

Western Canada Apartment Investment Report Calgary | Edmonton | Vancouver

Media Kit 2024

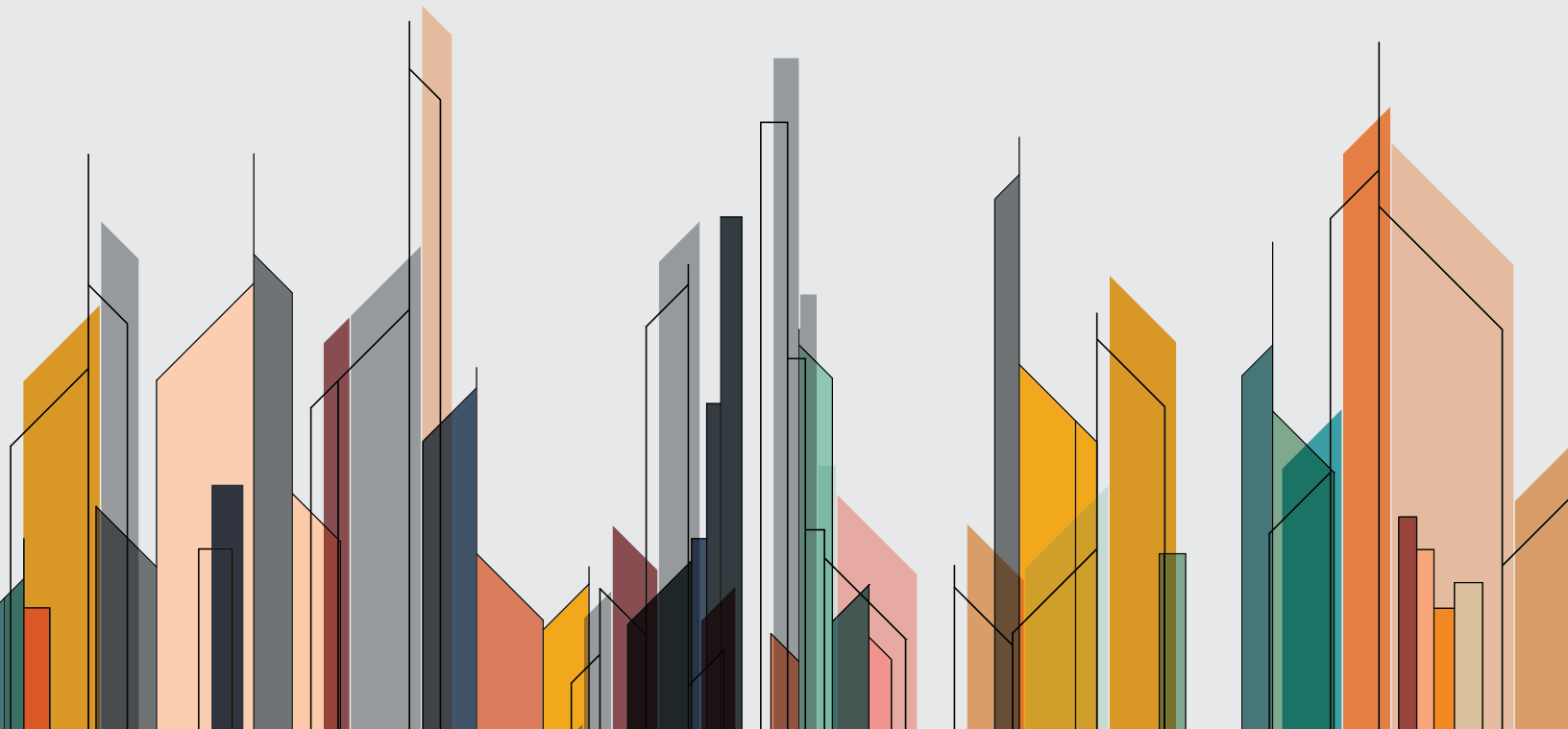
THE WESTERN CANADIAN RESOURCE FOR MULTI-UNIT RESIDENTIAL INVESTORS

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 pieces of 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.

WESTERN CANADIAN APARTMENT INVESTMENT REPORT EXTENDING YOUR REACH IN 2024

AMPLIFYING SENIOR EXECUTIVES, DECISION-MAKERS & INFLUENCER'S OPINIONS IN 2024

2024 PUBLISHING SCHEDULE

Schedule	Advertising Closing	Material Deadline	Publish Date
	April 16, 2024	April 23, 2024	May 7, 2024

2024 RATES

4 Colour

AD SIZE	RATE
Full Page	\$1,500
1/2 Page	\$1,000

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

MORE INFORMATION

Arthur Best Sponsorship & Partner Specialist

Email: arthur.best@informa.com

Tel: 416.945.0937

Website: realestateforums.com

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 the Vancouver and Edmonton Real Estate Forums in 2024. 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*

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 2024:

- 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 13,000** national

EXAMPLES

Western Canada Apartment Investment Report Calgary | Edmonton | Vancouver

Annual 2022 / Issue 3
realestateforums.com

ALTUS GROUP PRESENTS:
APARTMENT SECTOR INDICATORS
2021 FEATURED MARKET TRANSACTIONS BY MARKET AREA

WHAT TECHNOLOGIES AND INNOVATIONS ARE YOU AWARE OF THAT COULD BE INTEGRATED IN YOUR BUSINESS TODAY THAT WOULD BENEFIT YOUR BOTTOM LINE?

WHERE DO YOU FORESEE CAP RATES HEADING ACROSS WESTERN CANADA OVER THE NEXT 12 MONTHS?

WHAT STEPS NEED TO BE TAKEN TO TACKLE AFFORDABILITY IN THE MAJOR CITIES WITHIN THE RENTAL HOUSING PORTION OF THE MARKET?

WHAT HAS BEEN YOUR BIGGEST SURPRISE THAT EMERGED FROM MANAGING & OPERATING MULTI-RESIDENTIAL ASSETS OVER THE PAST 18 MONTHS?

WHAT ADVICE WOULD YOU GIVE SOMEONE WHO IS JUST STARTING CAREER IN THE MULTI-RESIDENTIAL SECTOR?

WHAT IS YOUR ORGANIZATION DOING WITH RESPECT TO HAVING A DIVERSE AND INCLUSIVE WORKPLACE TODAY AND INTO THE FUTURE?

TOP THOUGHTS FROM:
Peter Altobelli • Stephanie Barcham • Mike Buccì • Samuel Dean • Shenoor Jadavji • David Smith

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In 2021 Yardi introduced artificial intelligence (AI) within our applications that drive omni-channel bots, self-guided tours, and smart home integration, to help address emerging consumer needs. These tools will provide businesses with additional insights into their prospect's behaviour throughout the lead to lease cycle. From the amount of time spent touring in a unit, the renters amenity preferences, and their questions, are all integrated into a CRM solution that is easily accessible by your leasing teams. Once that applicant becomes a tenant, they will benefit from IoT technology, like smart locks, lights, and thermostats, within their unit to simplify their living experience and this will enhance their loyalty with the property owner. Residential businesses that implement these technologies are better equipped to ease labour constraints, improve the customer experience, and move the overall leasing process along faster and will lower costs.

Peter Altobelli, Vice President, Sales & General Manager, Yardi Canada Ltd.

5G enabled smart suites, water leak sensors, parcel rooms in-lieu of parcel services.

Bradyn Arth, Senior Vice President, Investments, Institutional Property Advisors

Replacing combined heating/cooling with individual mini split systems that the tenant pays for direct use and lowers operating costs.

Mike Buccì, Vice President, Buccì Developments

Some of the smart-home technologies in the market today have been extremely beneficial to us as developers. Leak detection systems in suites has been one key item that has saved significant costs from water damage, which would otherwise be undetected. Innovations such as Smart Intercom Panels, Keyless Suite Entry Systems, and Smart Thermostats also play a positive role by increasing tenant security and reducing energy costs throughout our projects.

Dan Demers, Vice President, Real Estate Development, The RMS Group

Programming and more elements being taken from the hospitality industry, are two of the hot button items that I am hearing about most. Programming helps to create a sense of community within the building, and with cooperating local businesses through rewards or point systems. This leads to greater retention rates. Hospitality features such as keyless door pads are very cost-effective in the long run.

Jandip Deol, Principal, Multi-Family, Avison Young

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Housing affordability across Canada is a very hot topic right now. What steps do you think need to be taken in order to tackle affordability in the major cities within the rental housing portion of the market?

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Accessing government backed initiatives and financing solutions in a timely manner among other solutions. However, this doesn't just stop with CMHC. Local municipalities need to put a greater emphasis on their own internal permitting process. If the development industry could actually deliver the product earmarked within their development pipeline without extensive delays to bureaucracy, the natural supply/demand equilibrium could be achieved. With immigration forecast to increase in the coming years, we would expect this backlog to continue. I've even heard stories of private industry offering to pay the salaries for development officers in resource limited communities. Additionally, Edmonton's elevated property taxes negatively impact project value and may work to reduce the number of projects being built, negatively impacting supply and thus negatively impacting affordability. Calgary's taxes are 30% lower and developers make decisions where to build based on those figures.

Bradyn Arth, Senior Vice President, Investments, Institutional Property Advisors

CMHC exists for a single reason: to make housing affordable for everyone in Canada. Our bold aspiration is that by 2030, everyone in Canada has a home that they can afford and that meets their needs. Affordable housing for all is an ambitious goal, and we can't do it alone. Canada Mortgage and Housing Corporation (CMHC) is proud to be leading the National Housing Strategy (a 10-year, \$72+ billion plan that will give more Canadians a place to call home) and is working with key partners to maximize results for Canadians.

The National Housing Strategy re-establishes the federal government's leadership role with a long-term vision for housing, clear goals and ambitious targets, significant new investments, and a focus on partnerships to achieve more. Additionally, our new Multi-Unit Mortgage Loan Insurance product, MU Select (www.cmhc.ca/MUSelect OR www.schl.ca/APHSelect), was designed to preserve existing rental stock as well as increase the overall supply of rental units. It prioritizes and incentivizes affordability with a secondary priority of climate and a third priority of accessibility. MU Select will help CMHC expand the impact of Mortgage Loan Insurance to reach our aspiration.

Stephanie Barcham, Account Manager, Client Relations, Financial Institutions, CMHC-SCHL
Pichu Kalyniuk, Manager, Client Relations, Financial Institutions, CMHC-SCHL

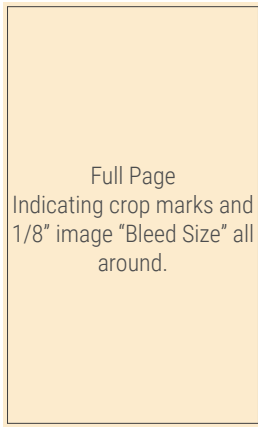
Massive supply increases, and the many policies (approvals, trades, financing, taxes) that would be required to enable this.

Mike Buccì, Vice President, Buccì Developments

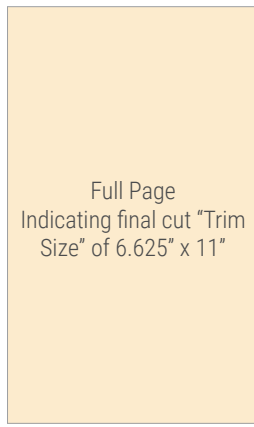
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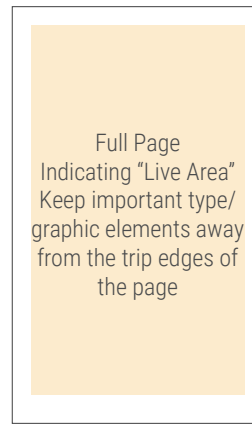
AD MECHANICAL REQUIREMENTS



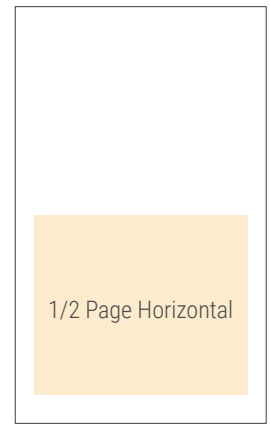
Bleed Size
6.875" x 11.25"



Trim Size
6.625" x 11"



Live Area
5.625" x 10"



1/2 Page
5.625" x 4.75"

DESCRIPTION	SIZE		
	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

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