

# IMMOBILIER COMMERCIAL

AFFAIRES IMMOBILIÈRES ET DÉVELOPPÉMENT URBAIN

2024 media kit



**A PROPERTY MANAGEMENT AND  
URBAN DEVELOPMENT NEWS MAGAZINE**



[jbcmedia.ca](http://jbcmedia.ca)

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



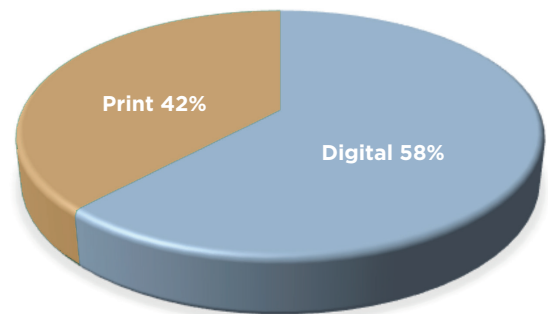
## HIGHLIGHTS - *Immobilier commercial Magazine*

- ▶ 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 17<sup>th</sup> 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 IN FRENCH\*

- Print: 6000 targeted copies
  - Digital: 8195 targeted e-mailings
- Total: 14,195 + rebroadcast on social networks

\* Average of the 6 issues of 2023

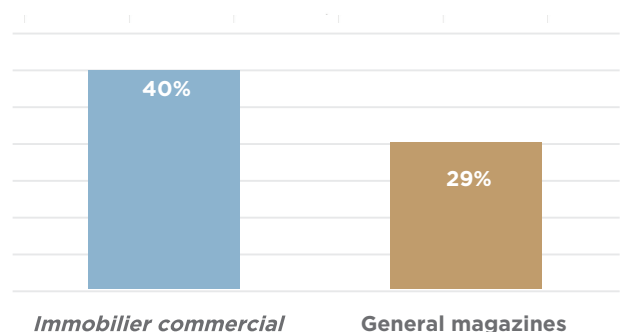


### CIRCULATION (Penetration rate of digital versions)

- *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.

A photograph showing the silhouettes of five business professionals in a modern office setting. They are standing in front of a large window that offers a view of a city skyline at dusk or dawn. The lighting is warm and golden, creating a professional and sophisticated atmosphere.

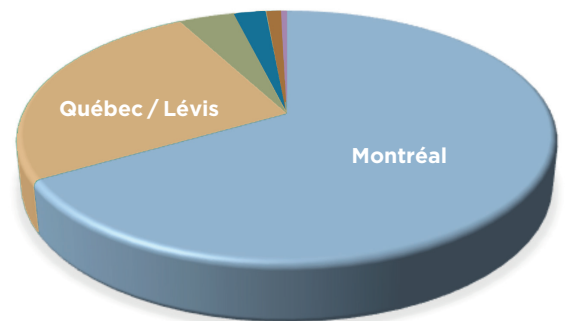
## ***Commercial Real Estate Magazine***

Major players in commercial real estate in the rest of Canada are increasingly interested in real estate activity in Québec. Thus, the *Immobilier commercial* magazine has taken the initiative of publishing, throughout 2023, a digital version translated into English (Commercial Real Estate Magazine) to distribute it free of charge by email in a well-targeted manner to more than 5,000 brokers, developers, investors, professionals and Canadian real estate owners. The objective was to increase awareness of our market, its main players and its opportunities.

This was an interesting pilot project for us and the industry, but was due to conclude with the final edition published in 2023. However, as interest from English-speaking readers was clearly there, we will produce an English version of the first issue of the year, which will look back on the main achievements of the previous year. An excellent portrait of our industry will therefore be proudly presented to colleagues from other provinces who wish to keep their knowledge of the Québec market up to date.

### 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

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## **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.

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## **THEMED SPECIAL EDITIONS**

Commercial Real Estate 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 October 23, 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](http://jbcmedia.ca) for the most recent version available.

## DEADLINES

ISSUES	FEBRUARY MARCH	APRIL MAY	JUNE JULY	AUGUST SEPTEMBER	OCTOBER NOVEMBER	DECEMBER JANUARY
Volume - number	17 - 1	17 - 2	17 - 3	17 - 4	17 - 5	17 - 6
Space reservation	January 18, 2024	March 8, 2024	May 2, 2024	June 21, 2024	September 6, 2024	November 8, 2024
Material to be produced	January 22, 2024	March 11, 2024	May 3, 2024	June 25, 2024	September 9, 2024	November 11, 2024
Material ready to print	January 24, 2024	March 13, 2024	May 7, 2024	June 27, 2024	September 11, 2024	November 13, 2024
Distribution	Early Feb. 2024	Early April 2024	Early June 2024	Early August 2024	Early Oct. 2024	December 2024

## ADVERTISING RATES

FORMAT	1 x	3 x	6 x	2 years 12 x
Double page	\$8,270	\$7,660	\$6,590	\$6,060
Full page	\$5,560	\$5,110	\$4,390	\$4,050
2/3 page	\$4,750	\$4,280	\$3,820	\$3,575
1/2 page island	\$3,670	\$3,440	\$2,970	\$2,735
1/2 page	\$3,320	\$3,080	\$2,620	\$2,505
1/3 page square	\$2,620	\$2,390	\$1,930	\$1,810
1/3 page	\$2,095	\$1,875	\$1,515	\$1,400
1/4 page	\$1,875	\$1,635	\$1,275	\$1,160
C-2	-	-	\$6,505	\$5,920
C-3	-	-	\$6,145	\$5,560
C-4	-	-	\$6,725	\$6,150
Notice A (max. 150 words)	\$910	-	-	-
Notice B (max. 60 words)	\$690	-	-	-
<b>SPONSORED CONTENT:</b> 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.**

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



**PLEASE CONTACT US  
FOR MORE INFORMATION.**

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