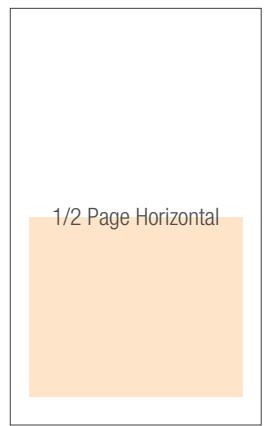
Bleed Size
6.875" x 11.25"



Trim Size
6.625" x 11"



Live Area
5.625" x 10"



1/2 Page
5.625" x 4.75"

DESCRIPTION	SIZE
Full Page - Bleed Size	Width x Height
- Trim Size	6.875" x 11.25"
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	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 Connect 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 Connect 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 Connect reserves the right to add a keyline to floating ads to differentiate them from editorial.
- Informa Connect reserves the right to refuse any or all copy deemed by Informa Connect to be unsuitable.
- Advertisers and/or advertising agencies assume full responsibility for all content of advertisements and any claim made against Informa Connect because of such content.
- We do not guarantee an exact colour match, slight variations may occur.

MORE INFORMATION

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