

IMMOBILIER COMMERCIAL

2023 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



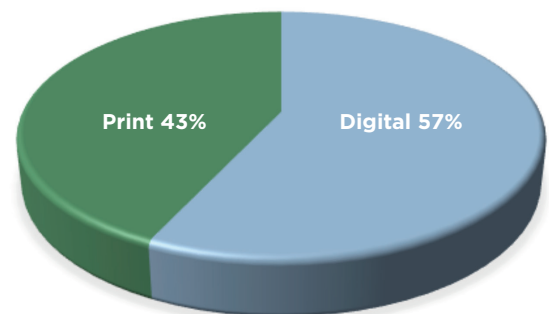
HIGHLIGHTS - *Immobilier commercial Magazine*

- ▶ 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 16th 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 IN FRENCH*

- Print: 6000 targeted copies
 - Digital: 7960 targeted e-mailings
- Total: 13,960 + rebroadcast on social networks

* Average for last 3 issues of 2022

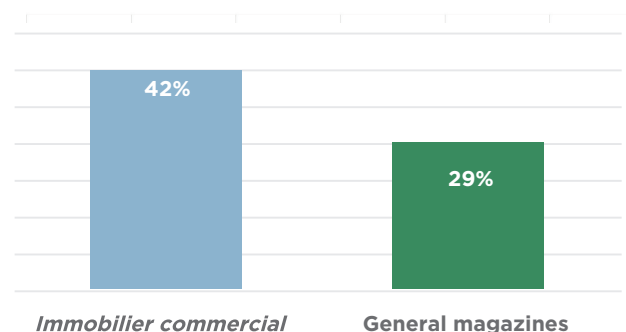


CIRCULATION (Penetration rate of digital versions)

- *Immobilier commercial* (digital version*)
- Magazine readership in Canada**

* Volume 15, Issue 5, autumn 2022, Cyberimpact

** Vividata autumn 2021, Adults 18+



NUMBER OF READERS (print copy)

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

NEW - Commercial Real Estate Magazine

- ▶ DIGITAL VERSION
- ▶ ENGLISH VERSION OF THE IMMOBILIER COMMERCIAL MAGAZINE IN FULL TRANSLATION
- ▶ PUBLISHED 6 TIMES A YEAR
- ▶ INFORMATIVE ARTICLES AND QUALITY JOURNALISM
- ▶ OBJECTIVE: PROMOTE THE QUÉBEC MARKET, THE REAL ESTATE ACTIVITY, ITS MAJOR PLAYERS AND ITS PROJECTS, TO MAJOR CANADIAN PLAYERS FROM COAST TO COAST, BUT MORE PARTICULARLY IN MAJOR CENTRES SUCH AS TORONTO AND VANCOUVER
- ▶ REACHES THE COMMERCIAL REAL ESTATE PROFESSIONALS IN ENGLISH CANADA, INCLUDING MAJOR REAL ESTATE BROKERS, DEVELOPERS, INVESTORS AND OWNERS WHO WILL RECEIVE THE MAGAZINE BY EMAIL

DISTRIBUTION IN ENGLISH

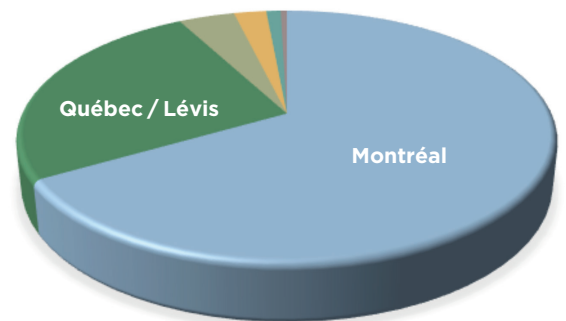
Digital: 5300 targeted e-mailings

CIRCULATION - GEOGRAPHIC DISTRIBUTION - READERSHIP

Statistics will be available in the 2024 media kit.

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

- Close collaborator with the Urban Development Institute of Québec (IDU) since 2008
- Close collaborator with the Montréal Real Estate Forum since 2009
- Close collaborator with the Ivanhoé Cambridge Real Estate Chair (UQAM) since 2012
- Close collaborator 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
- Close collaborator with CREW M (business incubator for women) since 2012
- Close 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.

THEMED SPECIAL EDITIONS AND PROMOTIONAL ISSUES

FEBRUARY: ECONOMIC FORECAST
SPOTLIGHT ON LÉVIS

AUGUST: IDU SPECIAL ISSUE
SPOTLIGHT ON LAVAL

APRIL: SPOTLIGHT ON LONGUEUIL

OCTOBER: FUNDING

JUNE: SPOTLIGHT ON QUÉBEC CITY

DECEMBER: SPOTLIGHT ON GATINEAU

N.B. As of December 1st, 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	16 - 1	16 - 2	16 - 3	16 - 4	16 - 5	16 - 6
Space reservation	January 19, 2023	March 9, 2023	May 4, 2023	June 22, 2023	September 8, 2023	November 3, 2023
Material to be produced	January 23, 2023	March 13, 2023	May 8, 2023	June 26, 2023	September 11, 2023	November 6, 2023
Material ready to print	January 25, 2023	March 15, 2023	May 10, 2023	June 28, 2023	September 13, 2023	November 8, 2023
Distribution	Early Feb. 2023	Early April 2023	Early June 2023	Early August 2023	Early Oct. 2023	Early Dec. 2023

ADVERTISING RATES

FORMAT	1 x	3 x	6 x	2 years 12 x
Double page	\$7,875	\$7,295	\$6,275	\$5,775
Full page	\$5,295	\$4,865	\$4,185	\$3,855
2/3 page	\$4,525	\$4,075	\$3,635	\$3,405
1/2 page island	\$3,495	\$3,275	\$2,835	\$2,605
1/2 page	\$3,165	\$2,935	\$2,495	\$2,385
1/3 page square	\$2,495	\$2,275	\$1,835	\$1,725
1/3 page	\$1,995	\$1,785	\$1,445	\$1,335
1/4 page	\$1,785	\$1,555	\$1,215	\$1,105
C-2	-	-	\$6,195	\$5,365
C-3	-	-	\$5,855	\$5,295
C-4	-	-	\$6,405	\$5,855
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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