

CANADA'S PREMIER MAGAZINE FOR BUILDING OWNERS AND MANAGERS

Canadian PROPERTY MANAGEMENT



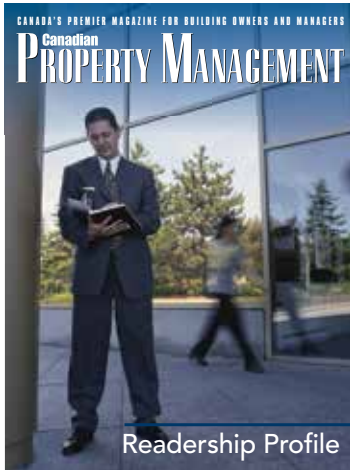
2013 MEDIA PLANNER

82%

of Canadian Property Management readers are involved in recommending, evaluating, specifying and purchasing the products and services related to their properties.

Your advertising message will be seen by more than 40,000 Industry decision makers.

Readership Profile



Ask for the results of our most recent readership profile.

Some examples of the information contained within the survey:

- 87% of readers spent up to one hour reading each issue of Canadian Property Management.
- 72% of readers determine the brands and products used in their modernization and retrofit products.
- 41% of readers have more than five million square feet in their company's real estate portfolio.

Circulation & Readership Data

Canadian Property Management's circulation includes 12,500 individuals who develop, own, manage, operate and maintain properties across Canada. Our readership represents the following types of properties:

Commercial/ Industrial/Retail

- Office Buildings
- Financial Institutions
- Insurance Companies
- Real Estate/Property Management Firms
- Hotels
- Trust Companies
- Developers
- Shopping Centres
- Industrial Properties

Institutional

- Hospitals
- Nursing Homes
- Private Clinics, etc.
- Schools
- Universities
- Colleges
- Federal, Provincial and Municipal levels of Government
- Airports
- Other Government Operated Facilities

Family Housing

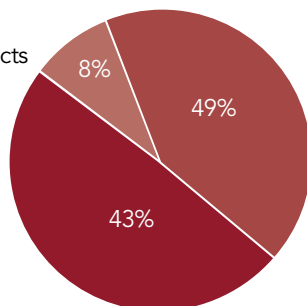
- Condominiums
- Non-Profit Housing
- Apartments

Average number of people who read the magazine per office: 3.5

Total Readership: 43,000

Other:
technicians, project coordinators, consultants, engineers and architects

Senior Executives:
owners, presidents, vice presidents, senior operations managers, senior property managers and directors



Management:
property, facility, retail, asset, project and maintenance

Total number of recipients for electronic products: 30,000

Canadian Property Management 2013 Editorial Schedule

ISSUE FOCUS:	SHOWCASE	TECHNOLOGICAL DEVELOPMENTS	RETROFIT PROFILE
<p>MARCH: WHO'S WHO in Canadian Real Estate This issue includes Canada's most comprehensive overview of the real estate industry's players and their portfolios. The "Who's Who" category listings cover the office, industrial, retail, institutional, rental residential and condominium sectors.</p>	FACILITIES MANAGEMENT	SOFTWARE	INTERIORS
<p>APRIL: Energy Management, Monitoring and Procurement Articles will focus on strategies for negotiating today's volatile energy market, conserving energy and cutting costs with an eye to environmental sustainability. This issue examines conservation measures, demand management and alternative energy sources.</p>	WASTE MANAGEMENT	SECURITY SYSTEMS	EXTERIORS
<p>MAY: Capital Upgrades & Operating Efficiencies Capital investment strategies underpin building operations and asset management. Retrofits maintain and enhance structural and system integrity, increase efficiency and capitalize on cost-saving opportunities. Repositioning responds to market dynamics with upgrades and renovations to serve and attract building occupants and support a building's status and competitive edge. This issue explores both these differing yet complementary aspects of capital improvements.</p>	HUMAN RESOURCES	BUILDING AUTOMATION	ROOFING
<p>JULY: Real Estate Fundamentals This issue looks at how current economic trends shape the market, and drive decisions to buy, sell or reposition assets. REITs, pension funds and publicly traded companies must serve their shareholders' interests, thus forcing their realty advisors and property managers to deliver strong returns. Most private players must make a similarly strong economic case to their lenders. The issue highlights efforts of owners, investors and developers to respond to national and international market dynamics, and leverage economic development incentives within local markets.</p>	ENVIRONMENTAL CONTROLS/IAQ	HVAC	ELEVATORS
<p>SEPTEMBER: Security, Life Safety & Risk Management Articles will address types of emergencies, common occurrences and extraordinary events that building operators must be prepared to respond to. A review of important emergency preparedness measures will cover topics such as: fire and evacuation plans, building security, staff training, insurance and liability.</p>	MAINTENANCE	LIGHTING	HVAC
<p>OCTOBER: Building Business Opportunities Maintaining and strengthening your tenant base and tapping into new opportunities to generate additional revenue beyond your core business. Articles will explore tenant retention, the role of building management and front line personnel in serving clientele and attracting new business, and additional ways to augment your buildings' revenue stream.</p>	BUILDING ENVELOPE	WASTE REDUCTION	ENERGY
<p>NOVEMBER: Environmental Management Issues ranging from the disposal of environmentally sensitive products to making buildings more energy efficient and "green" are gaining widespread public attention. This issue will zero in on environmental management practices, green technologies and initiatives that can help facilities save energy, reduce waste and cut greenhouse gas emissions. It will also cover retrofit options, costs, service providers and environmentally friendly products.</p>	HVAC	STANBY POWER	LIGHTING
<p>DECEMBER/JANUARY: Regulatory Update Evolving obligations and responsibilities under municipal by-laws, provincial and federal legislation. Articles will highlight emerging regulatory issues, changes to existing rules, costs of compliance, potential liabilities and industry advocates' perspectives on the implications of municipal, provincial and federal policy. This includes rules and regulations pertaining to property standards, property tax allocation, building code and health and safety requirements, and environmental performance targets.</p>	SECURITY / LIFE SAFETY	FIRE SAFETY	PARKING
<p>2014 BUYERS' GUIDE Canadian Property Management features listings of more than 600 product and service suppliers across Canada. It is the most comprehensive resource tool for building owners, property and facility managers in Canada.</p>			

SHOWCASE

Each showcase will address a key component of building operations.

TECHNOLOGICAL DEVELOPMENTS

Articles relating to building systems and their operation, zeroing in on new technology and cost efficiency.

RETROFIT PROFILE

Landlords are faced with regular building upgrades for their properties to remain competitive.

2013 AD RATES

AD SIZE

- Double-page spread
- Full page
- 2/3 page
- 1/2 page island
- 1/2 page vertical/horizontal
- 1/3 page vertical/horizontal
- 1/4 page vertical

1X

5X

8X

FOR ADVERTISING RATES, PLEASE CONTACT:

Sean Foley, Publisher
 Tel: 416.512.8186 ext. 225
 Toll-free: 1.866.216.0860 ext. 225
 seanf@mediaedge.ca

COVER COSTS (reserved for full frequency)

- Inside Front
- Inside Back
- Outside Back

All rates are net.

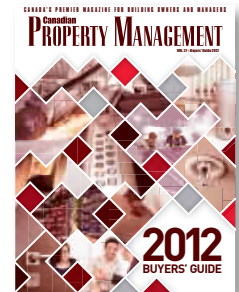
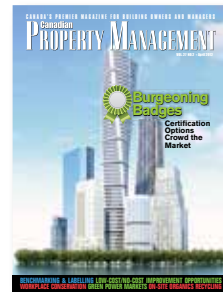
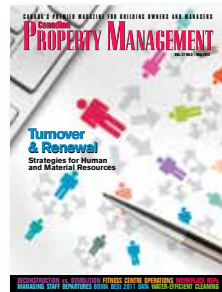
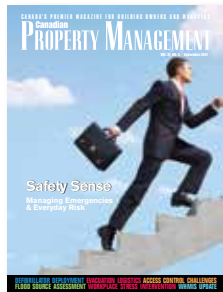
Guaranteed Position charge

15%

Inserts

Rates on Request

NOTE: Above rates are for each insertion and do not include HST.



2013 PUBLISHING SCHEDULE

ISSUE	ADVERTISING CLOSING	MATERIAL DEADLINE	PUBLISH DATE
March*	March 1	March 8	March
April	March 29	April 5	April
May	April 26	May 3	May
July*	July 5	July 12	July
September	August 30	September 6	September
October	September 27	October 4	October
November*	November 1	November 8	November
December/January	December 20	January 8	January

*These issues include bonus circulation at key industry related events

canadianpropertymanagement.ca provides industry professionals with up-to-date information covering corporate initiatives, operations, legal & regulatory issues and industry trends.

AD OPPORTUNITIES

**FOR ADVERTISING RATES,
PLEASE CONTACT:**

Sean Foley, Publisher
Tel: 416.512.8186 ext. 225
Toll-free: 1.866.216.0860 ext. 225
seanf@mediaedge.ca

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

Combo:

(Leaderboard & Skyscraper)

Button Ad:

150 x 150 pixels, 72 DPI
gif or jpg only RGB



TOP LEADERBOARD

LEFT SIDE TEXT AD

RIGHT SIDE TEXT AD

BOTTOM LEADERBOARD

E-NEWS

How valuable do our readers find our e-newsletters? In our recent readership survey, 86% of those readers find the information in our E-news useful.

As a sponsor, you will reap the benefits of reaching more than 30,000 industry professionals. The Canadian Property Management e-newsletters are delivered twice monthly, providing timely and useful content including video reports from industry leaders.

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

E-NEWS RATES

1X

3X

6X

Top Leaderboard

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

210 Characters, Word Format

Right Side Text Ad

145 Characters, Word Format

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seanf@mediaedge.ca

MECHANICAL REQUIREMENTS

Safety Area: 7.125" x 9.625" • Trim size: 8.125" 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.

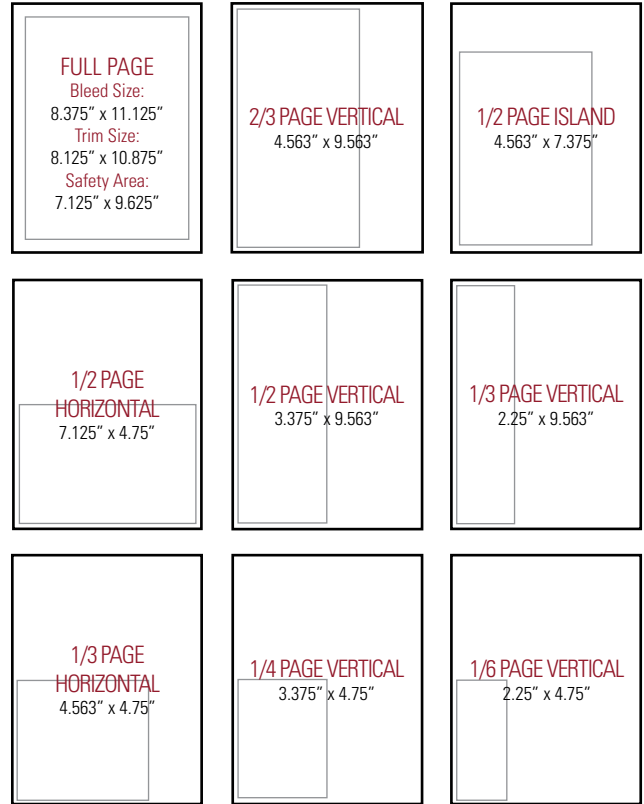
GENERIC PDF FILES:

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, 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. advertisername_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_cpm_ad
Password: artwork
4. Digital materials, Film, artwork, etc. to be sent to:
Production Manager, 5255 Yonge Street, Suite 1000, Toronto, Ontario M2N 6P4



REPRINTS/ 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.

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Canadian Property Management is published by:

MediaEdge

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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.:



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Readership Profile

Readership Profile Study

As it marks its 27th year of publication, *Canadian Property Management* provides real estate news and insight to a wide and influential circle of readers, including owners, managers and affiliated professionals in all sectors of the industry. From a base circulation of 12,500, more than 40,000 readers look to the publication to learn about emerging trends and ongoing issues affecting commercial, industrial, retail, multi-residential and institutional properties.

Results from our recent reader profile study show that 98% of survey respondents found information in the magazine that's not available in other publications. The profile further provides an in-depth picture of our readers' interests and professional responsibilities, the services their companies offer and the purchases they make.

Canadian Property Management consistently delivers our advertisers' message to the real estate industry's major players and that's why the industry's product and service markets have trusted us for more than 25 years. Inside, you'll find more information about how our readers' decision-making and spending power can benefit you.

Sean Foley,

Publisher

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1 How much time did you spend reading or looking into the last issue of *Canadian Property Management*?

Up to 1 hour..... 86.7%
 Over an hour..... 13.3%

2 How many of the last four issues of *Canadian Property Management* did you read or look into?

4 out of 4..... 62% 
 3 out of 4..... 18% 
 2 out of 4..... 16% 
 1 out of 4..... 4% 

3 How many other people have the opportunity to read or look at your copy of *Canadian Property Management*?

..... 3.5

4 Which of the following categories comes closest to describing those who have the opportunity to read or look at your copy of *Canadian Property Management*?

Senior Executives: Includes - owners, presidents, vice presidents, senior operations managers, senior property managers and directors..... 51.1%

Management: Includes - property, facility, retail, asset, project, maintenance and condo managers..... 62.5%

Other: Includes - technicians, project coordinators, consultants, engineers and architects 31.5%

5 How do you rate *Canadian Property Management* against all other industry publications?

Above average..... 42%

6 Do you find information in *Canadian Property Management* that you don't find in other publications?

..... 97.9% Said YES they do!

7 Which of the following kinds of actions have you taken in the past 12 months as a result of reading editorial or advertising information in *Canadian Property Management*?

Responded to an Ad in the Magazine 45.0%
 Clipped/photocopied article..... 39.7%
 Discussed article 56.0%
 Kept copies of magazine 62.9%
 Visited publications' website 17.0%
 Picked up ideas from advertisers 13.5%
 Picked up ideas from articles..... 42.1%
 Used an ad to recommend a purchase 8.6%
 Used an article to recommend purchase 10.1%

8 What is your job title or function?

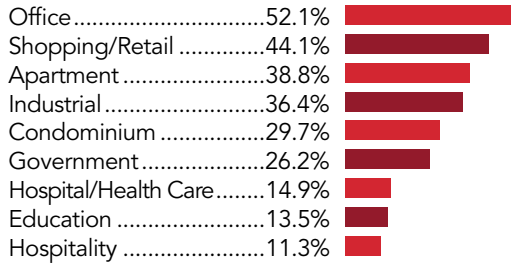
Senior Executives: Includes - owners, presidents, vice presidents, senior operations managers, senior property managers and directors..... 43%

Management: Includes - property, facility, retail, asset, project, maintenance and condo managers..... 49%

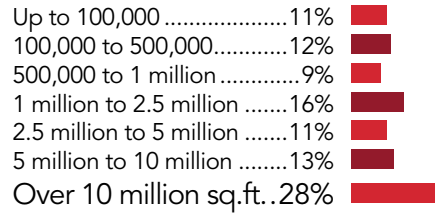
Other: Includes - technicians, project coordinators, consultants, engineers and architects 8%



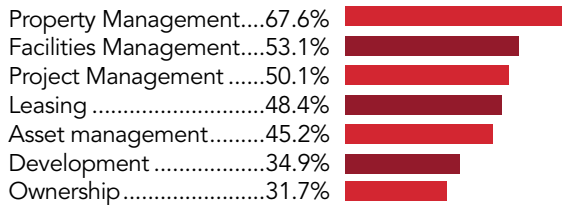
9 Which of the following industry sectors does your organization participate in?



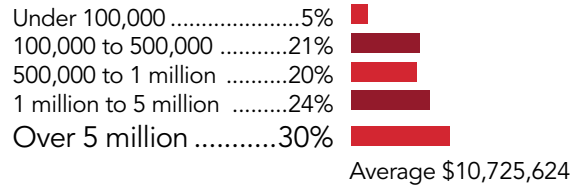
12 In total, how many square feet are in your company's real estate portfolio?



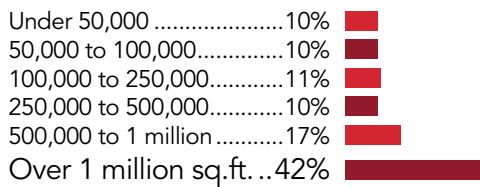
10 Which of the following services does your organization/department offer?



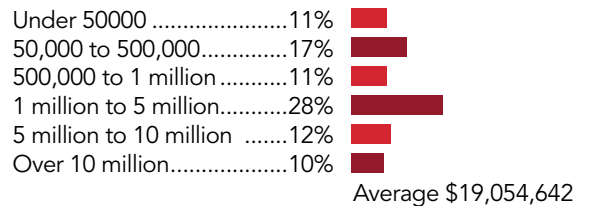
13 How many dollars do you think your company will spend on modernization/retrofit work in 2012?



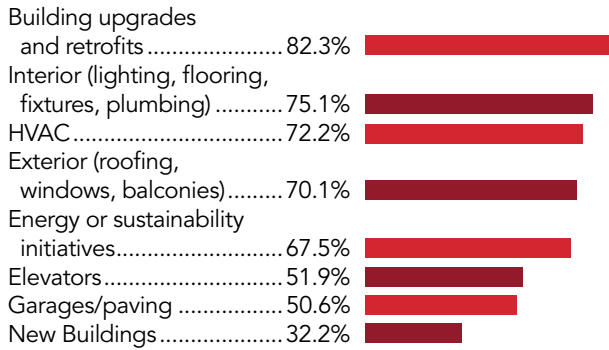
11 How many square feet do you have a personal responsibility for?



14 Please estimate how many dollars your company will spend on maintenance and operations in 2012.



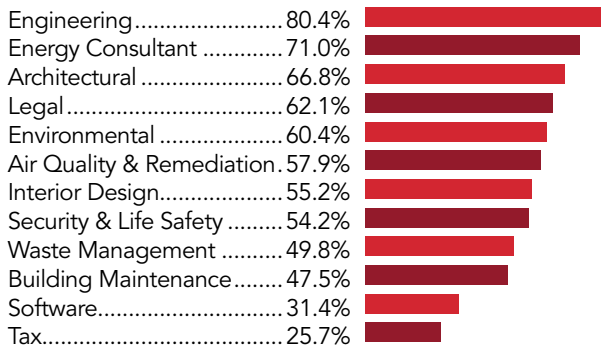
15 Which of the following major capital projects are likely to take place at your facilities within the next five years?



16 Who determines the brands of products used in your modernization/retrofit projects?

You/your firm..... 72%

17 Which of the following consulting services have you used in the past five years?



18 In the performance of your job are you involved in recommending, evaluating, specifying, determining the need, approving the purchase and/or placing orders for materials, equipment and/or services related to property/ies and/or facility/facilities?

..... 82% said Yes

19 (If yes in Q.18) Which of the following types of materials, equipment and/or services have you recommended, evaluated, specified, determined the need for, approved the purchase of and/or placed orders for?

