

INFORMATEUR **I M M O B I L I E R**

2026 media kit



[INFORMATEURIMMOBILIER.COM](https://www.informateurimmobilier.com)

**THE LEADING DIGITAL MEDIA PLATFORM TO INSTANTLY
REACH OUR SUBSCRIBERS BY EMAIL**



[jbcmedia.ca](https://www.jbcmédia.ca)

AVIS À TOUS! Targeted Email Distribution

OBJECTIVE

Deliver a high-strategic-value message to qualified decision-makers in real estate, property management, construction, and urban development.

EXCLUSIVE CATEGORIES

- Calls for tenders
- Business opportunities (sale or search for buildings/land)
- Appointment announcements

A TRULY TARGETED AUDIENCE

- 7,300+ qualified subscribers
- Decision-makers, professionals, and managers
- Sectors: real estate, property management, construction, infrastructure, urban development
- Average open rate: **37%** (vs. 24% industry average)

Your message is not buried in advertising. It is expected.

WHAT'S INCLUDED

- ✓ Dedicated email distribution
- ✓ Editorial-style presentation (non-advertorial)
- ✓ Redistribution in the next issue of the *Informateur immobilier* newsletter
- ✓ Publication on the news blog (7 days)
- ✓ Social media sharing

PACKAGE RATES

PACKAGE	RATE
1 DISTRIBUTION	\$995
3 DISTRIBUTIONS	\$795 per distribution
5 DISTRIBUTIONS	\$695 per distribution
10+ DISTRIBUTIONS	\$595 per distribution

WHY THIS SOLUTION IS EFFECTIVE

- **Exclusive** distribution (no competing advertisers in the same email)
 - Credible editorial environment
- Frequency control to maintain audience attention
High engagement rate

CONDITIONS

- Valid for 12 months
- Billing upon distribution
- Controlled frequency to preserve audience quality

INCREASE YOUR IMPACT (Optional)

Also publish your appointment announcement in the next issue of *Immobilier commercial* magazine:

- **APPOINTMENT ANNOUNCEMENT - Format A** (max. 150 words) **\$955**
- **APPOINTMENT ANNOUNCEMENT - Format B** (max. 60 words) **\$725**

BON À SAVOIR! Targeted Email Distribution

OBJECTIVE

Deliver a high-strategic-value message to qualified decision-makers in real estate, property management, construction, and urban development.

EXCLUSIVE CATEGORIES

- Specialized job postings
- Promotional messages of professional interest

AUDIENCE PROFILE

- 7,200+ qualified subscribers
- Decision-makers, professionals, and managers
- Sectors: real estate, property management, construction, infrastructure, urban development
- Average open rate: **37 %** (vs. 24% industry average)

Your message is not buried in advertising. It is expected.

WHAT'S INCLUDED

- ✓ Dedicated email distribution
- ✓ Editorial-style presentation (non-advertorial)
- ✓ Redistribution in the next issue of the *Informateur immobilier* newsletter
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PACKAGE RATES

PACKAGE	RATE
1 DISTRIBUTION	\$995
3 DISTRIBUTIONS	\$795 per distribution
5 DISTRIBUTIONS	\$695 per distribution
10+ DISTRIBUTIONS	\$595 per distribution

WHY THIS SOLUTION WORKS

- **Exclusive** distribution (no competing advertisers in the same email)
- Credible editorial framework
- Frequency control to maintain attention
- Strong engagement rate

CONDITIONS

- Valid for 12 months
- Billing upon distribution
- Controlled frequency to protect audience quality



INFORMATEUR I M M O B I L I E R

Distributed by email, Informatteur immobilier news letter reaches thousands of subscribers from JBC Media's specialized real estate and construction publications.

Each edition is linked to a **specialized news blog**, providing direct access to rich, must-read content: Market analysis, Exclusive statistics, Major project announcements, Appointments, Acquisitions, Transactions, Key industry movements

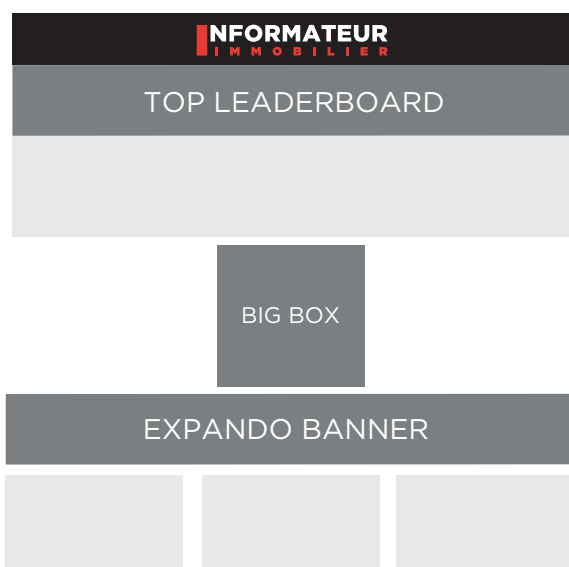
A TARGETED AUDIENCE. A CREDIBLE CONTEXT. DIRECT VISIBILITY.

- 7,500+ qualified subscribers
- Decision-makers, professionals, and managers
- Sectors: real estate, property management, construction, infrastructure, urban development
- Average open rate: **39%** (vs. 24% industry average)

**POSITION YOUR BRAND AT THE HEART
OF REAL ESTATE NEWS.**

INFORMATEUR IMMOBILIER

NEWSLETTER FORMAT



FORMAT	FORMAT (PIXELS)	RESOLUTION	ACCEPTED FORMATS
TOP LEADERBOARD	600 x 150	300 dpi	GIF, JPEG or PNG
BIG BOX	225 x 225		
EXPANDO BANNER	600 x 150		

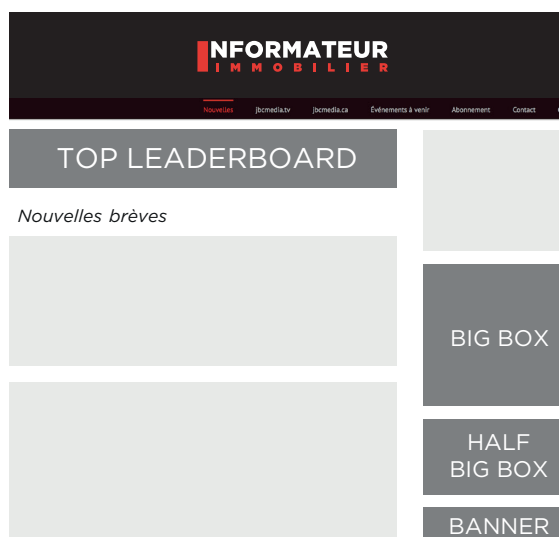
MONTHLY RATES*

	3 MONTHS	6 MONTHS	12 MONTHS
TOP LEADERBOARD	1 295 \$	1 165 \$	1 045 \$
BIG BOX	1 135 \$	1 025 \$	915 \$
EXPANDO BANNER	1 075 \$	955 \$	865 \$

*Net rates. Taxes extra.

Consecutive insertions

BLOG FORMAT



FORMAT	FORMAT (PIXELS)	RESOLUTION	ACCEPTED FORMATS
TOP LEADERBOARD	889 x 110	300 dpi	GIF, JPEG or PNG
BIG BOX	300 x 250		
HALF BIG BOX	300 x 150		
BANNER	300 x 75		

MONTHLY RATES*

	3 MONTHS	6 MONTHS	12 MONTHS
TOP LEADERBOARD	\$1,125	\$1,015	\$915
BIG BOX	\$1,125	\$1,015	\$915
HALF BIG BOX	\$855	\$765	\$685
BANNER	\$575	\$515	\$465

*Net rates. Taxes extra.

Consecutive insertions

TOTAL ANNUAL INVESTMENT IN AT LEAST ONE PRINT MAGAZINE

DISCOUNT

\$40,000 AND MORE	40%
\$25,000 TO \$39,999	30%
\$15,000 TO \$24,999	20%
\$5,000 TO \$14,999	15%

SUBSTANTIAL DISCOUNTS

AVAILABLE TO ANNUAL ADVERTISERS ACROSS OUR VARIOUS MAGAZINES

(Does not apply to *Avis à tous!* and *Bon à savoir!* messages.)

**FOR MORE INFORMATION,
PLEASE CONTACT US.**

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