

ONTARIO'S MOST WIDELY READ INDEPENDENT CONDOMINIUM MAGAZINE

# CONDOBUSINESS

PART OF THE  
**REMI**  
NETWORK.COM

## 2024 MEDIA KIT

### CONNECTING YOUR BRAND

with Condominium Managers, Board  
Members & Developers across Ontario

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- INFORMATIVE
- EMPOWERING
- TRUSTED



# FULL-SERVICE MARKETING SOLUTIONS THAT MAKE AN IMPACT.

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

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## PRINT ADVERTISING

Print ads that deliver results.

**Deliver your message to 6,250 active industry readers six times per year.**

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## SPONSORED CONTENT

Sponsored content that engages your customers in print and online.

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

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## CORPORATE PODCASTS

Corporate podcasting is a great way to amplify your brand.

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

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## E-NEWS ADVERTISING

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

**25% open rate and more than 3,000 CASL-approved subscribers.**

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## WEBSITE ADVERTISING

Website advertising that makes an impression.

**More than 10,000 ad impressions per campaign.**

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## PROGRAMMATIC ADVERTISING

Programmatic advertising that connects the dots.

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

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## SOCIAL MEDIA MANAGEMENT

Social media management that gets attention.

**We are here to help you grow your business.**

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## PAID PROMOTIONAL CAMPAIGNS

Paid promotional campaigns that optimize results.

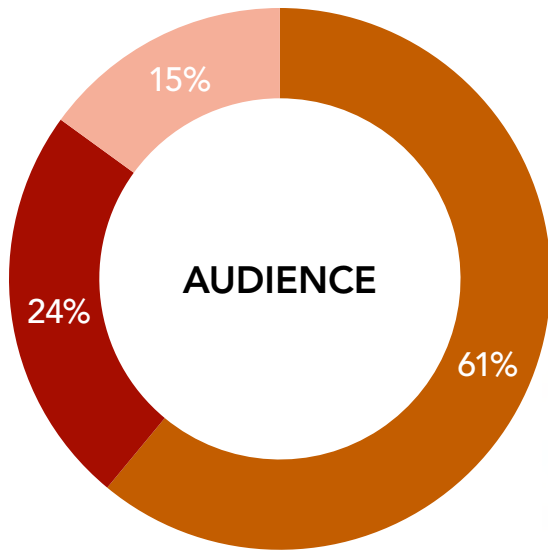
**From Google AdWords to social media campaigns, our experts can optimize your results.**

# OUR NETWORK IS YOUR AUDIENCE

CondoBusiness can connect your product or service to individuals and organizations who develop, manage, operate and maintain properties across Ontario.

## 11,250

**CONDOMINIUM  
MANAGERS  
BOARD MEMBERS  
AND DEVELOPERS.**



- 61% Board Members & Senior Executives
- 24% Property Managers
- 15% Developers

# 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**  
**23,000+**  
Subscribers

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

# PRINT ADVERTISING

# 6,250+

## ACTIVE INDUSTRY READERS

We have cultivated a targeted audience in the condominium industry including property managers, board members/senior executives and developers.

Circulated four times a year and with more than 2,500 subscribers per issue.

## 2024 PRINT EDITORIAL SCHEDULE

ISSUE	THEME	TOPICS COVERED	SPOTLIGHT	BOOKING DEADLINE
SPRING	SPRING MAINTENANCE & RENOVATIONS	Landscaping, amenities, pools, rooftops, fitness centres, repairs, project management, interiors and exteriors	PM Springfest	March 26 <sup>th</sup>
SUMMER	TECHNOLOGY	Software, new apps and trends, security, fire safety	Who's Who	June 3 <sup>th</sup>
FALL	ENERGY & SUSTAINABILITY	Waste and water reduction, retrofits, finances, heating and cooling, energy-efficient design	Condo Conference	September 30 <sup>th</sup>
WINTER	MANAGEMENT & HR	Professional development, best practices, qualifications	PM Expo	November 5 <sup>th</sup>

## OTHER HOT TOPICS

Legal, Regulations, Maintenance and Management, Tools & Tips for Condo Management  
+ Many MORE!

## 2024 PRINT ADVERTISING

	1 Issue Rate	2 Issue Rate	4 Issue Rate
Double Page Spread	\$3,038	\$2,886	\$2,734
Full Page	\$2,150	\$2,000	\$1,800
2/3 Page	\$1,850	\$1,700	\$1,600
1/2 Page Island	\$1,700	\$1,550	\$1,450
1/2 Page Horizontal/Vertical	\$1,600	\$1,500	\$1,400
1/3 Page Square/Vertical	\$1,000	\$900	\$800
1/4 Page Vertical	\$875	\$800	\$725
1/6 Page Horizontal/Vertical	\$750	\$700	\$650
Box Ad	\$500	\$475	\$450

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

Premium Positions	1 Issue Rate	2 Issue Rate	4 Issue Rate
Outside Back Cover	\$2,400	\$2,300	\$2,100
Inside Front Cover	\$2,300	\$2,200	\$2,000
Inside Back Cover	\$2,200	\$2,100	\$1,900
Table of Contents Banner	\$1,100	\$1,000	\$900
Editor's Note Banner	\$1,100	\$1,000	\$900

### 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



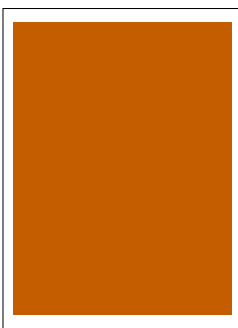
# PRINT SPECIFICATIONS



## DOUBLE PAGE SPREAD

BLEED: 16.5" x 11.125"

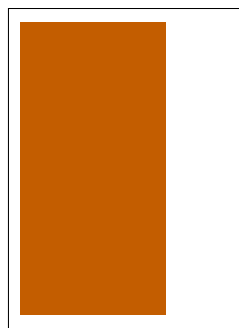
TRIM: 16.25" x 10.875"



## FULL PAGE

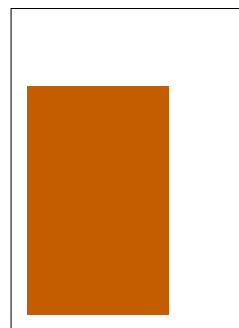
BLEED: 8.375" x 11.125"

TRIM: 8.125" x 10.875"



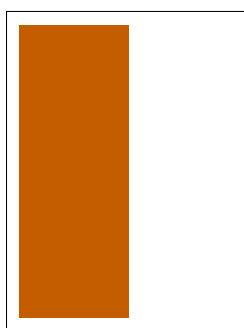
## 2/3 PAGE

4.563" x 9.563"



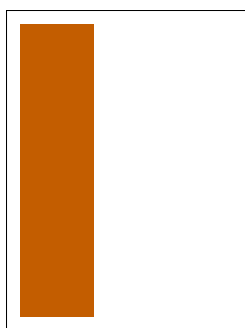
## 1/2 ISLAND

4.563" x 7.375"



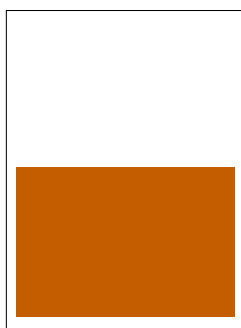
## 1/2 VERTICAL

3.375" x 9.563"



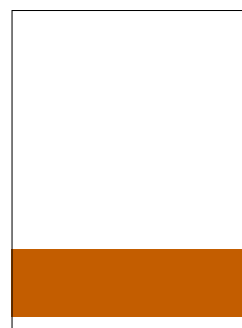
## 1/3 VERTICAL

2.25" x 9.563"



## 1/2 HORIZONTAL

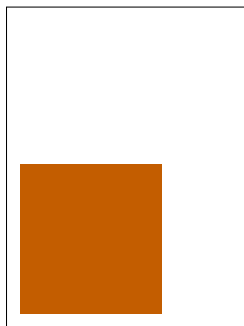
7.125" x 4.75"



## BANNER

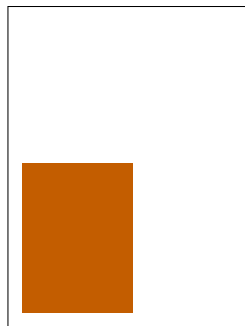
BLEED: 8.375" x 2.25"

TRIM: 8.125" x 2.25"



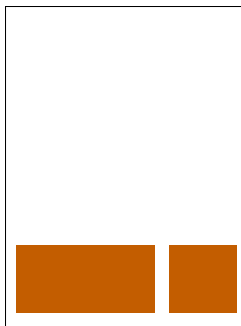
## 1/3 SQUARE

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

### Publisher

Sean Foley

416-512-8186 ext. 225

seanf@mediaedge.ca

### Editor

Rebecca Melnyk

416-512-8186 ext. 247

rebeccam@mediaedge.ca

## Print Production

Ines Louis

416-512-8186 ext. 263

inesl@mediaedge.ca

## Published by

**MediaEdge**

2001 Sheppard Avenue East,

Suite 500, Toronto

ON M2J 4Z8

Tel: 416-512-8186

www.mediaedge.ca

## 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

2001 Sheppard Avenue East, Suite 500

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.

## 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



**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 Condo Business home page.
- 3 **Content is Archived** on the REMI network with no time restrictions.
- 4 Your article gets **sent out in the Condo Business Enewsletter** and **shared on our Social Media channels**.

### VIDEO & AUDIO



#### Every Video and Audio includes:

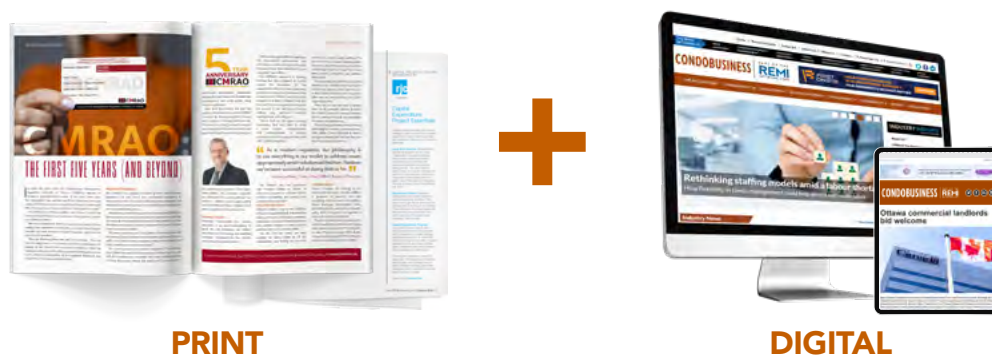
- Podcast up to 20 minutes
- A professional host
- Intro/Extro music
- All production and editing
- Distribution to all major platforms

# SPONSORED CONTENT PACKAGES

**CAMPAIGN 1** ..... PRINT + DIGITAL + VIDEO & AUDIO ..... **\$5,000**



**CAMPAIGN 2** ..... PRINT + DIGITAL ..... **\$4,000**



**CAMPAIGN 3** ..... DIGITAL + 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

CondoBusiness 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.

**25%**  
**AVERAGE OPEN RATE**  
**3,000+**  
**CASL-APPROVED SUBSCRIBERS**

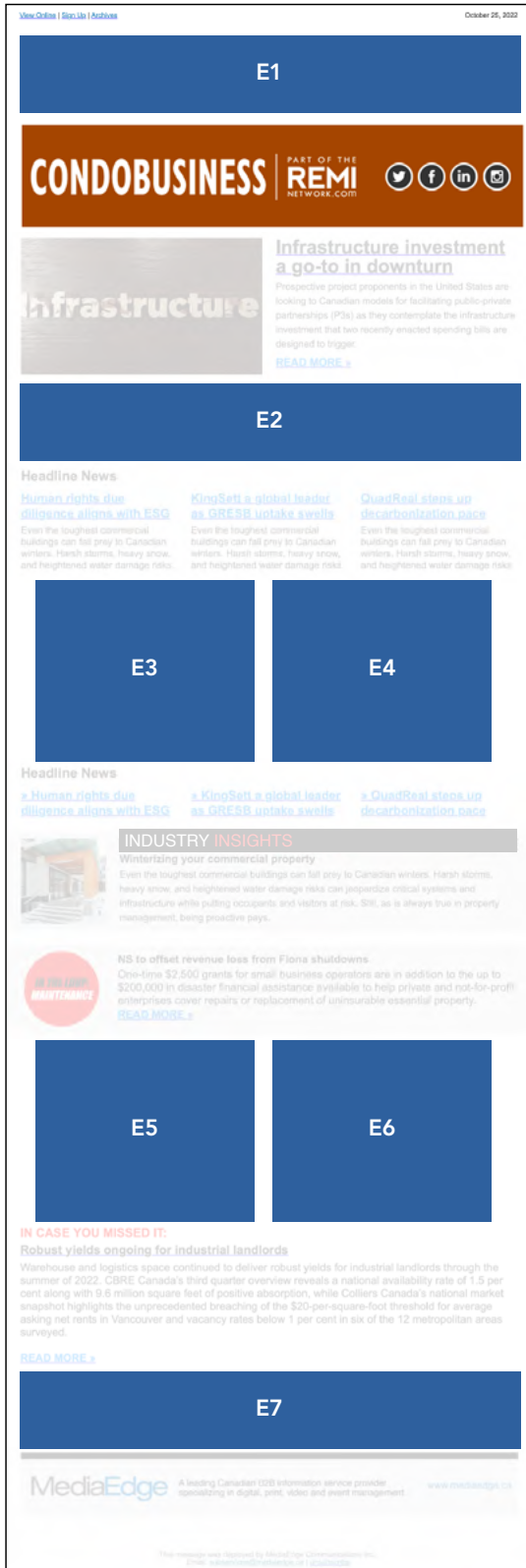
## BENEFITS OF E-NEWS ADVERTISING

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
<b>E1</b> Top Leaderboard	728 x 90 pixels	\$3,000
<b>E2</b> Leaderboard	728 x 90 pixels	\$2,600
<b>E3</b> Big Box	300 x 250 pixels	\$2,300
<b>E4</b> Big Box	300 x 250 pixels	\$2,300
<b>E5</b> Big Box	300 x 250 pixels	\$1,700
<b>E6</b> Big Box	300 x 250 pixels	\$1,700
<b>E7</b> 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

CondoBusiness 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.

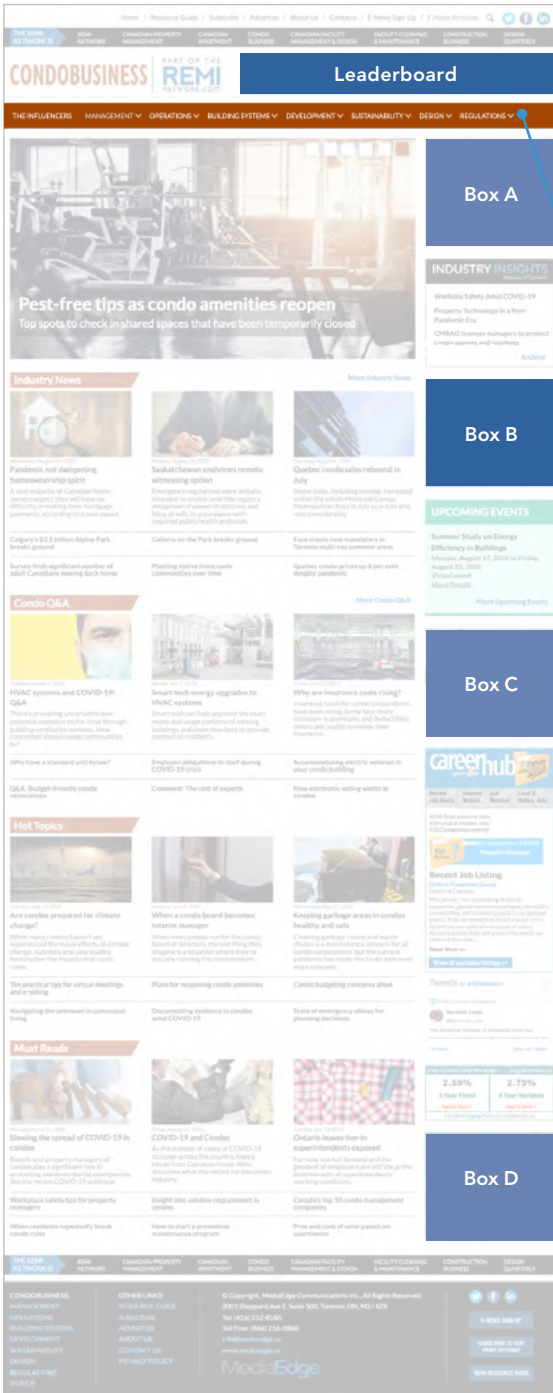
[CondoBusiness website](#)

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

## 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 CondoBusiness subscriber and readership data. Using only our site retargeting tactic, we retarget individuals who have interacted or visited the CondoBusiness website.

Promote your products and services with confidence. You are reaching our engaged CondoBusiness 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

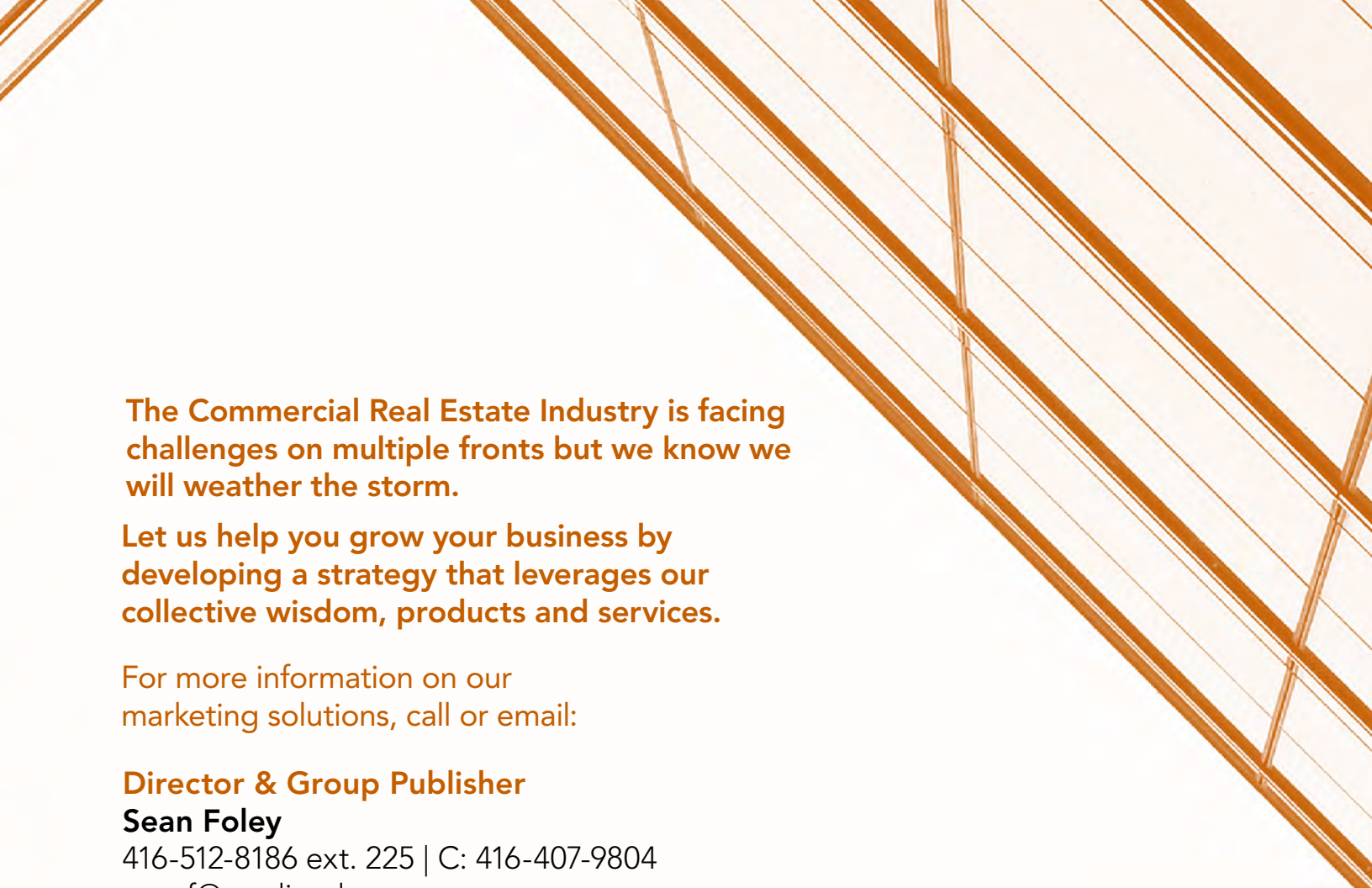
CAMPAIGN INVESTMENT STARTS AT  
**\$500/MONTH**  
(minimum six-month commitment)

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:

**Director & Group Publisher**

**Sean Foley**

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

seanf@mediaedge.ca

[www.linkedin.com/SeanFoley](http://www.linkedin.com/SeanFoley)

**Editor**

**Rebecca Melnyk**

416-512-8186 ext.247

rebeccam@mediaedge.ca

**Production Manager**

**Ines Louis**

416-512-8186 ext. 263

inesl@mediaedge.ca

To access all of our other media kits, please visit

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

**MediaEdge**

2001 Sheppard Avenue East, Suite 500

Toronto, ON M2J 4Z8

Tel: 416-512-8186

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