

MORE  
*Content!*

MORE  
*Readers!*

MORE  
*Value!*

# condoliving<sup>®</sup>

MODERN URBAN LIVING IN CALGARY

**2018**  
MEDIA KIT





**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

## 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

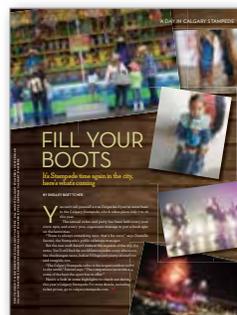
100% of the people who read Condo Living are interested in condominiums. That's why they pick the magazine up. More than half are between the prime homebuying ages of 26-45 and, with nearly 40% earning over \$75,000 per year, they've got the money to do so. Looking for qualified sales prospects? They're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



# ADVERTISING RATES

## DISPLAY AD

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

15% guaranteed position surcharge.  
Ask your representative for our high-volume rates.

## COVERS

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

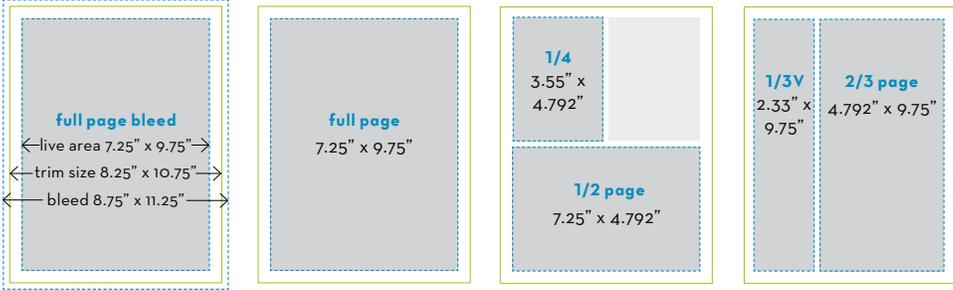
Purchase 12 consecutive ads at the 12x rate and get a second page for the duration of the contract for **HALF PRICE**.

#### 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.



**UPLOAD** all ad materials via [www.hightail.com/u/smgARTWORK](http://www.hightail.com/u/smgARTWORK)

## MULTI-MEDIA ADVERTISING SPECS

**FORMATS ACCEPTED** For videos/slideshows: .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 2018	Thurs, November 30	Thurs, December 7	Thurs, December 21, 2017
February	Thurs, December 28	Thurs, January 4	Thurs, January 18
March	Thurs, January 25	Thurs, February 1	Thurs, February 15
April	Thurs, March 1	Thurs, March 8	Thurs, March 22
May	Thurs, March 29	Thurs, April 5	Thurs, April 19
June	Thurs, May 3	Thurs, May 10	Thurs, May 24
July	Thurs, May 31	Thurs, June 7	Thurs, June 21
August	Thurs, June 28	Thurs, July 5	Thurs, July 19
September	Thurs, August 2	Thurs, August 9	Thurs, August 23
October	Thurs, August 30	Thurs, September 6	Thurs, September 20
November	Thurs, September 27	Thurs, October 4	Thurs, October 18
December	Thurs, November 1	Thurs, November 8	Thurs, November 22
January 2019	Thurs, November 29	Thurs, December 6	Thurs, December 20, 2018



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