

CANADIAN  
**Apartment**

PART OF THE  
**REMI**  
NETWORK

# 2022 MEDIA KIT

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Connecting your Brand  
with Canada's Leading  
Rental Housing Owners  
and Managers

- **INFORMATIVE**
  - **EMPOWERING**
  - **TRUSTED**
- 



2019: WINNER AND FINALIST  
2018: WINNER AND FINALIST  
2017: WINNER  
2016: FINALIST  
2015: WINNER AND FINALIST

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# Full-service Marketing Solutions that Make an Impact.

Showcase your brand to the industry's most engaged audience by leveraging Canadian Apartment's 30-year history and long-standing real estate industry connections.

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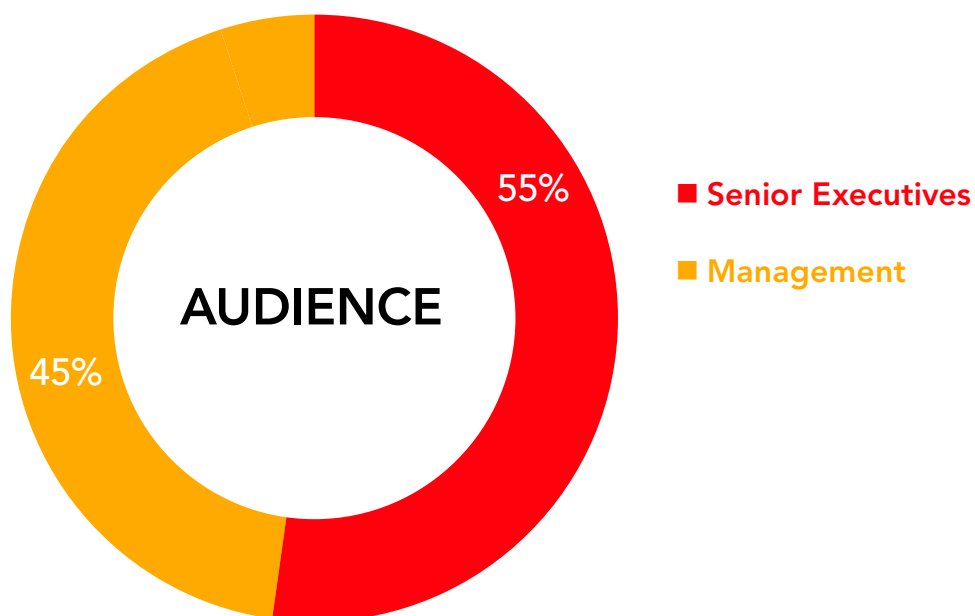
# Our Network is Your Audience

**22,000**  
**RENTAL HOUSING**  
**OWNERS AND**  
**MANAGERS.**

Canadian Apartment can connect your product or service to individuals and organizations who develop, own, manage, operate and maintain properties across Canada.

## OUR AUDIENCE REPRESENTS THE FOLLOWING TYPES OF PROPERTIES:

- High Rise
- Low/Mid rise
- Student Housing
- Affordable Housing
- Social Housing



# The REMI Network Strengthens our Community.

**REMI**  
NETWORK.COM

REAL ESTATE MANAGEMENT INDUSTRY NEWS  
INFORMATIVE • EMPOWERING • TRUSTED

THE REMI NETWORK ACTS AS A GATEWAY  
TO SEVEN OF OUR INDUSTRY-LEADING BRANDS, INCLUDING:

CANADIAN  
**PROPERTY**  
MANAGEMENT

CANADIAN  
**Apartment**

**CONDOBUSINESS**

**CFM&D**  
CANADIAN FACILITY MANAGEMENT & DESIGN

**FCM** FACILITY  
& CLEANING &  
MAINTENANCE

**CONSTRUCTION BUSINESS**  
BC & ALBERTA'S CONSTRUCTION MAGAZINE

**DQ**

OUR REACH INCLUDES:

**PRINT**  
**100,000+**  
Readers

**WEB**  
**60,000+**  
Page Views monthly

**E-NEWS**  
**26,000+**  
Subscribers

**SOCIAL MEDIA**  
**20,000+**  
Followers

# PRINT ADVERTISING

# 18,000+

## ACTIVE INDUSTRY READERS

Canadian Apartment Magazine has provided direction and insight for effective, efficient and profitable property management in Canada's rental housing industries for more than 30 years.  
Circulated to 7,000 subscribers six times per year.

## 2022 PRINT EDITORIAL SCHEDULE

ISSUE	THEME	SPOTLIGHT	TOPIC COVERED	BOOKING DEADLINE
JAN/FEB	RETROFITS AND CURB APPEAL	MAC Award Winners/Springfest	Balconies, interiors, exteriors, grounds keeping, parking and security	January 25 <sup>th</sup>
MARCH/APRIL	ENERGY		Energy management, building envelopes, waste reduction, roofing, water usage	March 24 <sup>th</sup>
MAY/JUNE	INDUSTRY ANALYSIS	Who's Who	Real estate issues, market analysis, vacancy rates, leasing tools, occupancy techniques	May 27 <sup>th</sup>
JULY/AUG	AMENITIES		Laundry rooms, fitness rooms, lobbies, swimming pools, party rooms, roof top patios and green spaces	July 22 <sup>nd</sup>
SEPT/OCT	FINANCE		Accounting, insurance, budgeting, legal matters, market information	September 21 <sup>st</sup>
NOV/DEC	TECHNOLOGY	PM Expo	Property management software, building technologies, elevators, tenant portals, new trends and products	November 3 <sup>rd</sup>

### OTHER HOT TOPICS

Benchmarking and target-setting, change management and market transformation, innovation and emerging technologies, planning and development.

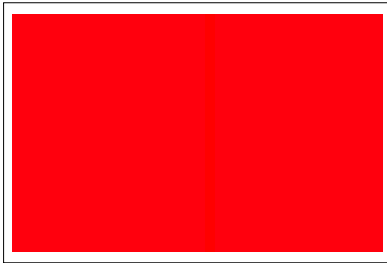
## 2022 PRINT ADVERTISING

	1 Issue Rate	3 Issue Rate	6 Issue Rate	Premium Positions	1 Issue Rate	3 Issue Rate	6 Issue Rate
Double Page Spread	\$3,500	\$3,325	\$2,975	Outside Back Cover	\$2,875	\$2,731	\$2,588
Full Page	\$2,500	\$2,375	\$2,250	Inside Front Cover	\$2,750	\$2,613	\$2,475
2/3 Page	\$2,300	\$2,185	\$1,955	Inside Back Cover	\$2,625	\$2,494	\$2,363
1/2 Page Island	\$1,995	\$1,895	\$1,795	Table of Contents Banner	\$1,595	\$1,515	\$1,436
1/2 Page Horizontal/Vertical	\$1,795	\$1,705	\$1,615	Editor's Note Banner	\$1,595	\$1,515	\$1,436
1/3 Page Square/Vertical	\$1,595	\$1,515	\$1,435				
1/4 Vertical	\$1,395	\$1,325	\$1,255	<b>Specialty Print Products</b>			
1/6 Page Horizontal/Vertical	\$995	\$945	\$850	Over Cover	price varies based on issues pre-printed		
Box Ad	\$795	\$755	\$680	Post Card Pull-Out	price varies based on issues pre-printed		
				Polybag Insert	price varies based on weight & size of insert		

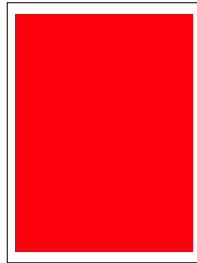
All rates include 4 colour charge.  
All rates are net.

\*many other options available

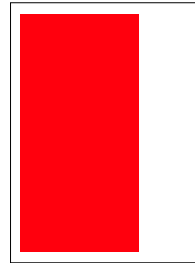
# PRINT SPECIFICATIONS



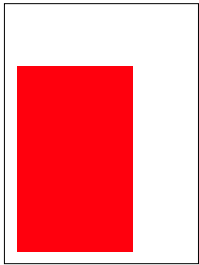
**DOUBLE PAGE SPREAD**  
BLEED: 16.5" x 11.125"  
TRIM: 16.25" x 10.875"



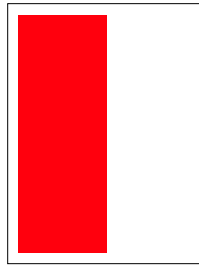
**FULL PAGE**  
BLEED: 8.375" x 11.125"  
TRIM: 8.125" x 10.875"



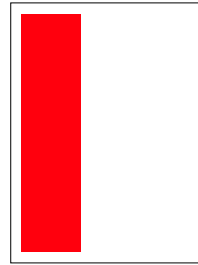
**2/3 PAGE**  
4.563" x 9.563"



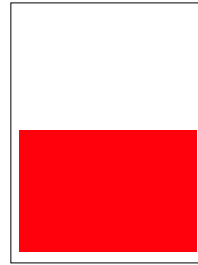
**1/2 ISLAND**  
4.563" x 7.375"



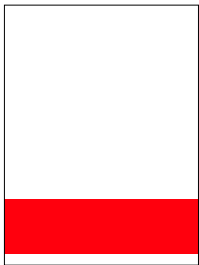
**1/2 VERTICAL**  
3.375" x 9.563"



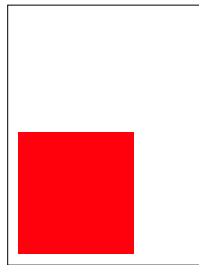
**1/3 VERTICAL**  
2.25" x 9.563"



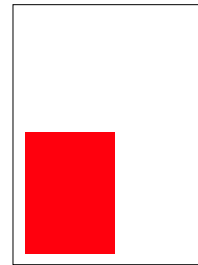
**1/2 HORIZONTAL**  
7.125" x 4.75"



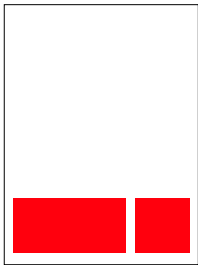
**BANNER**  
BLEED: 8.375" x 2.25"  
TRIM: 8.125" x 2.25"



**1/3 SQUARE**  
4.563" x 4.75"



**1/4 PAGE**  
3.375" x 4.75"



**1/6 PAGE BOX**  
4.75" x 2.25" 2.25" x 2.25"

## DIGITAL FILES:

Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign CS6, and Adobe Illustrator CS6 files, if all graphics and fonts are also included.

We cannot accept ads created in QuarkXpress, Microsoft Word and Publisher.

If using a newer version than CS6, please save the file down.

Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

## FTP INFORMATION:

Host: ftp3.mediaedge.ca  
Username: me\_cpm\_ad (ads) OR me\_cpm\_ed (editorial)  
Password: artwork (ads) OR production (editorial)

## DIGITAL FILES (SEND TO):

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Published by

**MediaEdge**

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Toll Free: 866-216-0860

# SPONSORED CONTENT

## YOUR CONTENT, OUR READERS

Let us position you as the expert in your field with the valuable content you have to offer. We will help you create and deliver information by partnering you with an industry writer.

Become a trusted source and industry leader with the REMI Network Sponsored Content Program.

**AVERAGE TIME SPENT READING OUR SPONSORED**

**CONTENT IS 3-4 MINUTES.**

### BENEFITS OF SPONSORED CONTENT

1. Direct targeted reach
2. Access to a professional writer
3. Multi-channel promotion
4. Backlinks & PR increase brand strength
5. Measurable results
6. Design included

### PRINT



- A** Double Page Spread  
Maximum 900 words, images, and logo. **\$4,000**
- B** Sponsored Column  
Maximum 150 words and logo. **\$1,800**

### ONLINE



**C** Industry Insights **\$3,000**

Includes the following:

- 1 Always in Front**  
Clickable headlines are displayed on the home page of the REMI Network.
- 2 Industry Leader**  
Article teasers are expanded on the Canadian Apartment page for 30 days and available in the archives for a minimum of 12 months.
- 3 Expanded Content**  
Photo, full feature (up to 600 words written by an industry writer) and a link back to your site are posted – with no time restrictions.
- 4 Expanded Reach**  
Your Industry Insight article gets sent out to our Canadian Apartment readership online through our industry-leading E-Newsletter.

### SPONSORED CONTENT CAMPAIGNS

Campaign 1	Double Page Spread + Industry Insight	\$5,500
Campaign 2	Sponsored Column + Industry Insight	\$3,500

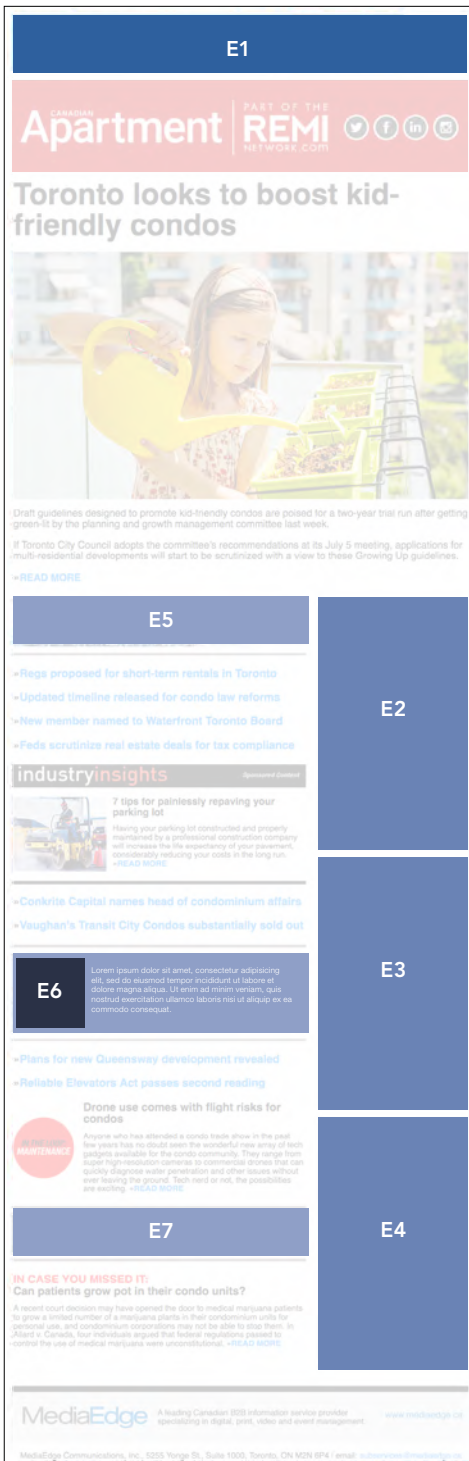
All rates are net.

# E-NEWS ADVERTISING

Canadian Apartment e-news delivers timely, relevant industry news on a bi-weekly basis, equipping our more than **4,500 subscribers** with the information they need to remain current in this fast-paced industry.

**31%**  
AVERAGE OPEN RATE

**4,500+**  
CASL-APPROVED  
SUBSCRIBERS



## BENEFITS OF E-NEWS ADVERTISING

1. Reach our opt-in subscriber list
2. Targeted distribution to buyers
3. Guaranteed semi-monthly frequency
4. Limited ad spaces ensure high visibility

## 2022 RATES

	Digital Specs	Quarter
<b>E1</b> Top Leaderboard	728 x 90 pixels	\$3,000
<b>E2</b> Top Skyscraper	240 x 400 pixels	\$2,550
<b>E3</b> Middle Skyscraper	240 x 400 pixels	\$2,325
<b>E4</b> Bottom Skyscraper	240 x 400 pixels	\$2,175
<b>E5</b> Top Banner	468 x 60 pixels	\$2,325
<b>E6</b> Featured Product or Service <i>*Company logo and up to 40 words of text</i>	125 x 125 pixels	\$1,875
<b>E7</b> Body Banner	468 x 60 pixels	\$1,688

All ads must be 72 DPI gif or jpg only RGB. No animated ads for e-news.

All rates are net.

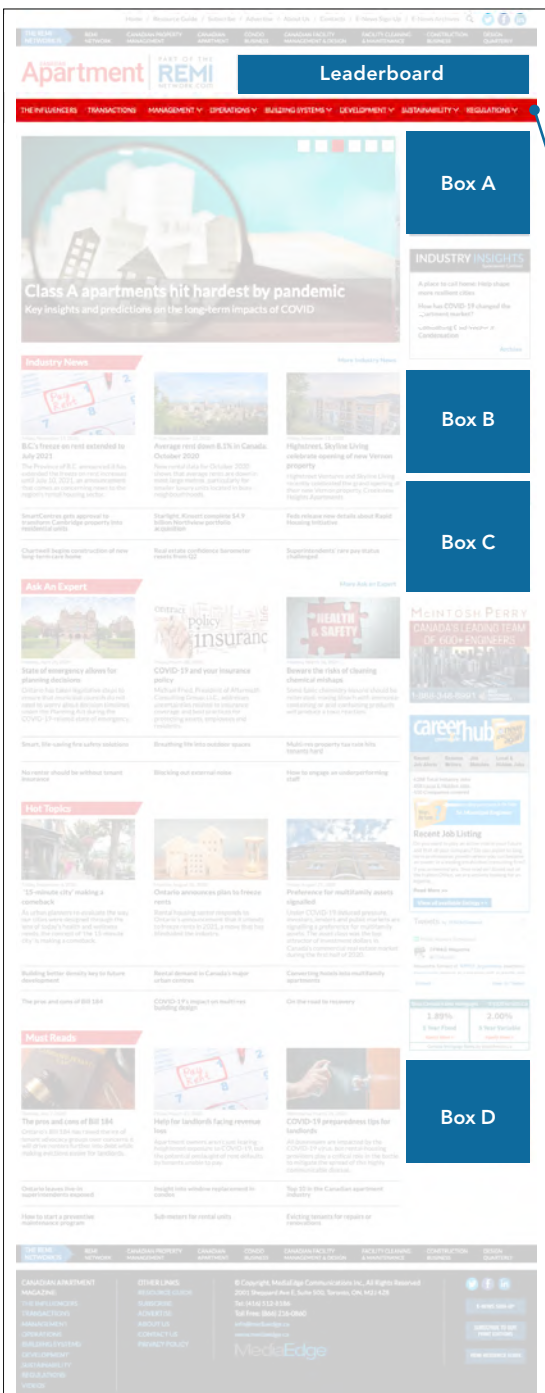


# WEBSITE ADVERTISING

**10,000+**  
**AD IMPRESSIONS**  
**PER CAMPAIGN**

Canadian Apartment is part of the REMI Network. Position your ads within our industry-leading websites to strengthen your brand and increase your company's visibility. We get more than 70,000 page views per month across the REMI Network.

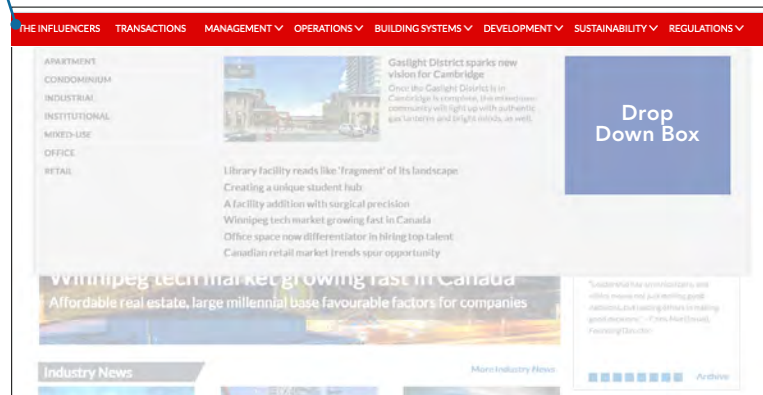
## Canadian Apartment Magazine website



## BENEFITS OF WEBSITE ADVERTISING

1. Reach our entire online audience
2. Credible source of content
3. Daily exposure with relevance
4. Adaptable interactive ads
5. Measurable results

### (DROP DOWN MENU)



## 2022 RATES

	Positions	Quarter
Campaign 1	Leaderboard & Box B (728 x 90 pixels & 300 x 250 pixels)	\$2,450
Campaign 2	Box A & Box C (300 x 250 pixels)	\$2,250
Campaign 3	Box D & Drop Down Box (300 x 250 pixels)	\$2,250

All ads must be 72 DPI gif or jpg only RGB

All positions have a maximum of 4 ads

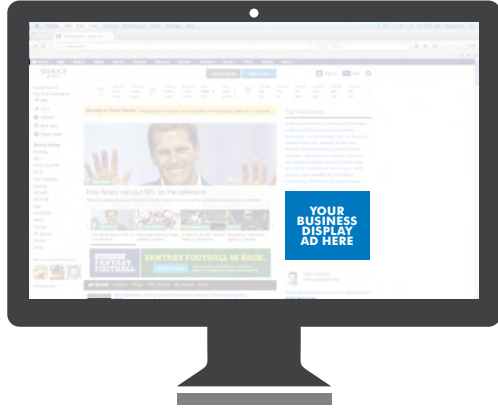
All rates are net

# PROGRAMMATIC ADVERTISING

## All campaigns include:

- Reporting & Analytics
- Campaign Manager
- Custom Campaign Creation and Technical Build-Out of Micro-Campaigns

- Guaranteed Impression Delivery
- Complimentary Creatives
- Manual & Auto-Optimizations



## SMART DISPLAY

ANNUAL PROGRAMS START AT  
**\$500/MONTH**

REMI Smart Display is a programmatic marketing campaign that gives your company's advertising strategy the edge of being at the right place at the right time within the commercial and residential property management sector.

MediaEdge partners with top-performing programmatic suppliers to stay connected with the highest quality ad exchanges and data inventories, giving you the power to target your niche audiences online on almost any website they visit. Advertise with the confidence that you are making a valuable impression at the right time.

Identify and target niche audiences

- Visiting your website
- Researching online
- Reading industry articles online
- Entering and leaving websites of interest
- Visiting physical locations of interest

*An average of 1,700 online display ads are seen each month. Take advantage of our specialized team and technology to target ads to your customers more often.*

## SMART CHANNEL PREMIUM AUDIENCE DATA

ANNUAL PROGRAMS START AT  
**\$500/MONTH**

Smart Channel gives you the ability to retarget our premium Canadian Apartment subscriber and readership data. Using only our site retargeting tactic, we retarget individuals who have interacted or visited the Canadian Apartment website.

Promote your products and services with confidence. You are reaching our engaged Canadian Apartment professionals with frequency to complement your other premium placement campaigns.

Keep in  
touch  
everywhere



# SOCIAL MEDIA MANAGEMENT

Whether it's a full online community or a simple presence on a specific channel, we're here to help you grow your business.

ANNUAL PROGRAMS START AT  
**\$1,300/MONTH**

## How will we help?

Our social media program will support your business development and customer engagement. Here are three ways social media can help you achieve your goals.



*Increasing website traffic*



*Building your brand and attracting customers*



*Customer support and outreach*

We know your industry is unique. We'll identify which social channels will work for you, where the influencers are on those channels and develop a content strategy to pull those audiences in and expand your network.

# CONTENT SEO



## What is SEO?

SEO stands for "search engine optimization." It is the process of getting traffic from organic, natural search results from search engines.

Content SEO works hand-in-hand with social media, strengthening your other social media channels with longer-form messages while driving traffic to your website.

Content is the most crucial component of your website's SEO strategy.

A professional content team can drive traffic to your website by creating keyword-rich, informative posts that position your company as a thought leader.

# PAID PROMOTIONALS CAMPAIGNS

## GOOGLE ADWORDS

CAMPAIGN INVESTMENT STARTS AT  
**\$500/MONTH**  
(minimum six-month commitment)

Get in front of customers when they're searching for businesses similar to yours on Google Search and Maps through Google AdWords- A pay-per-click service offered by Google for businesses wanting to display ads on the world's premier search engine. The Search Ads program enables businesses to set a budget for advertising and only pay when people click the ads. The ad service is largely focused on keywords.

- Attract customers instantly
- Find out what triggers conversions
- You control your advertising costs
- Find customers who search for your services

## PROGRAM HIGHLIGHTS

- Google suite Certified Campaign manager assigned to each account. One point of contact for all queries and discussions.
- Up-To-Date on industry best practices and Google Product Changes/Updates.
- Customer Service: All queries will be addressed within four to 24 hours, based on the priority.
- Beta testing analysis and implementation.
- Manual bidding at keyword and Ad Group level
- Target audiences – using all the available optimization tools & techniques
- Quality-Score driven setup and optimization
- Comprehensive bi-monthly reporting + Custom Report from Google Ads and Google Analytics
- Real-time dashboard monitoring

## PAID SOCIAL CAMPAIGNS

CAMPAIGN INVESTMENT STARTS AT  
**\$500/MONTH**  
(minimum six-month commitment)

Reach new audiences and continue to engage current prospects through a customized multi-platform social media advertising program designed by our experts to deliver your thought leadership and industry expertise through the various social media channels.

## PROGRAM HIGHLIGHTS

- Dedicated account manager
- Detailed monthly performance reports
- Strategic performance based optimizations conducted by account manager
- All social media ads are tracked, measured and analyzed for improvements
- Up to 8 sets of ad creative flighted simultaneously (mobile & desktop)
- Thorough A/B testing for each ad creative set



**The Commercial Real Estate Industry is facing challenges on multiple fronts but we know we will weather the storm.**

**Let us help you grow your business by developing a strategy that leverages our collective wisdom, products and services.**

For more information on our marketing solutions, call or email:

**Director & Group Publisher**

**Sean Foley**

416-512-8186 ext. 225 | C: 416-407-9804

seanf@mediaedge.ca

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To access all of our other media kits, please visit

[www.remimarketing.ca](http://www.remimarketing.ca)

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