

condoliving[®]

MODERN URBAN LIVING IN CALGARY



**2017
MEDIA KIT**



CONDO LIVING MAGAZINE IS WHERE YOU SHOULD ADVERTISE YOUR CONDOS FOR SALE. HERE'S WHY:

ENGAGING

Condo Living has more content and better content than any product in the market. And it's all local – owned by Calgarians, written and produced by Calgarians – for Calgarians. It's all about you, the people who build condos in Calgary and the people who live in them. When it comes to condominium, the focus is on lifestyle, and we've got it covered – from purchase, to furnishing, to every day living.

MORE PEOPLE

We print more magazines, distribute at more locations, and have a stronger readership than any other real estate publication in town. In fact, with 25,000 copies printed and more than 1,700 distribution points, we reach more than 50,000 readers every month. And, thanks to our quality content, our magazines have great shelf life.

THAT MATTER

100% of the people who read Condo Living are interested in condominiums. That's why they pick the magazine up. More than half are between the prime homebuying ages of 26-45 and, with nearly 40% earning over \$75,000 per year, they've got the money to do so. Looking for qualified sales prospects? They're looking for you too – and they're looking in Condo Living magazine.

BEST AD VALUE

Condo Living is THE single most cost effective way to advertise your product. Just do the math. On a cost per thousand basis we give you unbeatable ad value. And that doesn't even factor in seasonal and other special offers. If you're looking for maximum results from your marketing budget you need to put Condo Living into the mix.

CUSTOM AD CAMPAIGNS

We have an experienced magazine professional dedicated to Condo Living magazine. They know the magazine – and the Calgary condominium market – inside and out. Putting together an advertising package tailored to each client's needs is their specialty. Our entire sales staff and management group is in Calgary – one quick phone call or visit away.



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25,000
COPIES PRINTED
MONTHLY



MORE THAN
50,000
READERS



DISTRIBUTED
AT MORE THAN
1,700
LOCATIONS

THE RIGHT
MESSAGE IN
THE RIGHT
PLACE,
TO THE RIGHT
AUDIENCE

ADVERTISING RATES

DISPLAY AD

INSERTIONS	OUR BEST RATES					
	1X	3X	6X	12X	24X	
double page	4280	4030	3875	3675	3490	
full page	2800	2550	2460	2390	2300	
2/3	2260	2030	1970	1940	1865	
1/2	1610	1445	1410	1355	1315	
1/3	1290	1145	1125	1100	1040	

*15% guaranteed position surcharge.

COVERS

INSERTIONS	1X	3X
front cover package	5100	N/A
back cover package	4700	N/A
outside back	3350	3050
inside front/back	3250	2950

Front & Back Cover Packages
also receive a minimum
two pages of advertorial
inside purchased issue.

ADVERTORIAL

PAGES	2	3
profiles*	1500	1995

*Available only with paid ad in same issue

DIGITAL EDITION

AUDIO | VIDEO

Embedded on digital magazine 200 *File specifications required, see back cover.

INCENTIVES

ADVERTISER INCENTIVE PROGRAMS

LOYALTY REWARD

Sign up for 12 consecutive insertions and receive **ONE FREE AD** insertion & **ONE (2-page) FREE EARNED MEDIA** to be used any time through the contract.

NEW ADVERTISER

Buy 3 ads at the regular rate and receive a 4th ad **FREE** of charge.

DOUBLE-UP

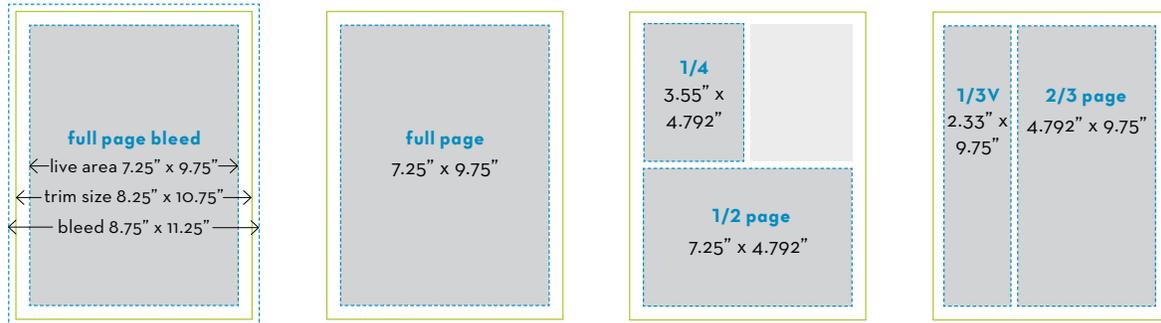
Purchase a full page on an annual contract and get another full page anytime for \$800.

ADVERTORIAL

Get a story any time you want. Purchase a full page ad at regular rate and the 2-page story is just \$1,500. We'll even write it for you!



PRINT ADVERTISING SPECS



ACCEPTED FILE FORMATS are EPS or InDesign. Please ensure all images are embedded/packaged with your artwork and fonts are converted to outlines. A low-resolution PDF of your ad is also required to serve as our reference.

IMAGES In order to maintain quality, all images should be submitted at 300 dpi at full placement size. All images should be in CMYK mode and TIFF format. No RGB, LAB, PMS colours or embedded colour profiles (such as ICC profiles).

PRODUCTION NOTES Half-, quarter-, two-thirds-, one-third- or one-sixth-page ads DO NOT require bleed. Safe zone – all live elements must be at least 0.25" from trim on all sides. Registration marks and colour bars are NOT necessary. Perfect alignment of text or design across the gutter of two facing pages cannot be guaranteed.

Files that are not sent in the above formats will incur set-up charges of \$95/hr.

MULTI-MEDIA ADVERTISING SPECS

FORMATS ACCEPTED For videos: .flv For audio: .mp3 (Videos need to be under 2 minutes playing time).

DEADLINES & DISTRIBUTION

ISSUE	AD BOOKING/COVER FINAL	AD FINAL	ON STANDS
January	Thursday, November 24, 2016	Thursday, December 1, 2016	Thursday, December 22, 2016
February	Thursday, December 29	Thursday, January 5	Thursday, January 19
March	Thursday, January 26	Thursday, February 2	Thursday, February 16
April	Thursday, March 2	Thursday, March 9	Thursday, March 23
May	Thursday, March 30	Thursday, April 6	Thursday, April 20
June	Thursday, April 27	Thursday, May 4	Thursday, May 18
July	Thursday, June 1	Thursday, June 8	Thursday, June 22
August	Thursday, June 29	Thursday, July 6	Thursday, July 20
September	Thursday, August 3	Thursday, August 10	Thursday, August 24
October	Thursday, August 31	Thursday, September 7	Thursday, September 21
November	Thursday, September 28	Thursday, October 5	Thursday, October 19
December	Thursday, November 2	Thursday, November 9	Thursday, November 23
January 2018	Thursday, November 30	Thursday, December 7	Thursday, December 21



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