

IMMOBILIER **C O M M E R C I A L**

2022 media kit



**A PROPERTY MANAGEMENT AND
URBAN DEVELOPMENT NEWS MAGAZINE**



jbcmedia.ca

**THE MAGAZINE FOR DECISION-MAKERS, FOR PROFESSIONALS
AND MAJOR PLAYERS IN COMMERCIAL REAL ESTATE
AND URBAN DEVELOPMENT IN QUÉBEC**





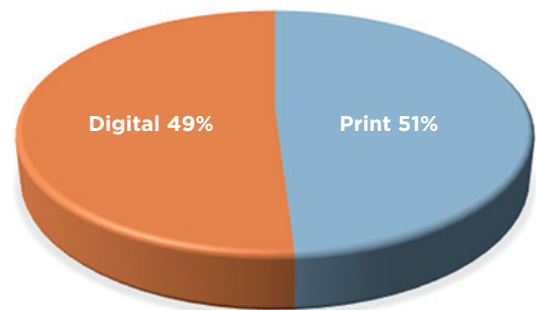
HIGHLIGHTS

- ▶ 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 6 TIMES A YEAR FOR THE 15th CONSECUTIVE YEAR
- ▶ INFORMATIVE ARTICLES AND QUALITY JOURNALISM
- ▶ COVERS ALL OF QUÉBEC
- ▶ REACHES THE MAJOR PLAYERS, OWNERS, DEVELOPERS AND INFLUENCERS IN THE PRIVATE SECTOR OF THE QUÉBEC REAL ESTATE INDUSTRY, AS WELL AS PROFESSIONALS WHO ARE PART OF ITS EXTENSIVE ECOSYSTEM

DISTRIBUTION*

- Print: 8000 copies sent by regular mail
 - Digital: 7830 targeted e-mailings
- Total: 15,830

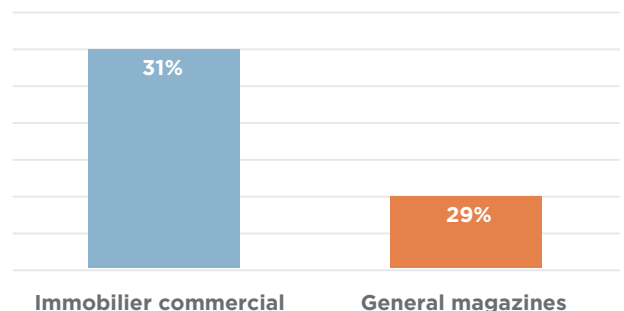
* Average for last 3 issues of 2021



CIRCULATION (Penetration rate of digital versions)

- *Immobilier commercial* (digital version*)
- Magazine readership in Canada, Vividata autumn 2021, Adults 18+

* Volume 14, Issue 6, autumn 2021, Cyberimpact

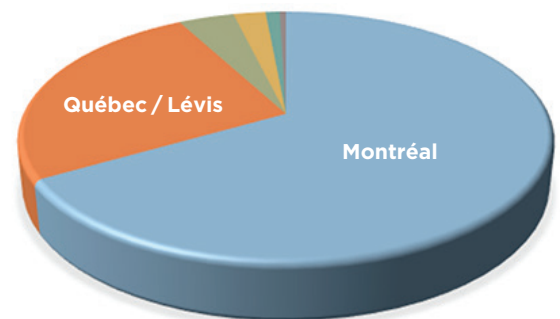


NUMBER OF READERS (print copy)

Big advertising agencies usually reach 3.5 readers per copy: 28,000 readers.

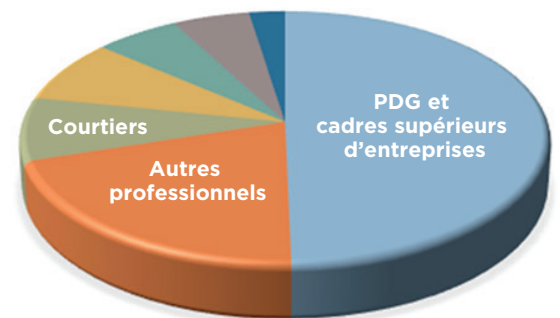
GEOGRAPHIC DISTRIBUTION

- Montréal region: 66.7%
- Québec City/Lévis region: 25.5%
- Gatineau region: 4%
- Sherbrooke region: 2.3%
- Trois-Rivières region: 1%
- Other regions: 0.5%



READERSHIP

- CEOs and corporate executives: 49.7%
- Other professionals (appraisers, lawyers, urban planners, architects, financiers): 20.4%
- Commercial real estate brokers: 8.1%
- Municipal & National Assembly officials: 8.1%
- Influencers (business leaders and senior managers of associations, civil servants, directors of professional associations, corporate board members): 5.9%
- Managers of large private buildings: 5.3%
- Teachers, students, librarians: 2.5%



MEMBERS OF URBAN DEVELOPMENT INSTITUTE OF QUÉBEC (IDU): 26.5 %

OTHER READERS: 73.5 %

PUBLIC PROFILE

- Media partner with the Urban Development Institute of Québec (IDU) since 2008
- Media partner with the Montréal Real Estate Forum since 2009
- Media partner with the Ivanhoé Cambridge Real Estate Chair (UQAM) since 2012
- Media partner with the Cercle 13 group of professionals since 2018
- Active participant in the MIPIM annual international property event in Cannes, promoting Montréal and Québec's commercial real estate portfolios since 2009
- Active collaborator with CREW M (business incubator for women) since 2012
- Active collaborator with BOMA Québec since 2012

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.

MARKET OUTSIDE QUÉBEC

A national 100% English digital version (*Commercial Real Estate News - Québec Market*) will be distributed by e-mail in 2022, mainly in the Toronto and Vancouver markets. If this pilot project to promote Québec real estate and its main players in the commercial property sector proves successful, statistics will be available in the 2023 Media Kit.

THEMED SPECIAL EDITIONS AND PROMOTIONAL ISSUES

FEBRUARY: ANNUAL RETROSPECTIVE

APRIL: WOMEN IN REAL ESTATE
ECONOMIC FORECAST
SPOTLIGHT ON LONGUEUIL

JUN: SPOTLIGHT ON LAVAL

AUGUST: IDU SPECIAL ISSUE
SPOTLIGHT ON QUÉBEC CITY / LÉVIS

OCTOBER: MAJOR REAL ESTATE BROKERS
SPOTLIGHT ON GATINEAU

DECEMBER: LAWYERS WHO SPECIALIZE
IN COMMERCIAL REAL ESTATE
SPOTLIGHT ON TROIS-RIVIÈRES/
SHERBROOKE

N.B. As of January 10, 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

ISSUES	FEBRUARY MARCH	APRIL MAY	JUNE JULY	AUGUST SEPTEMBER	OCTOBER NOVEMBER	DECEMBER JANUARY
Volume - number	15 - 1	15 - 2	15 - 3	15 - 4	15 - 5	15 - 6
Space reservation	January 20, 2022	March 11, 2022	May 6, 2022	June 30, 2022	September 9, 2022	November 4, 2022
Material to be produced	January 24, 2022	March 14, 2022	May 9, 2022	July 5, 2022	September 12, 2022	November 7, 2022
Material ready to print	January 26, 2022	March 16, 2022	May 11, 2022	July 7, 2022	September 14, 2022	November 9, 2022
Distribution	Early Feb. 2022	Early April 2022	Late May 2022	Early August 2022	Early Oct. 2022	Late Nov. 2022

ADVERTISING RATES

FORMAT	1 x	3 x	6 x	2 years 12 x
Double page	\$7,500	\$6,950	\$5,980	\$5,500
Full page	\$5,045	\$4,635	\$3,985	\$3,675
2/3 page	\$4,305	\$3,885	\$3,465	\$3,245
1/2 page island	\$3,325	\$3,115	\$2,695	\$2,485
1/2 page	\$3,015	\$2,795	\$2,375	\$2,275
1/3 page square	\$2,375	\$2,165	\$1,745	\$1,645
1/3 page	\$1,895	\$1,695	\$1,375	\$1,275
1/4 page	\$1,695	\$1,475	\$1,155	\$1,055
C-2	-	-	\$5,895	\$5,365
C-3	-	-	\$5,575	\$5,045
C-4	-	-	\$6,095	\$5,575
Notice A (max. 150 words)	\$825	-	-	-
Notice B (max. 60 words)	\$625	-	-	-
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 in X 10 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.**

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**

Managing Director
edith.lajoie@jbcmedia.ca

SUBSCRIPTIONS

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

EDITOR & PUBLISHER

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