

GESTION IMMOBILIÈRE

2023 media kit



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



jbcmedia.ca

GESTION IMMOBILIÈRE IS THE MAGAZINE FOR PROPERTY MANAGERS IN QUÉBEC. PUBLISHED SINCE 2010, IT HAS BECOME A MUST HAVE, BOTH FOR THE MANAGER OF FINANCIAL ASSETS AND FOR THE TECHNICAL MANAGER. OUR READERS INVEST HUNDREDS OF MILLIONS OF DOLLARS EACH YEAR FOR THE MAINTENANCE AND UPDATING OF THEIR REAL ESTATE.





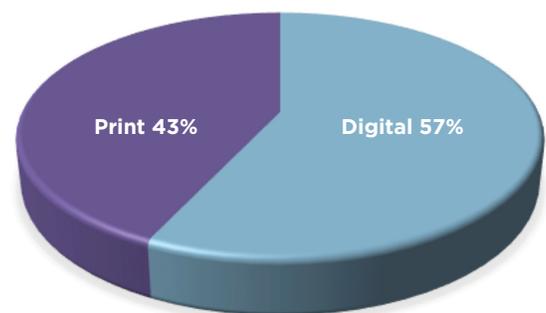
HIGHLIGHTS

- ▶ 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 13th 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 copies sent by regular mail
 - Digital: 7960 targeted e-mailings
- Total: 13960 + rebroadcast on social networks

* Volume 12, Issue 3, autumn 2022, Cyberimpact



NUMBER OF READERS (print copies)

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

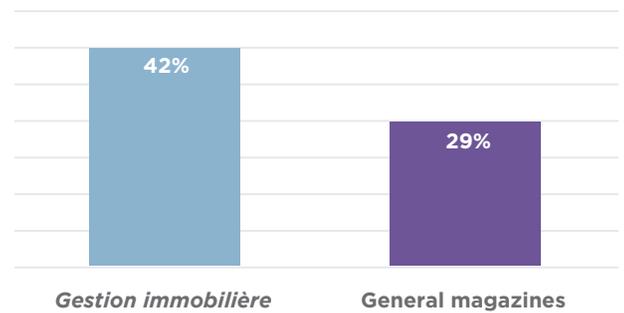


CIRCULATION (Penetration rate of digital magazines)

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

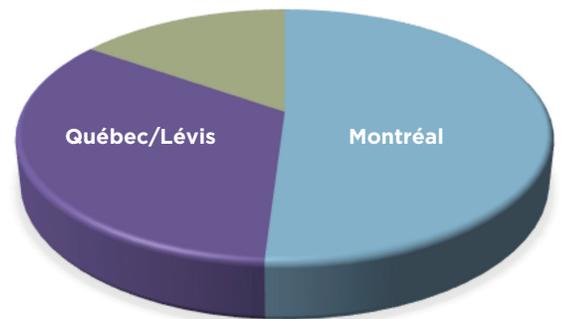
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** Vividata autumn 2021, Adults 18+



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

- Close collaborator with BOMA Québec since 2012
 - Close collaborator with Ivanhoé Cambridge Real Estate Chair (UQAM) since 2012
 - Close collaborator with Association des Maîtres Couvreur 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 AND PROMOTIONAL ISSUES

SPRING: COMING SOON

SUMMER: COMING SOON

FALL: COMING SOON

WINTER: COMING SOON

N.B. As of December 5, 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 for the most recent version available.

DEADLINES

PUBLICATION	SPRING	SUMMER	FALL	WINTER
Volume - number	13 - 1	13 - 2	13 - 3	13 - 4
Space reservation	February 3, 2023	June 2, 2022	August 25, 2022	October 20, 2022
Material to be produced	February 6, 2023	June 5, 2022	August 28, 2022	October 23, 2022
Material ready to print	February 8, 2023	June 7, 2022	August 30, 2022	October 25, 2022
Distribution	Early March 2023	Late June 2022	Late Sept. 2022	November 2022

ADVERTISING RATES

FORMAT	1 x	2 x	3 x	4 x	2 years 8 x
Double page	\$7,325	\$7,015	\$6,595	\$6,275	\$5,965
Full page	\$5,015	\$4,805	\$4,595	\$4,385	\$3,965
2/3 page	\$4,075	\$3,865	\$3,655	\$3,545	\$3,445
1/2 page island	\$3,655	\$3,335	\$3,235	\$3,125	\$3,025
1/2 page	\$2,915	\$2,815	\$2,715	\$2,495	\$2,285
1/3 page square	\$2,605	\$2,505	\$2,295	\$2,185	\$1,975
1/3 page	\$1,865	\$1,765	\$1,655	\$1,555	\$1,345
1/4 page	\$1,655	\$1,555	\$1,445	\$1,345	\$1,045
C-2	-	-	-	\$5,435	\$4,805
C-3	-	-	-	\$5,015	\$4,595
C-4	-	-	-	\$5,965	\$5,435
Notice A (max. 150 words)	\$865	-	-	-	-
Notice B (max. 60 words)	\$655	-	-	-	-
SPONSORED CONTENT: 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.

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		
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		

**PLEASE CONTACT US
FOR MORE INFORMATION.**

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