

CONDOBUSINESS

2013
EDITORIAL
PLANNER &
RATECARD



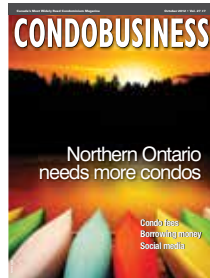
BEFORE

UNPARALLELED GROWTH

The number of cranes that define the Toronto skyline is an illustration of the ever-growing opportunity for product and service suppliers to the condominium sector. Toronto reportedly counts the most high-rise real estate projects under construction in North America. All of the developments, both existing and new, will need products and services to maintain the properties.

CondoBusiness magazine is positioned to be a leader in providing practical, unbiased information for property managers and condo board members and directors.

CondoBusiness magazine is published eight times annually and the e-news is issued once monthly providing you the venue and the frequency needed to build your brand in this huge market.



REGULAR FEATURES

Each issue of the magazine features in depth articles that delve into the issues that are most important to property managers, boards and developers.

March Security

Springfest Issue

Ad Close: February 22

Each condominium has unique security needs that must be met within their budget. Some condominium owners find value in a friendly face while others like the dependability technology can offer. We'll explore different security options, technological solutions and legal concerns.

April Governance

Ad Close: March 29

Having a healthy democracy within the condominium is essential to a peaceful community but it isn't easy to convince residents to get involved. Encourage participation in the community's governance through communication, education and spirited elections so that every unit owner knows when and how to voice their concerns in order to shape the community.

May Technology

Ad Close: April 26

The technology available to this sector is improving daily; there's a tool for every purpose. In an effort to stay current, it is easy to get caught up with devices that may or may not pan out for condominium use. We'll keep you abreast of worthwhile investments.

June Investment

Ad Close: May 24

Some condominiums are especially appealing to investors who snatch up the majority of units before the building is complete. Some of these units change hands when the apartments are occupied but many serve as rental income. Condominiums with a large proportion of units owned by investors or absentee owners require special considerations for property managers and boards.

August Human Resources

Ad Close: July 26

Your employees are your company's face and hands. Make sure you're investing in the right people, offering appealing incentives for hard work and a chance at promotion for deserving staff members.

September Retirement condos

Ad Close: August 30

Whether or not a condominium was initially marketed to seniors, many communities have an aging population. Meet their needs by offering tailored services that will help them age in place and by making accessibility a special concern in everything from common areas to disaster planning.

October Finances

ACMO/CCI
Conference issue

Ad Close: September 27

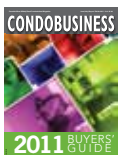
A central concern for all condominium communities trying to balance condo fees with reserve funds and the annual budgets; keeping finances in order can be challenging.

November Disaster Management

PM Expo Issue

Ad Close: October 25

A disaster plan must be kept up to date with emergency contacts, current supplies and residents with special needs. Everyone should be reminded of their responsibilities in the event of a disaster.



Published in November, the 2013 CondoBusiness Buyers' Guide offers advertisers unique opportunities to be in front of potential buyers year round, both in print and online at www.condobusiness.ca.

To ensure your business is listed this year, call 416-512-8186 ext.248.

REGULAR DEPARTMENTS

Legal

Keep up to date on the legalities of condo living.

Maintenance and Management

Condominiums should run like a well-oiled machine. CondoBusiness offers the tools to keep that machine running smoothly.

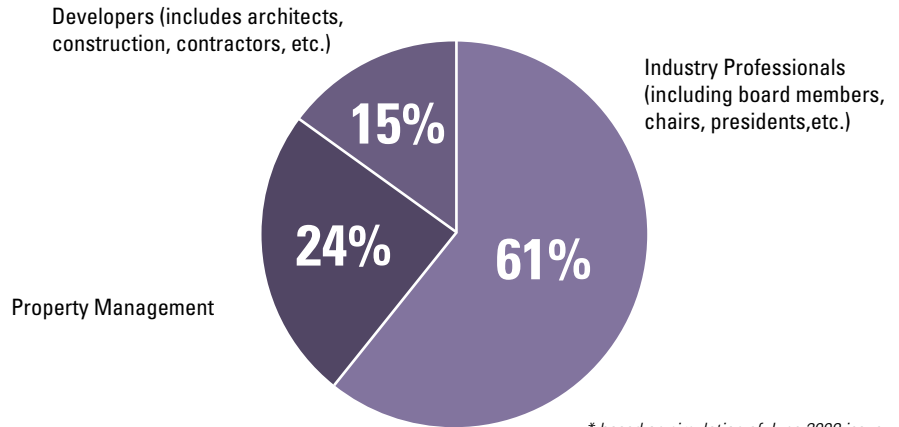
Design

Attractive common areas are an asset to everyone.

Smart Ideas

Tips and tricks for condo management

CONDOBUSINESS is circulated to over 2,500 and read by over 5,000 individuals including directors, property managers, developers and suppliers to this billion dollar industry.



* based on circulation of June 2009 issue

ADVERTISING RATES

INSERTION RATE COST PER INSERTION

1-3x per year

4-7x per year

8x per year

Centre spread

Back cover

Inside covers

Full page

½ page island

½ page horizontal

1/3 page horizontal

¼ page vertical

All rates include 4-colour process.

Additional charges apply for ad preparation.

FOR ADVERTISING RATES, PLEASE CONTACT:

Steve McLinden, Publisher
416.512.8186 ext. 239
1.866.216.0860 ext. 239
stevem@mediaedge.ca

Insertions – Rates on request
Guaranteed Position – 20% extra on space cost only. Above prices are for print-ready artwork only. Additional charges apply for art preparation.



E-SOLUTIONS

Integrating your message online will enhance the effectiveness of all your marketing efforts. Condobusiness.ca provides an assortment of options including web advertising, electronic news and video reports. We dig for the latest developments in the industry and interview the major players to provide our audience with the most current news and perspectives.

WEBSITE RATES

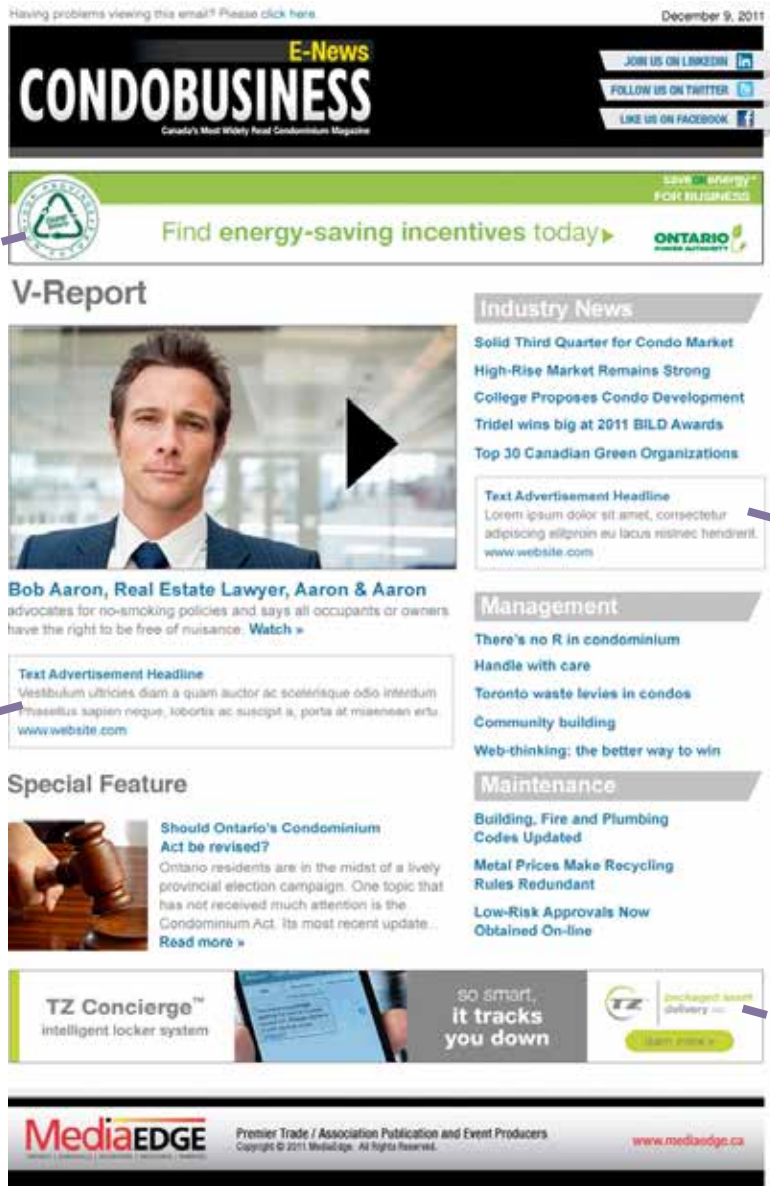
Leaderboard:
728 x 90 pixels,
72 DPI
gif or jpg only RGB

Skyscraper:
120 x 600 pixels,
72 DPI
gif or jpg only RGB

Button Ad:
150 x 150 pixels,
72 DPI
gif or jpg only RGB

FOR ADVERTISING RATES, PLEASE CONTACT:

Steve McLinden, Publisher call 416.512.8186 ext. 239 or 1.866.216.0860 ext. 239, or email at stevem@mediaedge.ca



E-NEWS

The CondoBusiness e-newsletters are new and improved for 2013. Your message will be delivered in a new format, providing readers more information and news about the property management industry.

How valuable do our readers find our e-newsletters? In our recent readership survey, 86% of those readers found the information in our e-news useful. As a sponsor, you will continue to reap the benefits of reaching more than 3,000 industry professionals. And, you now have more advertising options in a efficiently delivered and visible format.

What better way to deliver your message to thousands of decision makers!

E-NEWS RATES

Top Leaderboard	1X	3X	6X
728 x 90 pixels, 72 DPI gif or jpg only RGB			
Bottom Leaderboard			
728 x 90 pixels, 72 DPI gif or jpg only RGB			
Left Side Text Ad			
430 x 90 pixels, 72 DPI gif or jpg only RGB			
Right Side Text Ad			
280 x 90 pixels, 72 DPI gif or jpg only RGB			

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MECHANICAL REQUIREMENTS

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Type page: 7.125" x 9.625" • Trim size: 8.1258" x 10.875" •
 Bleed size: 8.375" x 11.125"
 Halftone screen: 133 line maximum • Printed offset, saddle stitch bound.

DIGITAL FILES

Preferred format is InDesign CS4, Adobe Illustrator or PDF. Please include all image files and all fonts used in the document and a laser copy for reference. **NO** Microsoft Office or Corel Draw files will be accepted.

GENERIC PDF FILES

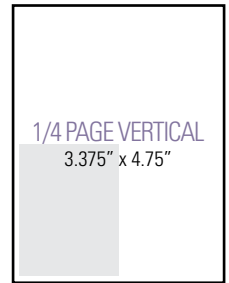
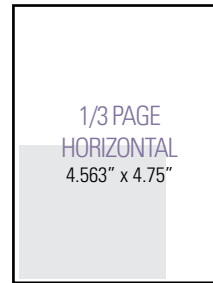
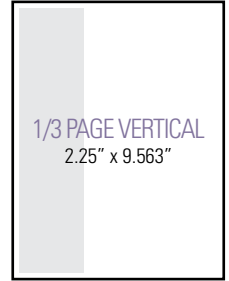
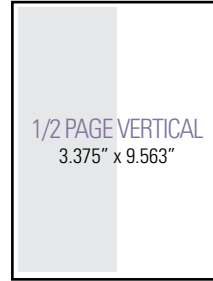
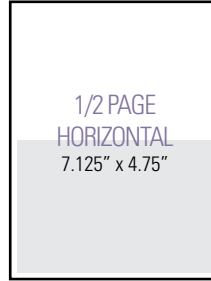
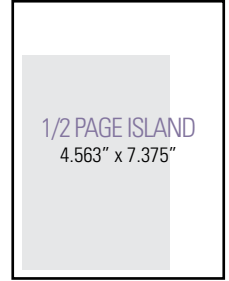
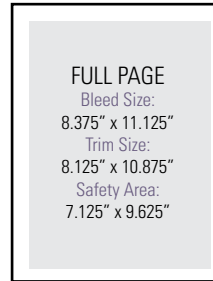
Generic PDF files, created with Adobe Acrobat Distiller using high resolution CMYK (no colour profiles), with all the fonts embedded. "Save-as" PDF files (Adobe Illustrator, Adobe Photoshop) and native application files (QuarkXpress, Adobe InDesign, Pagemaker, Corel Draw, Microsoft Word) are **NOT** acceptable for digital ad submissions. These files are not final material and can create problems with reproduction.

WHEN SENDING MATERIAL

1. Submit files on a Macintosh formatted CD-ROM. Please label your files with the company name and issue name.
eg. advertiser_issuedate.pdf
2. Include a Magazines Canada standards colour proof, for accurate reproduction. All colour files must be accompanied by a colour proof or a separated laser proof. Publisher assumes no responsibility for accuracy where no proof is provided.
3. Upload files to the FTP site.
Host: ftp3.mediaedge.ca
Username: me_condo_ad
Password: artwork
4. Digital materials, Film, artwork, etc. to be sent to: Production Manager, 5255 Yonge Street, Suite 1000, Toronto, Ontario M2N 6P4

POLYBAGS / INSERTS

Supplied: 1 page, overleaf available to publisher – b&w page rate plus 25%. 1 page, overleaf blank – rates on request. Maximum weight 100lbs. Allow 2-1/2" binding lip and 1/4" head trim.
 Reader Reply Cards: must be accompanied by minimum 1 page adjacent advertisement. Standard size 5.75" x 4.375"; allow 2.50" binding lip and .25" head trim. Charged at 1/3 page rate plus \$20.00 per thousand for stitching.



REPRINTS

- Advertising / editorial reprint rates available upon request.

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Our mission is to produce market leading, superior quality magazine, conference and trade show brands that provide distinctive and effective ways to deliver client information to key industry players.

Publications produced by MediaEdge Communications Inc.:

