

IMMOBILIER COMMERCIAL

AFFAIRES IMMOBILIÈRES ET DÉVELOPPÉMENT URBAIN

2025 media kit



A PROPERTY MANAGEMENT AND
URBAN DEVELOPMENT NEWS MAGAZINE



jbcmedia.ca

THE MAGAZINE FOR DECISION-MAKERS, FOR PROFESSIONALS
AND MAJOR PLAYERS IN COMMERCIAL REAL ESTATE
AND URBAN DEVELOPMENT IN QUÉBEC



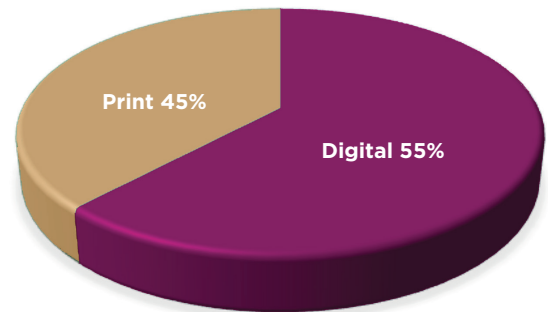
HIGHLIGHTS - *Immobilier commercial Magazine*

- ▶ DIGITAL AND PRINT VERSIONS
- ▶ PRINTED ON ECOLOGICAL PAPER CONTAINING 100% POST-CONSUMER FIBRE MADE WITH A CHLORINE-FREE PROCESS THAT USES BIOGAS ENERGY
- ▶ PUBLISHED 6 TIMES A YEAR FOR THE 18th CONSECUTIVE YEAR
- ▶ INFORMATIVE ARTICLES AND QUALITY JOURNALISM
- ▶ COVERS ALL OF QUÉBEC
- ▶ REACHES THE MAJOR PLAYERS, OWNERS, DEVELOPERS AND INFLUENCERS IN THE PRIVATE SECTOR OF THE QUÉBEC REAL ESTATE INDUSTRY, AS WELL AS PROFESSIONALS WHO ARE PART OF ITS EXTENSIVE ECOSYSTEM

DISTRIBUTION*

- Print: 6000 targeted copies
 - Digital: 7475 targeted e-mailings
- Total: 13,475 + rebroadcast on social networks

* Average of the 6 issues of 2024

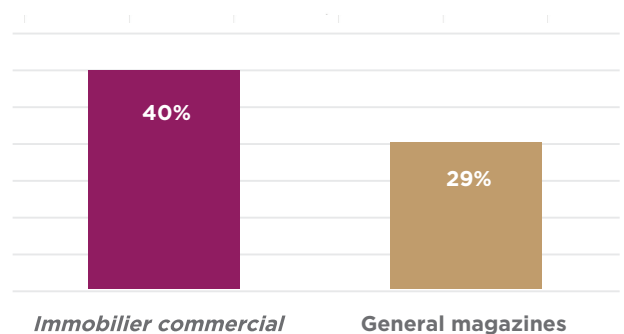


CIRCULATION (Penetration rate of digital versions)

- *Immobilier commercial* (digital version*)
- Magazine readership in Canada**

* Average of the 6 issues of 2023, Cyberimpact

** Vividata autumn 2021, Adults 18+



NUMBER OF READERS (print copy)

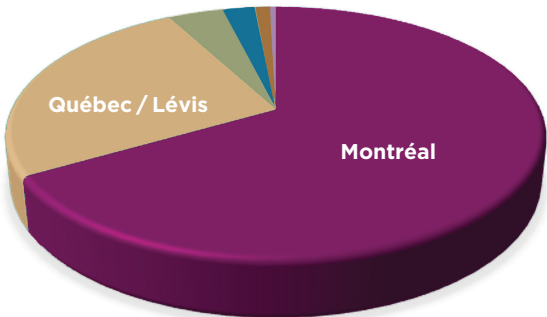
Big advertising agencies usually reach 3.5 readers per copy: 21,000 readers.



Tr

GEOGRAPHIC DISTRIBUTION

- Montréal region: 66.7%
- Québec City/Lévis region: 25.5%
- Gatineau region: 4%
- Sherbrooke region: 2.3%
- Trois-Rivières region: 1%
- Other regions: 0.5%



READERSHIP

- CEOs and corporate executives: 49.7%
- Other professionals (appraisers, lawyers, urban planners, architects, financiers): 20.4%
- Commercial real estate brokers: 8.1%
- Municipal & National Assembly officials: 8.1%
- Influencers (business leaders and senior managers of associations, civil servants, directors of professional associations, corporate board members): 5.9%
- Managers of large private buildings: 5.3%
- Teachers, students, librarians: 2.5%



PUBLIC PROFILE

- Close collaborator with BOMA Québec since 2012
- Close collaborator with the Ivanhoé Cambridge Real Estate Chair (UQAM) since 2012
- Close collaborator with the Urban Development Institute of Québec (IDU) since 2008
- Close collaborator with the Cercle 13 group of professionals since 2018
- Close collaborator with CREW M (business incubator for women) since 2012

EDITORIAL POLICY AND QUALITY OF CONTENT

Editorial content is independent of advertising content. Articles are written by independent journalists and columns are written by guest experts. All promotional content is labelled as either Promotional Feature or Sponsored Content.

THEMED SPECIAL EDITIONS

Immobilier commercial Magazine is a general information publication in real estate business and urban development. Our readers do not usually know in advance the themes covered, which arouses their interest in consulting each issue with eagerness and curiosity.

However, before the publication of each magazine, our sales department has access to the content and provides targeted information to occasional advertisers who might be interested in a theme relating to their sector of activity. If you are in this category, you can share the themes that interest you with your advertising consultant; in the event of an article on the subject, your consultant will contact you so that you do not miss the opportunity.

You should also know that the magazine has several specialized columns that recur from one issue to another: sustainable development, economy, real estate law, etc. You can ask that your advertising be inserted, if possible, near the column that interests you. Don't forget that we reach your current and potential customers with each edition. The best advertising strategy undoubtedly remains the repetition of your messages and/or your brand image.

N.B. As of November 8, 2024. Please note that during the course of the year we may make adjustments to dates or other elements. Consult our Media Kits on jbcmedia.ca for the most recent version available.

DEADLINES

ISSUES	FEBRUARY MARCH	APRIL MAY	JUNE JULY	AUGUST SEPTEMBER	OCTOBER NOVEMBER	DECEMBER JANUARY
Volume - number	18 - 1	18 - 2	18 - 3	18 - 4	18 - 5	18 - 6
Space reservation	January 16, 2025	March 7, 2025	May 2, 2025	June 27, 2025	September 5, 2025	October 31, 2025
Material to be produced	January 17, 2025	March 10, 2025	May 5, 2025	June 30, 2025	September 4, 2025	November 3, 2025
Material ready to print	January 20, 2025	March 12, 2025	May 7, 2025	July 2, 2025	September 10, 2025	November 5, 2025
Distribution	Early Feb. 2025	Early April 2025	Early June 2025	Early August 2025	Early Oct. 2025	Early Dec. 2025

ADVERTISING RATES

FORMAT	1 x	3 x	6 x	2 years 12 x
Double page	\$8,480	\$7,855	\$6,755	\$6,215
Full page	\$5,695	\$5,240	\$4,495	\$4,155
2/3 page	\$4,870	\$4,390	\$3,920	\$3,665
1/2 page island	\$3,765	\$3,530	\$3,045	\$2,795
1/2 page	\$3,395	\$3,160	\$2,690	\$2,570
1/3 page square	\$2,690	\$2,450	\$1,980	\$1,860
1/3 page	\$2,150	\$1,925	\$1,555	\$1,435
1/4 page	\$1,925	\$1,680	\$1,310	\$1,190
C-2	-	-	\$6,670	\$6,070
C-3	-	-	\$6,295	\$5,695
C-4	-	-	\$6,895	\$6,305
Notice A (max. 150 words)	\$935	-	-	-
Notice B (max. 60 words)	\$710	-	-	-
SPONSORED CONTENT: Ask about our tailor-made packages for sponsored content, including, if necessary, the contribution of our team for writing and photos.				

PRODUCTION COSTS: 10% if we produce copy for your ad. Surcharge does not apply to appointment notices.

CONDITIONS OF PAYMENT: Invoicing on publication. Gross rates*. Taxes not included.

Please note that we verify the technical specifications of all ads we receive.

Ads are also reviewed by our language department free of charge.

If necessary, we will inform you of any technical problems or language recommendations.

It's our way of giving you more!

*Material from commissioning agencies must be print-ready.

ADVERTISING FORMATS

SOFTWARE: InDesign, Photoshop ou Illustrator (MAC)

FILE FORMATS - HIGH RESOLUTION PDF

Images must be in CMYK, at 300 dpi at 100%.

No RGB or PANTONE color

If you nevertheless send us a file in RGB or PANTONE mode, it will necessarily be transformed into CMYK. Conversion to CMYK may modify the colors compared to the rendering on screen.

Make sure cut marks do not fall in lost margins.

FULL PAGE		CUT ■ Width 8.5 in X Height 11 in	SAFETY - - Width 7.75 in X Height 10.25 in	LOST MARGINS ■ Width 8.75 in X Height 11.25 in
2/3 PAGE		VERTICAL FORMAT Width 5 in X Height 9.65 in		
1/2 PAGE		HORIZONTAL FORMAT Width 7 in X Height 4.625 in		VERTICAL FORMAT Width 3.5 in X Height 9.65 in
				ISLAND FORMAT Width 4.75 in X Height 7.5 in
1/3 PAGE		HORIZONTAL FORMAT Width 7 in X Height 3 in		VERTICAL FORMAT Width 2.33 in X Height 9.65 in
				SQUARE FORMAT Width 4.75 in X Height 4.625 in
1/4 PAGE		HORIZONTAL FORMAT Width 7 in X Height 2.25 in		VERTICAL FORMAT Width 3.375 in X Height 4.625 in
NOTICE		FORMAT A MAX. 150 words Width 4.90 in X Height 4.50 in		FORMAT B MAX. 60 words Width 4.90 in X Height 2.45 in

**PLEASE CONTACT US
FOR MORE INFORMATION.**

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