

Canadian Real Estate Forums

Spring, Fall & Winter 2024 Media Schedule

THE CANADIAN RESOURCE FOR REAL ESTATE IN CANADA

Read by Decision-Making Canadian Senior Executives & Influencers

Smarter Business • Better Real Estate Management

2024 PUBLICATIONS

Spring: Vancouver, Edmonton, Montréal

Fall: Calgary, Ottawa

Winter: Toronto, Global Property Market

REALESTATEFORUMS.COM



3 ISSUES/YEAR

Spring: Vancouver, Edmonton, Montréal

Fall: Calgary, Ottawa

Winter: Global Property Market, Toronto



SPRING, FALL AND WINTER MAGAZINES

The 2024 magazines will be produced digitally and circulated to over real estate professionals across Canada through a number of high analytic hitting channels:

- Newsletters (11,000)
- Onsite at specific Forums in the ConnectMe App (together with program, networking opportunities, sponsor information, etc.)
 - Fall (Calgary – 1,000 attendees)
 - Winter (Toronto Forum & Global Property Market Conference – 3,200 attendees)
- Email promotion to database when Canadian Real Estate Forums Magazine is launched
- Canadian Real Estate Forums News Portal –where the magazine is located
- Canadian Real Estate Forums Website – ongoing

Circulation includes both real estate c-suite professionals as well as decision makers at all levels of the industry:

- Presidents
 - Chief Executive Officers
 - Chairmen
 - Principals
 - Partners
 - Chief Financial Officers
- Chief Operation Officers
 - Executives
 - Senior Vice Presidents
 - Vice Presidents
 - Directors

In 2024 we will see a much higher pick up of the digital magazine as we strengthen Canada’s commitment to FasterForward – Informa’s approach to sustainability, moving faster to become a zero waste and net zero carbon business.

Spring Edition	Fall Edition	Winter Edition
1211 digital impressions	2092 digital impressions	2225 digital impressions
Click Through Rate - 53%	Click Through Rate - 62%	Click Through Rate - 94%
Engagement Rate - 55%	Engagement Rate - 62%	Engagement Rate - 93%

ENGAGE A WIDE AND TARGETED POPULATION

SPRING EDITION
In 2024, the Vancouver, Edmonton & Montréal Forums are spread across a three month timeframe. The Spring edition will be released at the launch of the Montréal Real Estate Forum and include content from all three forums:

- Vancouver April 3
- Edmonton May 8
- Montréal June 6

FALL EDITION
The Fall edition will be released with the ConnectMe App to all registrants of the Calgary Forum, and will include the Ottawa Forum market. Extensive promotion on the run up to, and following, both events will take place.

- Calgary October 29
- Ottawa October (Date TBD)

WINTER EDITION
Released for Global Property Market and Toronto Real Estate Forum. This edition includes an investment focussed global perspective, Toronto market, and pertinent information on rest Canada.

- Global Property Market December 3
- Toronto Real Estate Forum December 4 - 5

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

Our FasterForward commitments include:

- Become carbon neutral across our events by 2025
- Halve the waste generated through our events by 2025
- Embed sustainability inside 100% of our events by 2025

RECENT ADVERTISERS



2024 SPRING, FALL AND WINTER PUBLISHING SCHEDULE

Schedule	Advertising Closing	Material Deadline	Publish Date
Spring	May 10	May 17	May 31 (prior to the Montréal Real Estate Forum)
Fall	October 2	October 9	October 23 (at launch of Calgary Forum ConnectMe App)
Winter	November 6	November 13	November 27 (at launch of Toronto Forum and Global Property Market ConnectMe App)

2024 RATES

Full Colour	# OF ISSUES		
AD SIZE	1X	2X*	3X*
Full Page	\$4,500	\$4,250	\$4,000
1/2 Page	\$3,500	\$3,250	\$3,000
1/3 Page	\$3,250	\$3,000	\$2,750
1/4 Page	\$2,750	\$2,500	\$2,250
Outside Back Cover	\$5,000	\$4,750	\$4,500
Inside Back Cover	\$4,750	\$4,500	\$4,250
Inside Front Cover	\$4,750	\$4,500	\$4,250

MORE INFORMATION

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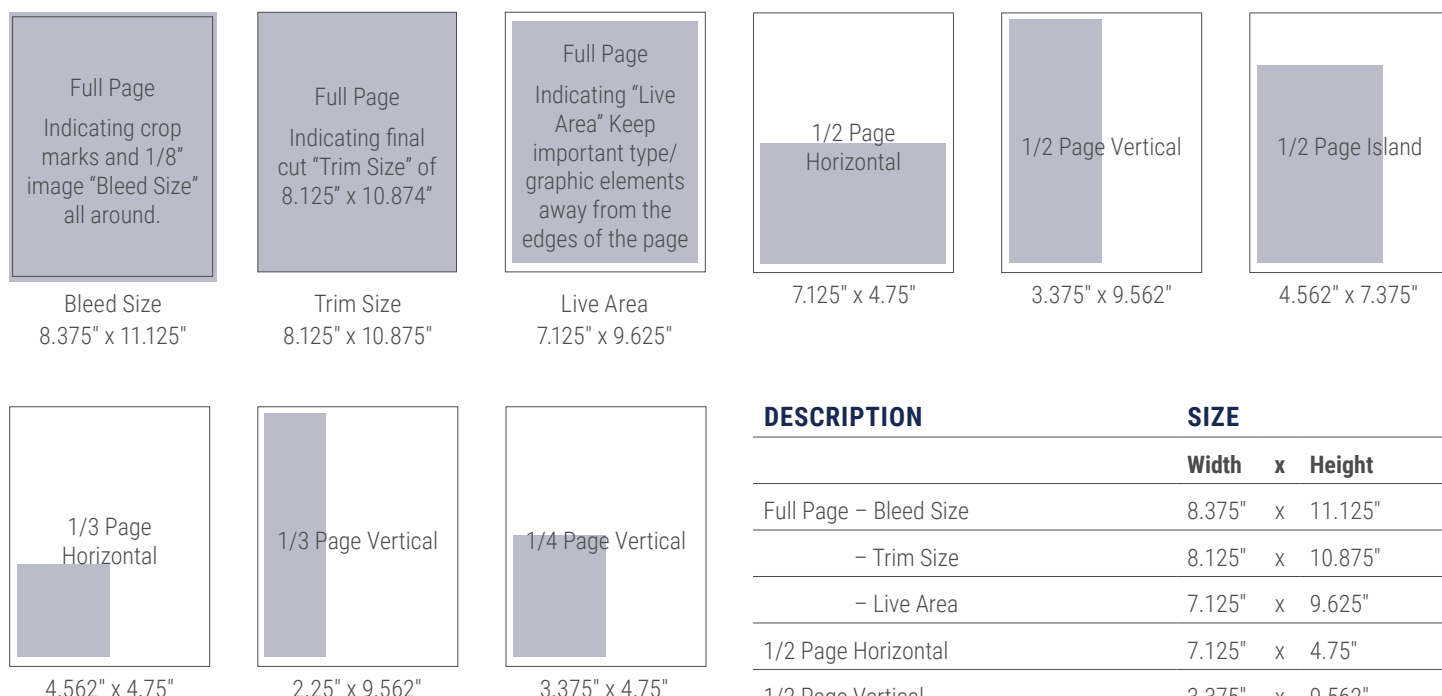
Website: realestateforums.com



* Multiple Issue Discounts Applied

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

AD MECHANICAL REQUIREMENTS



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. For larger files, please provide a Dropbox, OneDrive, Google Drive, or similar file sharing link.

MORE INFORMATION

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