

GESTION **IMMOBILIÈRE**

GESTION TECHNIQUE ET MAINTENANCE

2024 media kit



**THE MAGAZINE FOR TECHNICAL
AND PROPERTY MAINTENANCE MANAGERS**



jbcmedia.ca

PUBLISHED SINCE 2010, *GESTION IMMOBILIÈRE* IS THE ONLY MAGAZINE IN QUÉBEC DEVOTED EXCLUSIVELY TO THE TECHNICAL MANAGEMENT AND MAINTENANCE OF BUILDINGS, BOTH IN THE PRIVATE AND INSTITUTIONAL SECTOR.

OUR READERS MANAGE THE PROPER OPERATION AND UPDATING OF THE ENTIRE QUÉBEC REAL ESTATE PORTFOLIO, WHICH REQUIRE HUNDREDS OF MILLIONS OF DOLLARS IN INVESTMENTS.





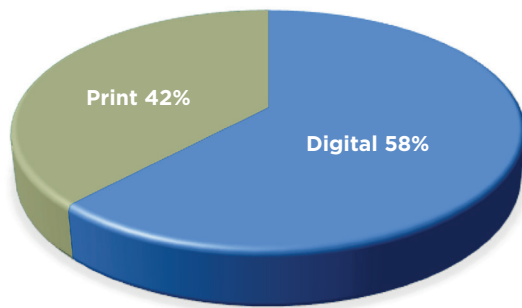
HIGHLIGHTS

- ▶ DIGITAL AND PRINT VERSIONS
- ▶ PRINTED ON ECOLOGICAL PAPER CONTAINING 100% POST-CONSUMER FIBRE MADE WITH A CHLORINE-FREE PROCESS THAT USES BIOGAS ENERGY
- ▶ PUBLISHED 4 TIMES A YEAR FOR THE 14th CONSECUTIVE YEAR
- ▶ INFORMATIVE ARTICLES AND QUALITY JOURNALISM
- ▶ COVERS ALL OF QUÉBEC
- ▶ REACHES BUILDING MANAGERS IN THE INSTITUTIONAL SECTOR AND OWNERS/MANAGERS IN THE PRIVATE SECTOR, PLUS PROFESSIONALS IN ITS EXTENSIVE ECOSYSTEM

DISTRIBUTION*

- Print: 6000 well-targeted copies
- Digital: 8295 well-targeted e-mailings
- Total: 14,295 + rebroadcast on social networks

* Average of the 4 issues of 2023



NUMBER OF READERS (print copies)

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

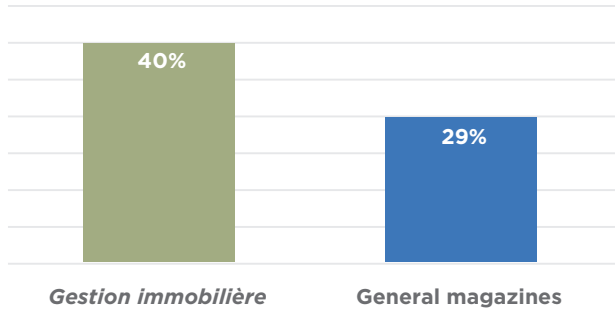


CIRCULATION (Penetration rate of digital magazines)

- *Gestion immobilière* digital version*
- Magazine readership in Canada**

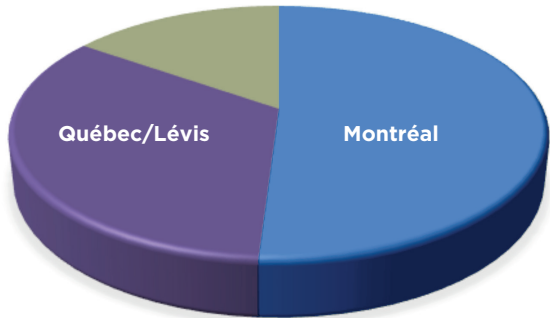
* Average of the 4 issues of 2023, Cyberimpact

** Vividata autumn 2021, Adults 18+



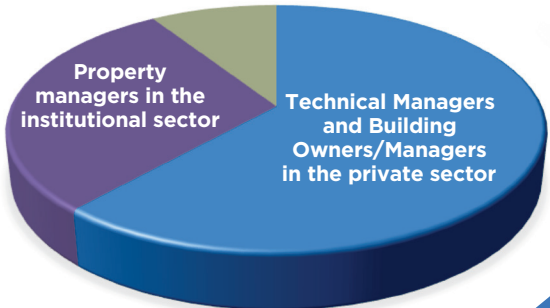
GEOGRAPHIC DISTRIBUTION

- Montréal region: 51%
- Québec City/Lévis region: 33.7%
- Other regions of Québec: 15.3%



READERSHIP

- Technical Managers and Building Owners/Managers in the private sector: 61.5%
- Property managers in the institutional sector: 29.5%
- Professionals and suppliers of products and services: 9%



PUBLIC PROFILE

- Close collaborator with BOMA Québec since 2012
 - Close collaborator with Ivanhoé Cambridge Real Estate Chair (UQAM) since 2012
 - Close collaborator with Association des Maîtres Couvresseurs du Québec (AMCQ) since 2018
 - Close collaborator with the Cercle 13 group of professionals since 2018
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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.

THEMED SPECIAL EDITIONS

Gestion immobilière is the only magazine in Québec devoted exclusively to the technical management and maintenance of buildings, both in the private and institutional sectors. 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: trends and innovations, sustainable building management, the ASHRAE column, 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 February 15, 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

PUBLICATION	SPRING	SUMMER	FALL	WINTER
Volume - number	14 - 1	14 - 2	14 - 3	14 - 4
Space reservation	February 2, 2024	May 30, 2024	August 22, 2024	October 18, 2024
Material to be produced	February 5, 2024	June 3, 2024	August 26, 2024	October 21, 2024
Material ready to print	February 7, 2024	June 5, 2024	August 28, 2024	October 23, 2024
Distribution	Early March 2024	Late June 2024	Late Sept. 2024	November 2024

ADVERTISING RATES

FORMAT	1 x	2 x	3 x	4 x	2 years 8 x
Double page	\$7,690	\$7,365	\$6,925	\$6,590	\$6,265
Full page	\$5,265	\$5,045	\$4,825	\$4,605	\$4,165
2/3 page	\$4,275	\$4,055	\$3,835	\$3,725	\$3,615
1/2 page island	\$3,835	\$3,500	\$3,395	\$3,285	\$3,175
1/2 page	\$3,065	\$2,955	\$2,855	\$2,620	\$2,395
1/3 page square	\$2,735	\$2,630	\$2,410	\$2,295	\$2,075
1/3 page	\$1,955	\$1,855	\$1,735	\$1,635	\$1,415
1/4 page	\$1,735	\$1,635	\$1,515	\$1,415	\$1,095
C-2	-	-	-	\$5,705	\$5,045
C-3	-	-	-	\$5,265	\$4,825
C-4	-	-	-	\$6,265	\$5,705
Notice A (max. 150 words)	\$910	-	-	-	-
Notice B (max. 60 words)	\$690	-	-	-	-
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
		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
		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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