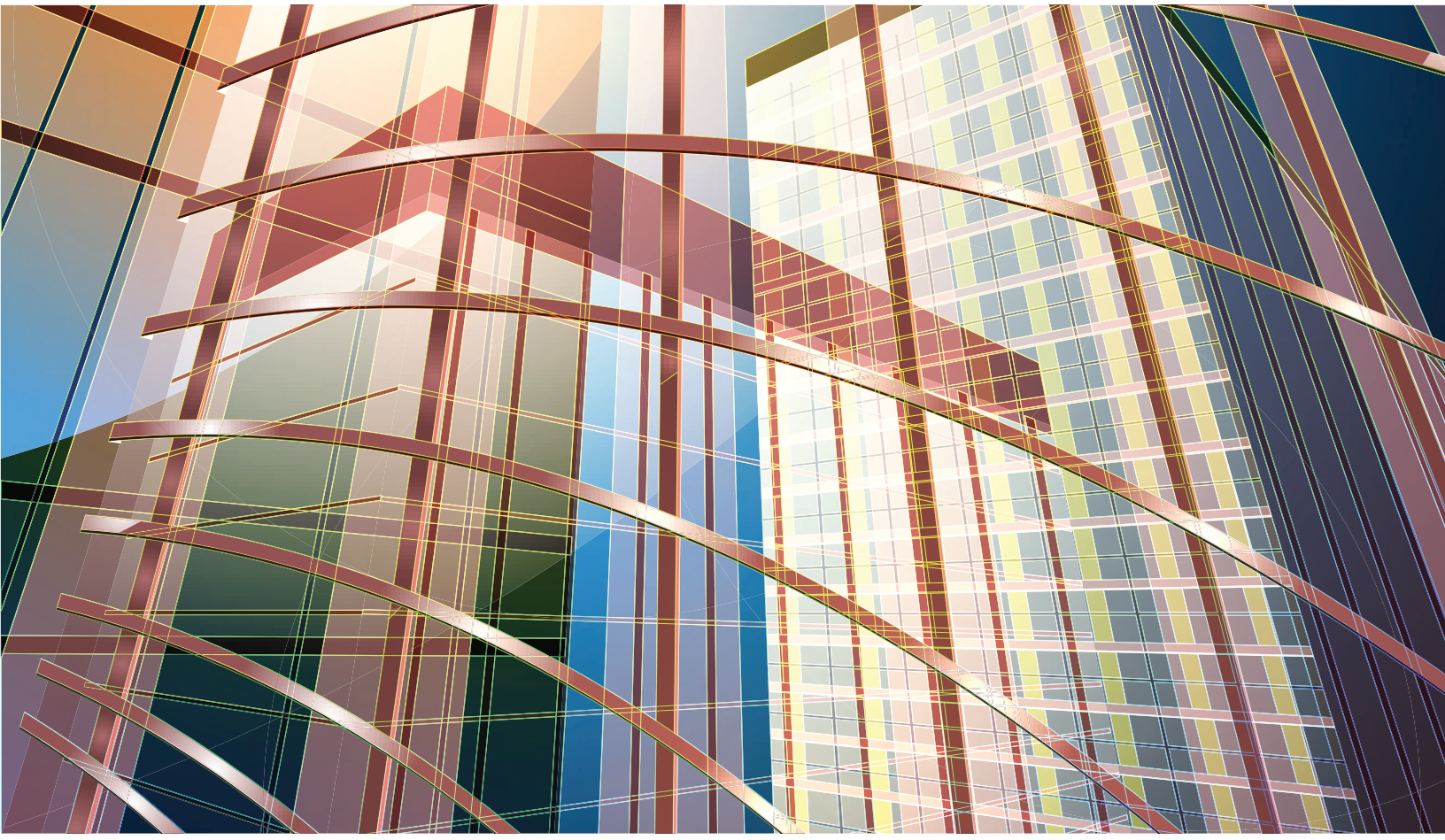
GESTION IMMOBILIÈRE

PROPERTY MANAGEMENT & MAINTENANCE

2025 media kit



QUÉBEC'S # 1 MAGAZINE FOR PROPERTY MANAGEMENT AND MAINTENANCE

JBC MÉDIA

jbcmedia.ca

PUBLISHED SINCE 2010, *GESTION IMMOBILIÈRE* IS THE ONLY MAGAZINE IN QUÉBEC EXCLUSIVELY DEDICATED TO REAL ESTATE MANAGEMENT AND BUILDING MAINTENANCE, SERVING BOTH THE PRIVATE AND INSTITUTIONAL SECTORS.

OUR READERS ARE RESPONSIBLE FOR THE OPERATION, UPKEEP, AND MODERNIZATION OF QUÉBEC'S ENTIRE REAL ESTATE PORTFOLIO, WHICH REQUIRES HUNDREDS OF MILLIONS OF DOLLARS IN ANNUAL INVESTMENT.



GESTION IMMOBILIÈRE

2026 media kit



KEY FACTS

- DIGITAL AND PRINT DISTRIBUTION
- PRINTED ON ECO-RESPONSIBLE PAPER
- PUBLISHED 4 TIMES PER YEAR FOR 16TH CONSECUTIVE YEAR
- HIGH-QUALITY, INFORMATIVE CONTENT
- COVER ALL OF QUÉBEC
- REACHES THE INSTITUTIONAL REAL ESTATE MANAGERS, THE PRIVATE-SECTOR PROPERTY MANAGERS AND OWNERS, A BROAD ECOSYSTEM OF INDUSTRY PROFESSIONALS

GESTION IMMOBILIÈRE

DIGITAL

7,555* QUALIFIED SUBSCRIBERS

GESTION IMMOBILIÈRE

ECO-FRIENDLY PRINT EDITION

5,000** COPIES

TOTAL REACH

12,555 copies = **28,833** READERS* + redistribution on social media

* Cyberimpact (as of December 18, 2025)
Average of 1.5 readers per issue

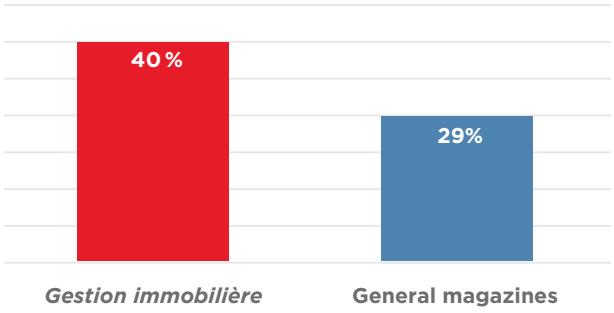
** Canada Post (as of December 18, 2025) + office copies, events, advertisers
Average of 3.5 readers per copy



CIRCULATION (Penetration rate of digital magazines)

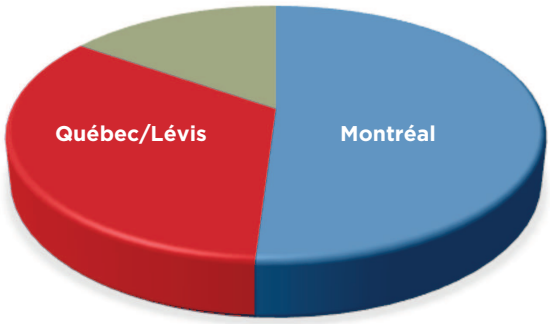
- *Gestion immobilière* digital version*
- Magazine readership in Canada**

* Average of the 4 issues of 2024, Cyberimpact
** Vividata autumn 2021, Adults 18+



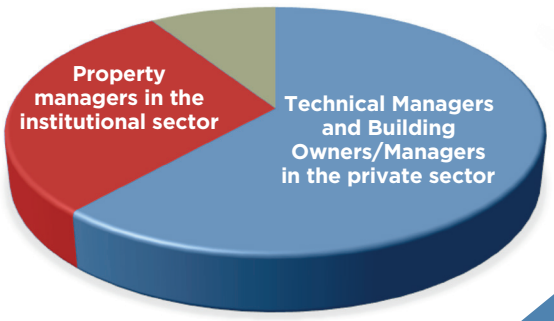
GEOGRAPHIC BREAKDOWN

- Greater Montréal Area: 51%
- Québec City/Lévis Area: 33.7%
- Otherc: 15.3%



READERSHIP PROFILE

- Private-sector property managers and owners: 61.5%
- Institutional sector managers: 29.5%
- Professionals and suppliers of products and services: 9%





GESTION IMMOBILIÈRE
2026 media kit

PUBLIC PROFILE

- Close partner of BOMA Québec since 2012
- Close partner of La Caisse Chair in Real Estate (ESG UQAM) since 2012
- Close partner of the Association des Maîtres Couvreurs du Québec (AMCQ) since 2018
- Close partner of Cercle 13 since 2018

EDITORIAL POLICY & CONTENT QUALITY

Editorial content is strictly separate from advertising content. Articles are written by independent journalists and columns by invited industry experts. Any promotional content is label “Promotional Feature“ or “Sponsored Content“.

THEMATIC FEATURES

Gestion immobilière is the only Québec magazine fully dedicated to real estate management and maintenance in both private and institutional markets. Readers typically do not know the themes in advance, which fuels anticipation and curiosity with each issue.

Prior to publication, our sales team has access to editorial themes and proactively informs advertisers whose business activities align with upcoming topics. If you fall into this category, you may inform your advertising representative of the themes that interest you, ensuring you are contacted when relevant editorial opportunities arise.

The magazine also features recurring expert columns, including:Trends and innovations, Sustainable building management, ASHRAE column, and more. Whenever possible, your advertisement may be placed near the column most relevant to your industry. Remember: we reach your current and potential clients with every issue. In advertising, message repetition and brand visibility remain the most effective strategy.

N. B. *As of October 22, 2026.* 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.

GESTION IMMOBILIÈRE

DEADLINES

ISSUES	SPRING	SUMMER	FALL	WINTER
Volume – number	16 – 1	16 – 2	16 – 3	16 – 4
Space reservation	February 6, 2026	May 29, 2026	August 21, 2026	November 6, 2026
Material to be produced	February 9, 2026	June 1st, 2026	August 24, 2026	November 9, 2026
Material ready to print	February 11, 2026	June 3, 2026	August 26, 2026	November 11, 2026
Digital Distribution	March 2, 2026	June 22, 2026	September 14, 2026	November 23, 2026
Distribution	March 2026	June 2026	September 2026	Early December 2026

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.**

JBC MÉDIA

ADVERTISING FORMATS

SOFTWARE: InDesign, Photoshop ou Illustrator (MAC)

FILE FORMATS – HIGH RESOLUTION PDF

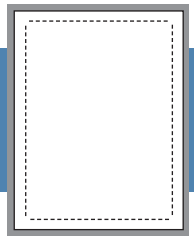
Images must be in CMYK, at 300 dpi at 100%.

No RGB or PANTONE color

If you 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

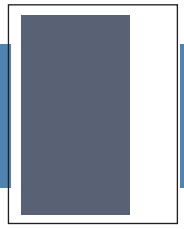


CUT
Width Height
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SAFETY - -
Width Height
7.75 in X 10.25 in

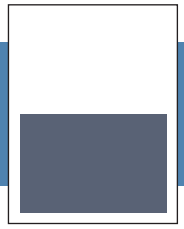
LOST MARGINS
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2/3 PAGE

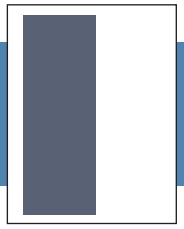


VERTICAL FORMAT
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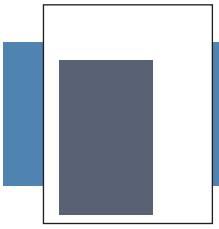
1/2 PAGE



HORIZONTAL FORMAT
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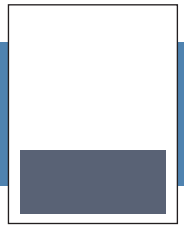


VERTICAL FORMAT
Width Height
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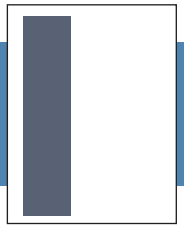


ISLAND FORMAT
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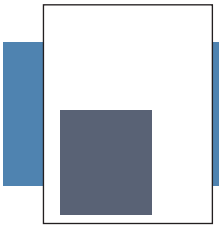
1/3 PAGE



HORIZONTAL FORMAT
Width Height
7 in X 3 in

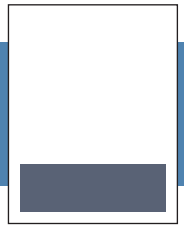


VERTICAL FORMAT
Width Height
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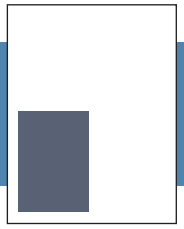


SQUARE FORMAT
Width Height
4.75 in X 4.625 in

1/4 PAGE

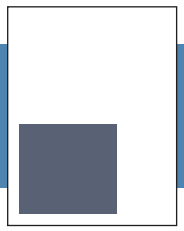


HORIZONTAL FORMAT
Width Height
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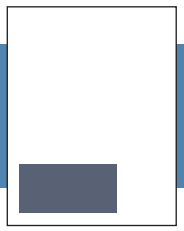


VERTICAL FORMAT
Width Height
3.375 in X 4.625 in

NOTICE



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

JBC MÉDIA

GESTION IMMOBILIÈRE

2026 media kit

PLEASE CONTACT US FOR MORE INFORMATION.

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