

CANADIAN
Apartment

PART OF THE
REMI
NETWORK.COM

2024 MEDIA KIT

CONNECTING YOUR BRAND
with Canada's Leading Rental
Housing Owners and Managers

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



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.

PRINT ADVERTISING

Print ads that deliver results.

Deliver your message to 17,500 active industry readers six times per year.

SPONSORED CONTENT

Sponsored content that engages your customers in print and online.

We'll partner you with one of our award-winning writers.

CORPORATE PODCASTS

Corporate podcasting is a great way to amplify your brand.

Podcast will improve you SEO and generate content for your social media.

E-NEWS ADVERTISING

E-news ads that reach active readers on a bi-weekly basis.

31% open rate and more than 3,000 CASL-approved subscribers.

WEBSITE ADVERTISING

Website advertising that makes an impression.

More than 10,000 ad impressions per campaign.

PROGRAMMATIC ADVERTISING

Programmatic advertising that connects the dots.

We will find and connect you to the client base that you are not reaching.

SOCIAL MEDIA MANAGEMENT

Social media management that gets attention.

We are here to help you grow your business.

PAID PROMOTIONAL CAMPAIGNS

Paid promotional campaigns that optimize results.

From Google AdWords to social media campaigns, our experts can optimize your results.

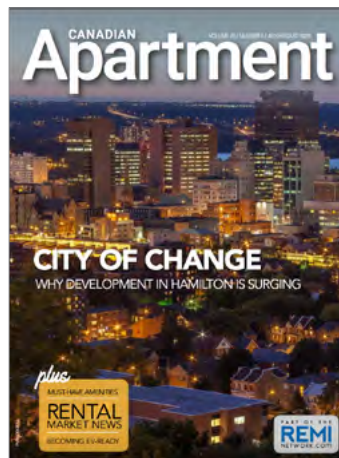
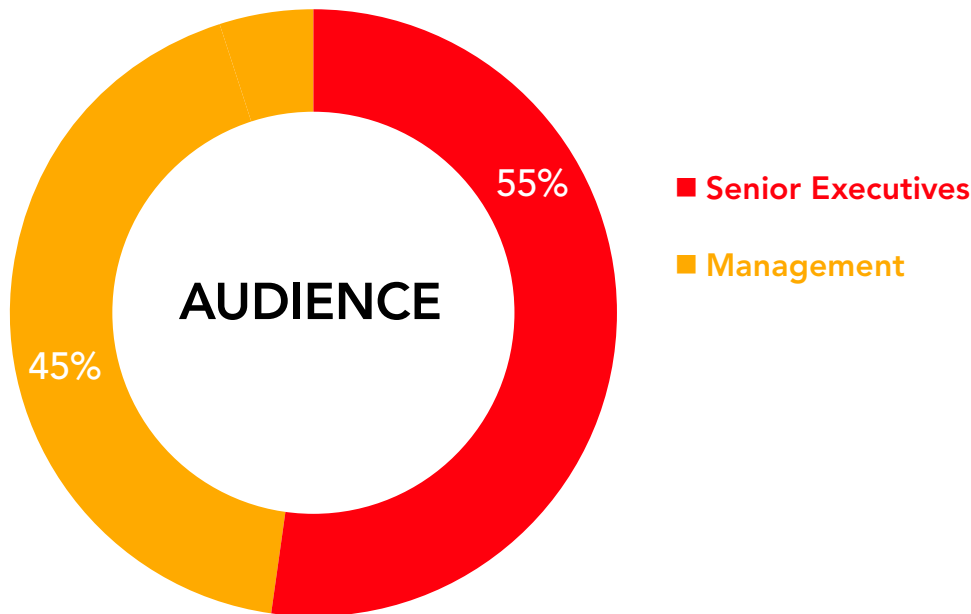
OUR NETWORK IS YOUR AUDIENCE

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

22,000
RENTAL HOUSING
OWNERS AND
MANAGERS.



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
DESIGN QUARTERLY

OUR REACH INCLUDES:

PRINT
100,000+
Readers

WEB
60,000+
Page Views monthly

E-NEWS
23,000+
Subscribers

SOCIAL MEDIA
20,000+
Followers

PRINT ADVERTISING

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.

17,500+

ACTIVE INDUSTRY READERS

2024 PRINT EDITORIAL SCHEDULE

ISSUE	THEME	SPOTLIGHT	TOPIC COVERED	BOOKING DEADLINE
JAN/FEB	RETROFITS AND CURB APPEAL	MAC Award Winners	Balconies, interiors, exteriors, grounds keeping, parking and security	January 25 th
MARCH/ APRIL	ENERGY	Springfest	Energy management, building envelopes, waste reduction, roofing, water usage	March 22 nd
MAY/JUNE	INDUSTRY ANALYSIS	Who's Who	Real estate issues, market analysis, vacancy rates, leasing tools, occupancy techniques	May 29 th
JULY/AUG	AMENITIES		Building trends, fitness rooms, lobbies, swimming pools, party rooms, roof top patios and green spaces	July 24 th
SEPT/OCT	FINANCE		Accounting, insurance, budgeting, legal matters, market information	September 20 th
NOV/DEC	TECHNOLOGY	PM Expo	Property management software, building technologies, elevators, tenant portals, new trends and products	November 6 th

OTHER HOT TOPICS

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

2024 PRINT ADVERTISING

	1 Issue Rate	3 Issue Rate	6 Issue Rate
Double Page Spread	\$3,500	\$3,375	\$3,250
Full Page	\$2,500	\$2,375	\$2,250
2/3 Page	\$2,300	\$2,185	\$1,955
1/2 Page Island	\$1,995	\$1,895	\$1,795
1/2 Page Horizontal/Vertical	\$1,795	\$1,705	\$1,615
1/3 Page Square/Vertical	\$1,595	\$1,515	\$1,435
1/4 Vertical	\$1,395	\$1,325	\$1,255
1/6 Page Horizontal/Vertical	\$995	\$945	\$850
Box Ad	\$795	\$755	\$680

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

Premium Positions	1 Issue Rate	3 Issue Rate	6 Issue Rate
Outside Back Cover	\$2,900	\$2,700	\$2,550
Inside Front Cover	\$2,750	\$2,600	\$2,450
Inside Back Cover	\$2,625	\$2,500	\$2,350
Table of Contents Banner	\$1,600	\$1,500	\$1,400
Editor's Note Banner	\$1,600	\$1,500	\$1,400

Specialty Print Products

Over Cover	price varies based on issues pre-printed
Post Card Pull-Out	price varies based on issues pre-printed
Polybag Insert	price varies based on weight & size of insert

*many other options available

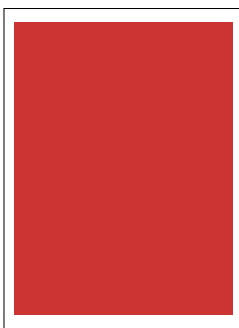
PRINT SPECIFICATIONS



DOUBLE PAGE SPREAD

BLEED: 16.5" x 11.125"

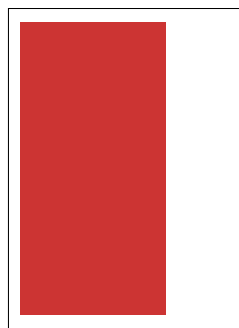
TRIM: 16.25" x 10.875"



FULL PAGE

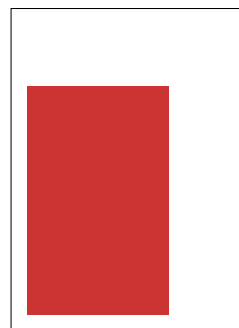
BLEED: 8.375" x 11.125"

TRIM: 8.125" x 10.875"



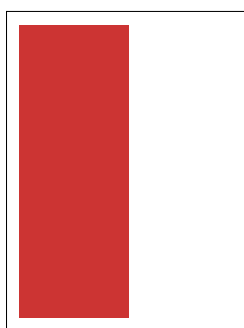
2/3 PAGE

4.563" x 9.563"



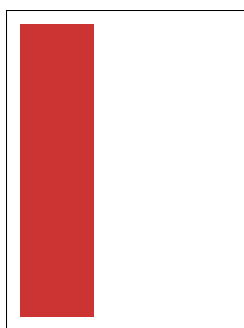
1/2 ISLAND

4.563" x 7.375"



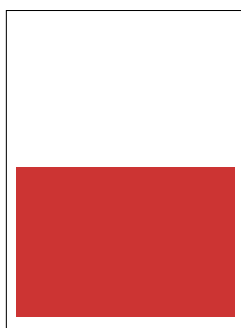
1/2 VERTICAL

3.375" x 9.563"



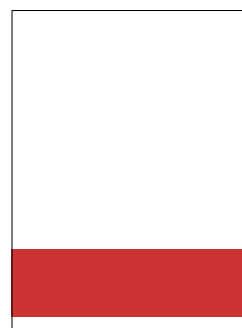
1/3 VERTICAL

2.25" x 9.563"



1/2 HORIZONTAL

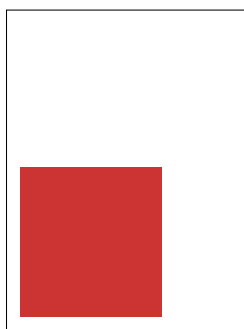
7.125" x 4.75"



BANNER

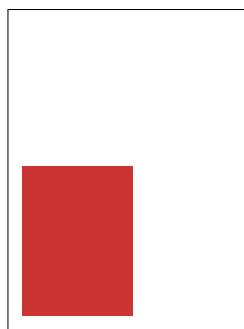
BLEED: 8.375" x 2.25"

TRIM: 8.125" x 2.25"



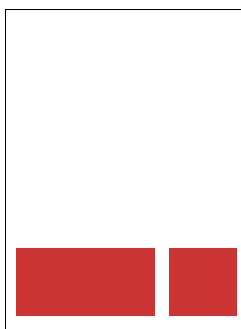
1/3 SQUARE

4.563" x 4.75"



1/4 PAGE

3.375" x 4.75"



1/6 PAGE

4.75" x 2.25"

BOX

2.25" x 2.25"

Director & Group

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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):

Production

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Toronto, ON M2J 4Z8

416-512-8186 ext. 263

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.

PRINT



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



Double Page Spread
Maximum 900 words, images, and logo.

Sponsored Column
Maximum 150 words and logo.

DIGITAL



- 1 **Clickable headlines** are displayed on the home page of the REMI Network.
- 2 **Article teasers are expanded** on the Canadian Apartment Management home page.
- 3 **Content is Archived** on the REMI network with no time restrictions.
- 4 Your article gets **sent out in the Canadian Apartment Management Newsletter** and **shared on our Social Media channels**.

VIDEO & AUDIO



Every Video and Audio includes:

- Podcast up to 20 minutes
- A professional host
- Intro/Extro music
- All production and editing
- Distribution to all major platforms

SPONSORED CONTENT PACKAGES

CAMPAIGN 1.....PRINT + DIGITAL + VIDEO & AUDIO..... **\$6,000**



CAMPAIGN 2PRINT + DIGITAL..... **\$5,000**



CAMPAIGN 3DIGITAL + VIDEO & AUDIO..... **\$3,500**



PODCASTING



CORPORATE PODCAST IS A GREAT WAY TO AMPLIFY YOUR BRAND AND POSITION YOUR BUSINESS AS A THOUGHT LEADER.

The simple advantage to podcasting is it gives potential clients the opportunity to learn more about your business, products or services when it is most convenient for them.

PODCASTING WILL IMPROVE YOUR SEO AND GENERATE CONTENT FOR YOUR SOCIAL MEDIA.

- Google has integrated indexing of audio content. Your podcasts can appear in search results. Episodes may turn up in any search, not just when users are specifically looking for podcasts.
- We will ensure your podcast contains the target keywords your audience is searching for. Throughout your script, we will naturally use your keywords which is critical for an optimal SEO strategy
- Social media platforms have become optimized for video in recent years. Short, bite-sized clips of your video podcast will increase your content's shareability and reach on social media.

EVERY PODCAST INCLUDES:

- Professional host
- 15 to 20 minute show
- Professional intro/extra music
- All production and editing
- Files provided for your website
- Distribution on all major platforms (Apple, Google, Spotify, Stitcher, Youtube and many more).

PODCAST CAMPAIGNS

6 Audio only Podcast	\$6500
6 Video Podcast	\$9000

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 **3,000 subscribers** with the information they need to remain current in this fast-paced industry.

31%

AVERAGE OPEN RATE

3,000+

**CASL-APPROVED
SUBSCRIBERS**

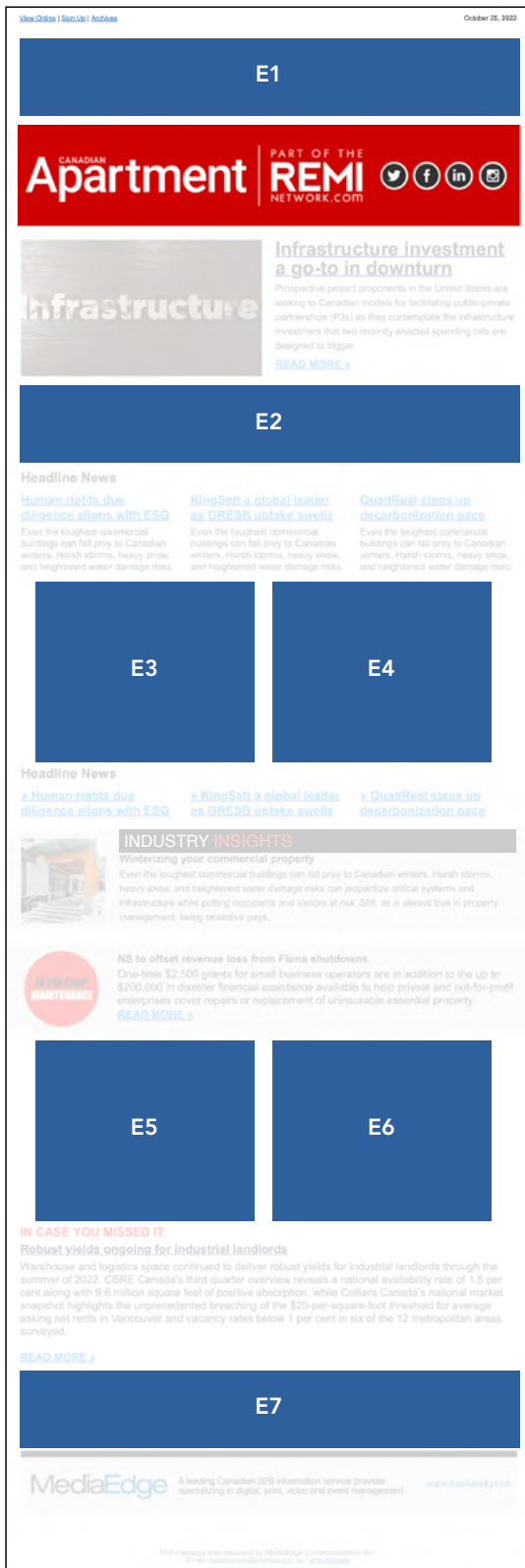
BENEFITS OF E-NEWS ADVERTISING

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

2024 RATES

	Digital Specs	Quarter
E1 Top Leaderboard	728 x 90 pixels	\$3,000
E2 Leaderboard	728 x 90 pixels	\$2,600
E3 Big Box	300 x 250 pixels	\$2,300
E4 Big Box	300 x 250 pixels	\$2,300
E5 Big Box	300 x 250 pixels	\$1,700
E6 Big Box	300 x 250 pixels	\$1,700
E7 Leaderboard	728 x 90 pixels	\$1,500

All ads must be 72 DPI gif or jpg only RGB. No animated ads for E-news. All rates are net.

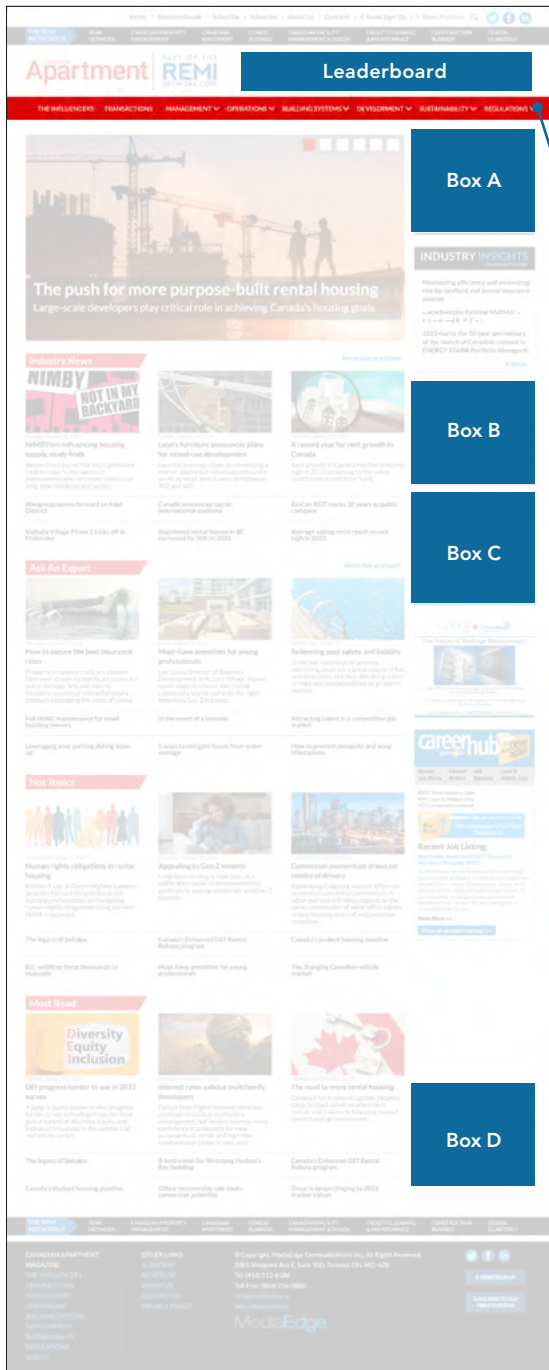


WEBSITE ADVERTISING

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.

10,000+
AD IMPRESSIONS
PER CAMPAIGN

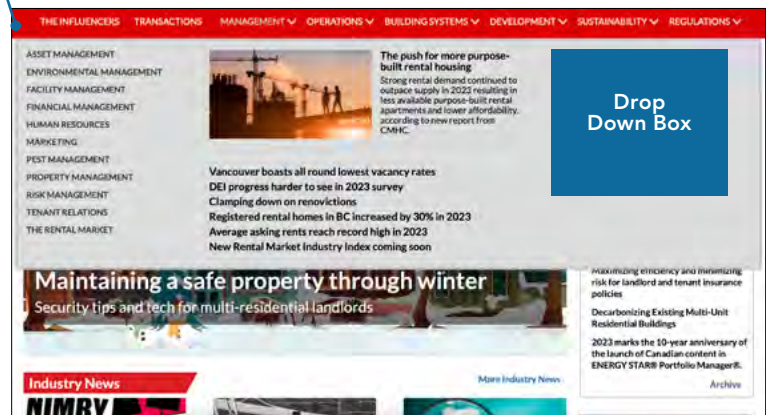
Canadian Apartment Magazine website



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)



2024 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
\$1,500/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:

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www.remimarketing.ca

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