

# **GESTION** IMMOBILIÈRE

2022 media kit



**THE MAGAZINE FOR PROPERTY MANAGERS  
FOCUSED ON INNOVATION AND CONSTANT UPDATING  
OF INDUSTRY BEST PRACTICES**



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

IN 2022, THE MAGAZINE *MAINTENANCE IMMOBILIÈRE* BECAME *GESTION IMMOBILIÈRE*, A TITLE THAT PERFECTLY CONVEYS ITS MISSION. IT IS NOW, MORE THAN EVER, THE MAGAZINE FOR PROPERTY OWNERS AND MANAGERS IN QUÉBEC.



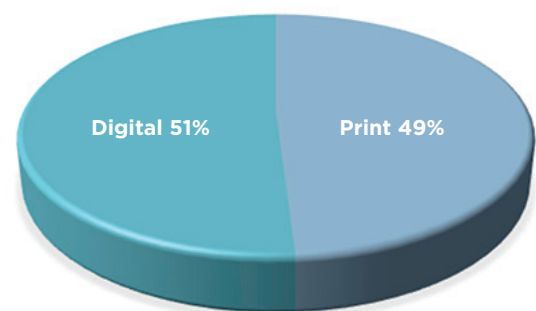
## HIGHLIGHTS

- ▶ DIGITAL AND PRINT VERSIONS
- ▶ PRINTED ON CERTIFIED RECYCLED PAPER CONTAINING 100% POST-CONSUMER FIBRE MADE WITH A CHLORINE-FREE PROCESS THAT USES BIOGAS ENERGY
- ▶ PUBLISHED 4 TIMES A YEAR FOR THE 12<sup>th</sup> 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\*

- Paper: 7500 copies sent by regular mail
  - Digital: 7830 targeted e-mailings
- Total: 15,330

\* Volume 11, Issue 4, autumn 2021, Cyberimpact



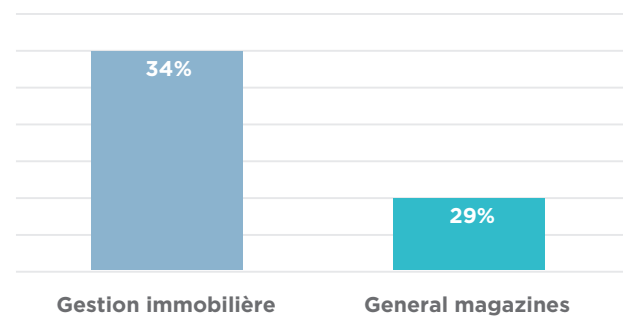
### NUMBER OF READERS (print copies)

Big advertising agencies usually reach 3.5 readers per copy: 26,250 readers.

## CIRCULATION (Penetration rate of digital magazines)

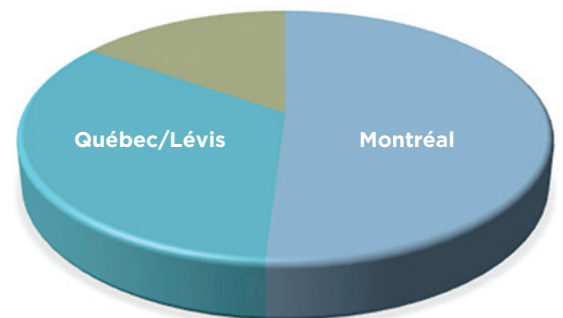
- *Gestion immobilière* digital version\*
- Magazine readership in Canada, Vividata autumn 2021, Adults 18+

\* Volume 11, Issue 4, autumn 2021, Cyberimpact



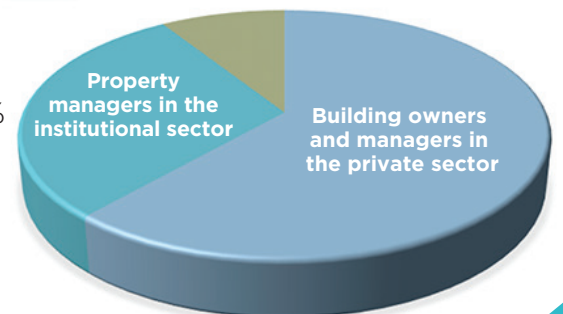
## GEOGRAPHIC DISTRIBUTION

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



## READERSHIP

- Building owners and 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**

- Media partner with BOMA Québec since 2012
- Media partner with Ivanhoé Cambridge Real Estate Chair (UQAM) since 2012
- Media partner with Association des Maîtres Couvreur du Québec (AMCQ) since 2018
- Media partner with the Cercle 13 group of professionals since 2018
- Media partner with the Association des Gestionnaires de Parcs Immobiliers Institutionnels (AGPI) since 2022

## **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 AND PROMOTIONAL ISSUES**

### **SPRING:**

**SANITARY MAINTENANCE**

**INNOVATION: FOCUS ON PROPEL NEW YORK**

**INSTITUTIONAL: REDESIGNING WORKSPACES FOR THE POST-COVID ERA**

### **SUMMER:**

**SUCCESSFUL RENOVATION OF A RENTAL SPACE BY AN EXPERIENCED CONTRACTOR**

**INNOVATION: THE INTERNET OF THINGS AND ITS IMPACT ON MANAGEMENT COSTS**

**SECURITY: HOW TO PREVENT THE UNEXPECTED**

### **FALL:**

**ROOFING: SPECIAL ISSUE**

**INNOVATION: THE ROBOTIZATION OF SERVICES**

**THE INTEGRATION OF ART (CLASSICAL AND DIGITAL) AND ITS IMPACT ON BUILDING OCCUPANTS**

### **WINTER:**

**THE BUILDING ENVELOPE**

**ELEVATORS**

**INNOVATION: FACIAL RECOGNITION IN BUILDINGS - ARE WE READY?**

**N.B.** As of January 12, 2022. 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

PUBLICATION	SPRING	SUMMER	FALL	WINTER
Volume - number	12 - 1	12 - 2	12 - 3	12 - 4
Space reservation	February 3, 2022	June 2, 2022	August 26, 2022	October 21, 2022
Material to be produced	February 7, 2022	June 6, 2022	August 29, 2022	October 24, 2022
Material ready to print	February 9, 2022	June 9, 2022	August 31, 2022	October 26, 2022
Distribution	Late February 2022	Late June 2022	Late Sept. 2022	November 2022

## ADVERTISING RATES

FORMAT	2 years				
	1 x	2 x	3 x	4 x	8 x
Double page	\$6,980	\$6,680	\$6,280	\$5,980	\$5,680
Full page	\$4,780	\$4,580	\$4,380	\$4,180	\$3,780
2/3 page	\$3,880	\$3,680	\$3,480	\$3,380	\$3,280
1/2 page island	\$3,480	\$3,180	\$3,080	\$2,980	\$2,880
1/2 page	\$2,780	\$2,680	\$2,580	\$2,380	\$2,180
1/3 page square	\$2,480	\$2,380	\$2,180	\$2,080	\$1,880
1/3 page	\$1,780	\$1,680	\$1,580	\$1,480	\$1,280
1/4 page	\$1,580	\$1,480	\$1,380	\$1,280	\$995
C-2	-	-	-	\$5,180	\$4,580
C-3	-	-	-	\$4,780	\$4,380
C-4	-	-	-	\$5,680	\$5,180
Notice A (max. 150 words)	\$825	-	-	-	-
Notice B (max. 60 words)	\$625	-	-	-	-
<b>SPONSORED CONTENT:</b> FULL PAGE OR DOUBLE PAGE FORMATS ONLY + \$500 per page if we do the writing.					

**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: PDF: PDF/X-1A or Presse**

Images must be in CMYK at 300 ppp 100%.

Use ISO Coated v 300 % (ECI) print profile.

No RGB or PANTONE colours, no JPEGs.

**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 in X 10 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.**

70, rue De La Barre, bureau 120  
Longueuil (Québec) J4K 5J3

**MONTRÉAL** 450 670-7770

**QUÉBEC** 418 317-0669

**TOLL-FREE** 1 866 446-3185

info@jbcmedia.ca

**jbcmedia.ca**

**SALES**

Claire Boisvert  
Senior Advertising Consultant  
claire.boisvert@jbcmedia.ca  
Ext. 229

Camille Fréchette  
Advertising Assistant  
camille.frechette@jbcmedia.ca  
Ext. 227

**CLIENT SERVICES AND  
ADMINISTRATION**

Edith Lajoie  
Managing Director  
edith.lajoie@jbcmedia.ca  
Ext. 224

**SUBSCRIPTIONS**

Fatima Reynel  
Subscriptions Manager  
abonnement@jbcmedia.ca  
Ext. 230

**EDITOR & PUBLISHER**

Jacques Boisvert  
jacques.boisvert@jbcmedia.ca  
Ext. 222