

# WESTERN CANADIAN APARTMENT INVESTMENT REPORT

Media Kit 2022

## THE WESTERN CANADIAN RESOURCE FOR MULTI-UNIT RESIDENTIAL INVESTORS VANCOUVER / CALGARY / EDMONTON

**LIMITED OPPORTUNITY AVAILABLE TO SPONSORS OF THE WESTERN  
CANADIAN APARTMENT INVESTMENT CONFERENCE ONLY**

**3 FULL PAGE & 4 HALF PAGE ADVERTISEMENTS**

INCLUDES THE OPPORTUNITY FOR ONE OF YOUR ORGANIZATION'S THOUGHT LEADERS TO CONTRIBUTE  
WITH MARKET INSIGHTS IN RESPONSES TO LEADING QUESTIONS

**AVAILABLE ON FIRST COME BASIS**

Read by Senior Executives & Influencers • Tap Into the Multi-Residential Real Estate Market

# WESTERN CANADIAN APARTMENT INVESTMENT REPORT

The Report is a national 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

## REPORT CONTENT

A series of market pertinent questions are addressed by key thought leaders in the industry — in bite sized, quick to read and digest, content.

Advertisers will have the opportunity for one of their thought leaders to provide answers to the questions along with the Chair and key speakers participating at the Western Canadian Apartment Investment Conference.

In addition select data will be included from Altus Group and the Canadian Real Estate Forums Multi-Tenant annual survey.

The organizers retain the right to make the final decision on inclusion.

# REACH A PRE-QUALIFIED CAPTIVE AUDIENCE!

The report will be emailed to all delegates attending the Western Canadian Apartment Investment Conference and in addition those that sign up for the multi-residential concurrent session at both Vancouver and Edmonton Forum in 2022. 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 Western 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

*\* RealNews circulation 17,000\*\* national*

## WESTERN CANADIAN APARTMENT INVESTMENT REPORT EXTENDING YOUR REACH IN 2022

# AMPLIFYING SENIOR EXECUTIVES, DECISION-MAKERS & INFLUENCER'S OPINIONS IN 2022

## 2022 PUBLISHING SCHEDULE

Schedule	Advertising Closing	Material Deadline	Publish Date
April 2022	April 7, 2022	April 28, 2022	May 17, 2022

## 2022 RATES

### 4 Colour

AD SIZE	RATE
Full Page	\$1,000
1/2 Page	\$750

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

## MORE INFORMATION

**Ben Carson** Sales Manager

Email: [ben.carson@informa.com](mailto:ben.carson@informa.com)

Website: [realestateforums.com](http://realestateforums.com)

## CIRCULATION

Digital report will be available on the Canadian Real Estate Forums Portal, through the Western Canadian Apartment Investment Conference dedicated website and Real Estate Forums Club (REF Club). In addition to registrants of the Western Canadian Apartment Investment Conference, the publication will be emailed to attendees of the 2022:

- Vancouver Real Estate Forum
- Edmonton Real Estate Forum

who select the multi-residential concurrent session options.

In addition:

RealNews - a link to the Report in the real estate forums dedicated newsletter emailed close to the launch date of the Western Canadian Apartment Investment Conference and social media postings

RealNews circulation 17,000\*\* national

# EXAMPLES

## WESTERN CANADA APARTMENT INVESTMENT REPORT CALGARY • EDMONTON • VANCOUVER

Annual 2021 / Issue 2  
realestateforums.com

ALTUS GROUP PRESENTS:  
APARTMENT SECTOR INDICATORS  
2020 FEATURED MARKET TRANSACTIONS  
TRANSACTIONS BY MARKET AREA

WHAT KEY STRATEGIES ARE YOU GOING TO EMPLOY AS WE START TO COME OUT ON THE OTHER SIDE?

WHAT TECHNOLOGIES ARE YOU SEEING THAT YOU HAVE OR WANT TO INTEGRATE INTO YOUR ASSETS OR WITHIN YOUR BUSINESS TODAY?

WHAT WERE THE GREATEST CHALLENGES THAT AROSE DURING THE LAST 12 MONTHS AS RESULT OF COVID-19?

WHAT IS YOUR OUTLOOK FOR CAP RATES OVER THE NEXT 12 MONTHS?

WHAT ADVICE WOULD YOU GIVE INDIVIDUALS BEGINNING THEIR CAREER?

TOP THOUGHTS FROM:  
Paul Chaput • John Courtliff • Sam Dean • Jessica Harland • Raul Jaime • Peter R.J. Mills

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

“

Institutional investors ceased acquisitions in Edmonton and Calgary, preferring to look in BC primary and secondary markets.

**Paul Chaput**, Senior Vice President, Institutional Property Advisors

---

While there were a number of operational challenges that required solutions, the biggest challenge was and remains the uncertainty in understanding how tenants will consume living spaces after the pandemic. What impacts are going to be short lived vs longer term?

**John Courtliff**, Managing Director, ICM Asset Management

---

The number one challenge throughout the past 12 months has been the lack of migration to Western Canada which has a direct effect on apartment rentals throughout Alberta. Leasing traffic has significantly decreased, not only due to the pandemic, but simply because there are significantly less people looking for a place to live. Further, the unprecedented low mortgage interest rates have allowed tenants to be able to purchase homes instead of continuing to rent. The nationwide economic downturn that has caused many job losses has forced many tenants to move out of their current rental units due to lack of affordability. These people have either moved back home, found roommates, or have left the province due to changes in family life and/or education programming.

**Dan Demers**, Vice President, Real Estate and Development, The RMS Group of Companies

---

Uncertainty for all — residents, managers and landlords. Prudent health protocols and the virus' impact on the economy & residents ability to pay rent have been challenging to predict and had to be adapted to over time as more was understood about the virus and continuing economic activity.

Thankfully through active, personalized property management by WPM and close collaboration with residents, our multi-residential portfolio has proven very resilient, most importantly in terms of safety and also financially.

**Tim Grant**, Vice President, Development, PCI Developments

---

The greatest challenge during the last 12 months as a result of COVID-19 involved ensuring a coordinated effort to deliver safe living environments for existing and prospective tenants as information, science and approach continued to evolved.

**David Hanick**, Chief Legal Officer, Starlight Investments

”

Spring 2021 17

“

What technologies and innovations are you seeing in Canada that you have, or want to integrate into your assets, or into your business today?

For our customers, Electronic Data Exchange (EDE) went from a nice-to-have bonus feature of working with our team to an indispensable part of their operations toolkit. EDE removes 95% of the administrative work at the building level and offers a permanent solution to move in/move out utility turnovers. The technology integrates with existing property management systems, eliminates errors associated with hand-tabulation, and unlocks valuable time.

Instead of on-site staff creating move-in/move-out lists by hand, EDE automatically generates this monthly list based on billable suites. That means instead of you providing information to us, we provide it to our customers as part of the bill reconciliation process.

**Peter R.J. Mills**, Chief Executive Officer, Wyse Meter Solutions

---

Our clients and residents want contactless self-check-in services and seamless troubleshooting. Property investors want a portal with a dashboard showing their property status, market activity, and other details — similar to online banking. It sounds simple, but it's not.

**Keri Rodgers**, Director of Corporate Affairs, Highstreet Accommodations Ltd.

---

- Touchless leasing and paperless leasing enhancements
- Enhanced customer service processes and prospects processes
- Resident portals and value-added services

**Dan Sander**, Hollyburn Properties Limited

---

I would like to see hydrogen fuel cells replace traditional heating systems where possible. Canada has the potential to be a global player in the production of green (generated from renewable sources) and blue (generated from natural gas with carbon sequestration) hydrogen and has at least one successful manufacturer of hydrogen fuel cells. This could be good for the economy and the environment.

**Russell Syme**, Assistant Vice President, Commercial Financing, First National Financial LP

---

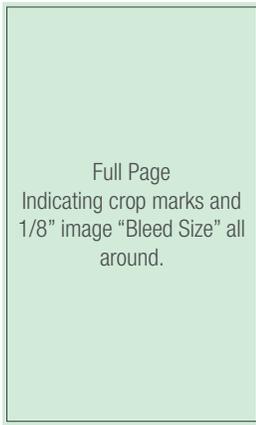
Dashboards with up to the minute information on rental rates, vacancies, tenant profiles, and etc.

**Reade Wolansky**, AVP, Laurentian Bank of Canada

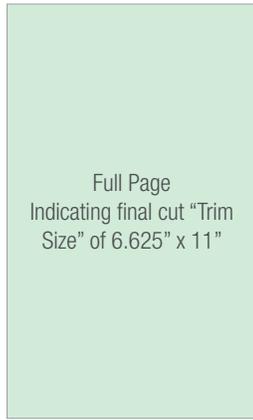
”

24 | Western Canada Apartment Investment Report

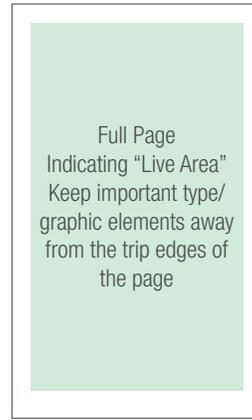
# AD MECHANICAL REQUIREMENTS



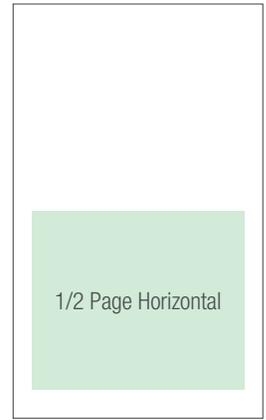
Bleed Size  
6.875" x 11.25"



Trim Size  
6.625" x 11"



Live Area  
5.625" x 10"



1/2 Page  
5.625" x 4.75"

## DESCRIPTION

## SIZE

	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 send your file via Dropbox, Google Drive or similar service.

## 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

**Ben Carson** Sales Manager

**Email:** [ben.carson@informa.com](mailto:ben.carson@informa.com)

**Website:** [realestateforums.com](http://realestateforums.com)