

BEST
Content!

MOST
Readers!

GREATEST
Value!

condoliving[®]

MODERN URBAN LIVING IN CALGARY

2019
MEDIA KIT





20,000
COPIES PRINTED
MONTHLY



OVER
44,000
READERS



DISTRIBUTED
AT MORE THAN
1,400
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 and better new condo 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, 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 20,000 copies printed and more than 1,400 distribution points, we reach more than 44,000 readers every month. And, thanks to our quality content, our magazines have great shelf life.

TARGETED

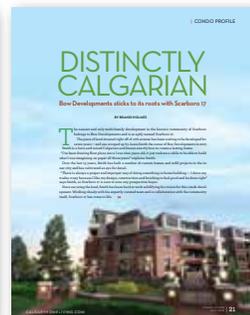
100% of the people who read Condo Living are interested in condominiums. That's why they pick the magazine up. More than half are between the prime homebuying ages of 26-45 and, with nearly 40% earning over \$75,000 per year, they've got the money to do so. Looking for qualified sales prospects? They're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

TOP 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

Our experienced magazine professionals know Condo Living magazine, they know advertising and they know the Calgary condominium market – inside and out. Putting together an advertising package tailored to your needs is their specialty. Our entire sales staff and management are 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

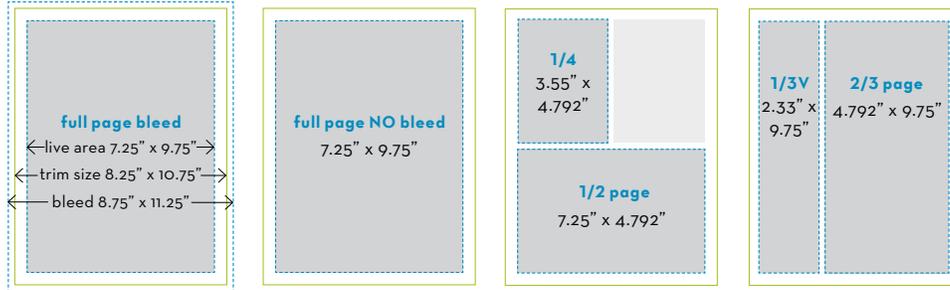
Purchase 12 consecutive ads at the 12x rate and get a second page for the duration of the contract for **HALF PRICE**.

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 \$99/hr.



UPLOAD all ad materials via
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 2019	Thurs, November 29	Thurs, December 6	Thurs, December 20, 2018
February	Thurs, January 3	Thurs, January 10	Thurs, January 24
March	Thurs, January 31	Thurs, February 7	Thurs, February 21
April	Thurs, February 28	Thurs, March 7	Thurs, March 21
May	Thurs, March 28	Thurs, April 4	Thurs, April 18
June	Thurs, May 2	Thurs, May 9	Thurs, May 23
July	Thurs, May 30	Thurs, June 6	Thurs, June 20
August	Thurs, June 27	Thurs, July 4	Thurs, July 18
September	Thurs, August 1	Thurs, August 8	Thurs, August 22
October	Thurs, August 29	Thurs, September 5	Thurs, September 19
November	Thurs, October 3	Thurs, October 10	Thurs, October 24
December	Thurs, October 31	Thurs, November 7	Thurs, November 21
January 2020	Thurs, November 28	Thurs, December 5	Thurs, December 19, 2019



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