COMMERCIAL REAL ESTATE MAGAZINE

2026 media kit



QUÉBEC'S #1 BUSINESS MAGAZINE FOR COMMERCIAL REAL ESTATE AND URBAN DEVELOPMENT

NATIONWIDE DISTRIBUTION

JBC MÉDIA

jbcmedia.ca

THE MAGAZINE FOR DECISION-MAKERS IN COMMERCIAL REAL ESTATE

INVESTORS – DEVELOPERS – **FINANCIAL INSTITUTIONS**
COMMERCIAL REAL ESTATE BROKERS – **KEY INDUSTRY PROFESSIONALS**
URBAN PLANNERS – **POLITICAL DECISION-MAKERS** –
MEMBERS OF MAJOR INDUSTRY ASSOCIATIONS LEADING BUILDERS
URBAN DEVELOPMENT EXPERTS – INFLUENCERS – **ARCHITECTS** – ASSET MANAGERS



HIGHLIGHTS - *Immobilier commercial Magazine*

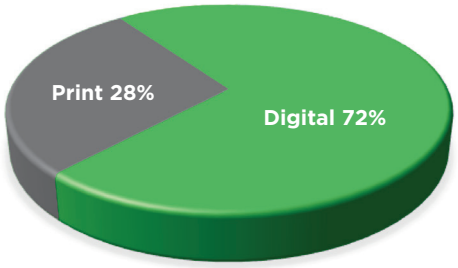
- DIGITAL AND PRINT DISTRIBUTION
- PRINTED ON ECO-RESPONSIBLE PAPER
- PUBLISHED 6 TIMES PER YEAR FOR A 19th CONSECUTIVE YEAR
- HIGH-QUALITY, INFORMATIVE EDITORIAL CONTENT
- COVERS ALL OF QUÉBEC (print/digital) COVERS CANADA (digital)
- REACHES MAJOR STAKEHOLDERS, OWNERS, DEVELOPERS, AND INFLUENCERS IN QUÉBEC'S PRIVATE-SECTOR COMMERCIAL REAL ESTATE INDUSTRY, AS WELL AS PROFESSIONALS WITHIN ITS BROAD ECOSYSTEM

TOTAL DISTRIBUTION: 17,675 COPIES, 36,512 READERS + social media

Print:
5,000 highly targeted copies (17,500 readers)

Digital:
French: 7,475 targeted email copies (11,212 readers)
English: 5,200 targeted email copies (7,800 readers)

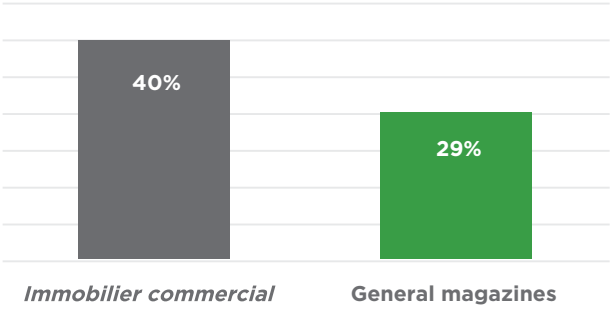
Total: 17,675 copies + redistribution on social media



REACH (Digital magazine open rate)

- *Immobilier commercial* digital*
- Magazine readership in Canada**

* Average of the 6 issues in 2025, Cyberimpact
** Vividata Fall 2021, Adults 18+



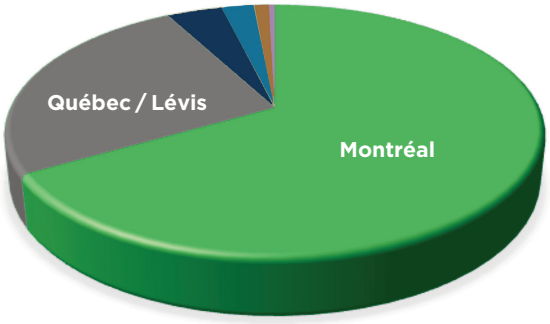
NUMBER OF READERS

Leading advertising agencies typically estimate a minimum of 3.5 readers per print copy (17,500 readers) and 1.5 readers per digital copy (11,212 francophone readers + 7,800 anglophone readers).



GEOGRAPHIC BREAKDOWN

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



GEOGRAPHIC BEAKDOWN ELSEWHERE IN CANADA

Ontario: 50.5%

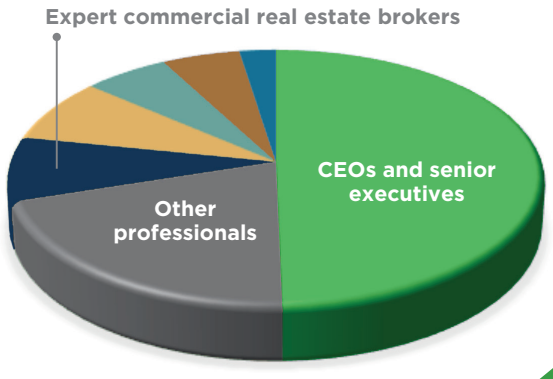
British Columbia: 20%

Alberta: 15%

Other: 14.5%

READERSHIP PROFILE

- CEOs and senior executives: 49.7%
- Other professionals (appraisers, lawyers, urban planners, architects, financiers, etc.): 20.4%
- Expert commercial real estate brokers: 8.1%
- Elected officials (municipal & National Assembly): 8.1%
- Influencers (leaders and senior executives of industry associations, civil servants, professional order leaders, board members): 5.9%
- Managers of major private properties: 5.3%
- Teachers, students, libraries: 2.5%





RECOGNITION

- Close partner of the Urban Development Institute of Québec (IDU) since 2008
- Close partner of the Chaire La Caisse en immobilier de l'ESG UQAM since 2012
- Close partner of CREW M since 2012
- Close partner of Cercle 13 since 2018

EDITORIAL POLICY & CONTENT QUALITY

Editorial content is independent from advertising content. Articles are written by independent journalists and columns by invited experts. Any promotional content is labelled "Promotional Feature" or "Sponsored Content".

SPECIAL EDITORIAL REPORTS

Commercial Real Estate Magazine is a general-interest publication focused on commercial real estate and urban development. Readers typically do not know the themes in advance, which stimulates their interest and drives them to eagerly and curiously explore each issue.

However, prior to each issue's publication, our sales team has access to the editorial content and proactively informs occasional advertisers who may be interested in themes tied to their business sector. If you fall into that category, you may share your preferred themes with your advertising advisor so you don't miss potential opportunities to be contacted when a relevant article is planned.

Please also note that the magazine features several specialized recurring columns issue after issue: real estate law, economics, emerging trends, etc. You may request that your ad be placed, when possible, near the column that best aligns with your interests.

Remember that we reach your current and prospective clientele with every issue. In advertising, the most effective strategy remains repetition of your messages and/or your brand image.

Important message: *Updated as of March 9, 2026.*
Please note that dates or other elements may be adjusted during the year.
Visit **jbcmedia.ca** to ensure you have the most recent media kit.

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DEADLINES

ISSUES	FEBRUARY MARCH	APRIL MAY	JUNE JULY	AUGUST SEPTEMBER	OCTOBER NOVEMBER	DECEMBER JANUARY
Volume – number	19 – 1	19 – 2	19 – 3	19 – 4	19 – 5	19 – 6
Space reservation	January 9, 2026	March 13, 2026	May 1st, 2026	June 26, 2026	September 4, 2026	November 6, 2026
Material to be produced	January 12, 2026	March 16, 2026	May 4, 2026	June 29, 2026	September 8, 2026	November 9, 2026
Material ready to print	January 14, 2026	March 18, 2026	May 6, 2026	June 30, 2026	September 9, 2026	November 11, 2026
Digital Distribution	Feburary 4, 2026	April 8, 2026	May 27, 2026	August 10, 2026	September 30, 2026	December 2, 2026
Print Distribution	Early February 2026	Mid-April 2026	Early June 2026	Early August 2026	Early October 2026	Early December 2026

ADVERTISING RATES

FORMAT	1 x	4 x	6 x	2 years 12 x
Double page	$8,650	$8,015	$6,895	$6,340
Full page	$5,810	$5,345	$4,585	$4,240
2/3 page	$4,970	$4,480	$4,000	$3,740
1/2 page island	$3,845	$3,605	$3,110	$2,855
1/2 page	$3,465	$3,225	$2,745	$2,625
1/3 page square	$2,745	$2,500	$2,020	$1,900
1/3 page	$2,195	$1,965	$1,590	$1,465
1/4 page	$1,965	$1,715	$1,340	$1,215
C-3	–	–	$6,425	$5,810
C-4 print / C-2 digital*	–	–	$7,035	$6,435
Appointment announcement A (max. 150 words)	$955	–	–	–
Appointment announcement B (max. 60 words)	$725	–	–	–

SPONSORED CONTENT:
Ask about our tailored sponsored-content packages, which can include support from our team for writing and photography as needed.

***Back-cover placement (C-4) in print and Cover 2 in digital.**

PRODUCTION FEES: 10% surcharge if we produce your ad. Does not apply to appointment announcements.

PAYMENT TERMS: Invoiced upon publication. Gross rates**. Taxes not included.

Please note that we verify technical specifications for all ads received.
Ads are also revised free of charge by our language services team.
If applicable, we will inform you of any technical issues or language recommendations.
That's our way of giving you more!

****Material from commissioning agencies must be print-ready.**

JBC MÉDIA

ADVERTISING FORMATS

SOFTWARE: InDesign, Photoshop ou Illustrator (MAC)

FILE FORMATS – HIGH RESOLUTION PDF

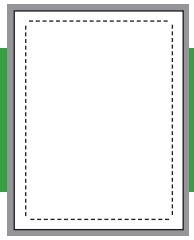
Images must be in CMYK, at 300 dpi at 100%.

No RGB or PANTONE color

If you send an RGB or PANTONE file, it will be converted to CMYK. CMYK conversion may alter on-screen colors.

Make sure crop marks are not placed within bleed margins.

FULL PAGE

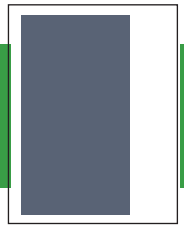


CUT
Width Height
8.5 in X 11 in

SAFETY
Width Height
7.75 in X 10.25 in

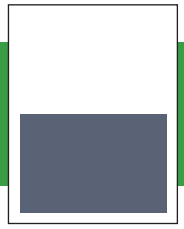
LOST MARGINS
Width Height
8.75 in X 11.25 in

2/3 PAGE

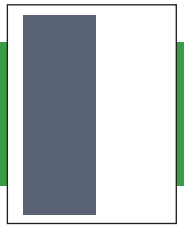


VERTICAL FORMAT
Width Height
5 in X 9.65 in

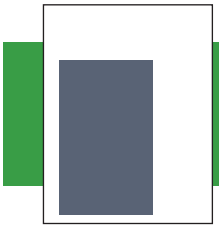
1/2 PAGE



HORIZONTAL FORMAT
Width Height
7 in X 4.625 in

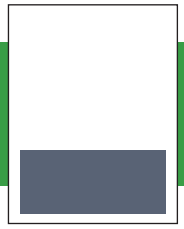


VERTICAL FORMAT
Width Height
3.5 in X 9.65 in

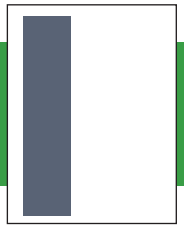


ISLAND FORMAT
Width Height
4.75 in X 7.5 in

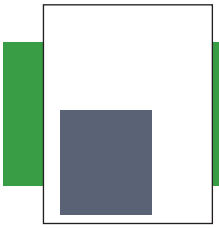
1/3 PAGE



HORIZONTAL FORMAT
Width Height
7 in X 3 in

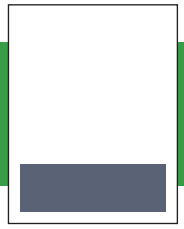


VERTICAL FORMAT
Width Height
2.33 in X 9.65 in

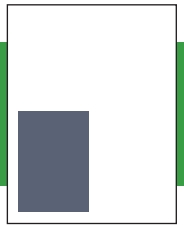


SQUARE FORMAT
Width Height
4.75 in X 4.625 in

1/4 PAGE

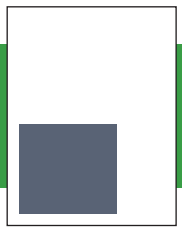


HORIZONTAL FORMAT
Width Height
7 in X 2.25 in

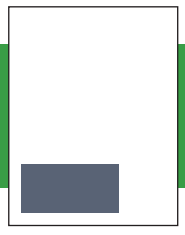


VERTICAL FORMAT
Width Height
3.375 in X 4.625 in

APPOINTMENT ANNOUNCEMENT



FORMAT A
MAX. 150 words
Width Height
4.90 in X 4.50 in



FORMAT B
MAX. 60 words
Width Height
4.90 in X 2.45 in

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FOR MORE INFORMATION, PLEASE CONTACT US.

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