

CANADIAN APARTMENT INVESTMENT REPORT

Media Kit 2020

THE CANADIAN RESOURCE FOR MULTI-UNIT RESIDENTIAL INVESTORS

Read by Decision-Making Canadian Senior Executives • Tap into the Real Estate Market
Smarter Business - Better Real Estate Management

CANADIAN APARTMENT INVESTMENT REPORT

The Report is a circulation-controlled 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

REACH A PRE-QUALIFIED CAPTIVE AUDIENCE!

This four-colour, glossy magazine will be distributed to the delegates attending the Canadian Apartment Investment Conference. The publication will also reach additional key participants in the apartment sector across Canada.

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

72% of Readers are Senior Executives & Decision Makers

2020 PUBLISHING SCHEDULE

Schedule	Advertising Closing	Material Deadline	Publish Date
September 2020	August 17, 2020	August 21, 2020	September 9, 2020

2020 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 4,500** NATIONAL

4,500** National				
Ontario	B.C.	Alberta	Quebec	Canada/U.S./Other
2550	600	900	550	400

* Multiple Issue Discounts Applied

**Hard copy print not including online version

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

MORE INFORMATION

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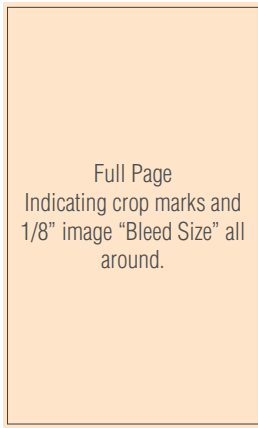
Website: realestateforums.com

ADDED BONUS EXPOSURE!

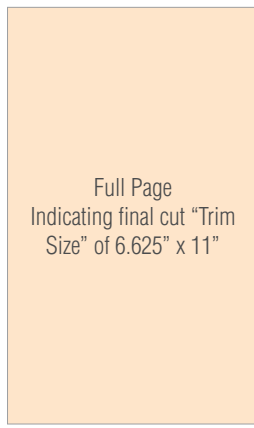
Digital version of the magazine will be available on The Real Estate Forums Portal and distributed through the monthly Newsletter

2,000 digital copies viewed per each issue

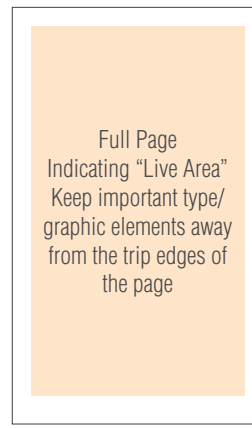
AD MECHANICAL REQUIREMENTS



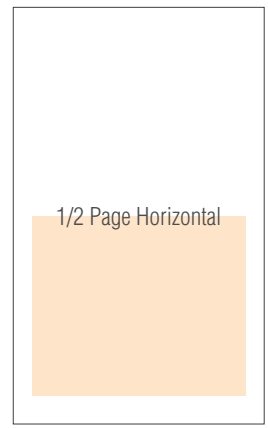
Bleed Size
6.875" x 11.25"



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 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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