



Immobilier commercial

2021 media kit

Our readers contribute \$15.1 billion annually to the province's GDP, generating more than \$12 billion in direct and indirect economic benefits as well as approximately 115,000 jobs*.

*Because in advertising,
you have to aim for the right target!*



jbcmedia.ca

* Data on the real estate industry in Québec, Urban development institute of Québec 2020

Published every two months for the past 15 years, the magazine *Immobilier commercial* is a quality business publication aimed at major players in Québec's commercial real estate and urban development sector. In each issue, its team of journalists and columnists informs readers on topics that affect them on a daily basis. Leading developers, investors, outstanding real estate brokers and economic and political decision-makers share their expertise in exclusive interviews.

Benefitting from a well-targeted circulation, the print run of 8,000 copies reaches a minimum of 28,000 readers (on a basis of 3.5 readers per copy). When the magazine *Champions de la construction commerciale et industrielle* is included in a combined distribution package along with *Immobilier commercial*, the print run numbers 10,000 copies that reach an audience of 35,000 readers.

Beginning in 2020, a limited number of copies are now mailed to leaders in other regions who have business interests in Québec. That is why articles likely to interest them are translated into English. In addition, a full digital version of the magazine is e-mailed to thousands of readers who subscribe to the digital newsletter *L'informateur Immobilier commercial*. Advertisements are clickable and lead readers to the advertiser's website. This print + Web combination ensures a striking impact.

In advertising, in order to obtain best results a sustained presence is essential. Since this publication appears six times a year, advertisers benefit from constant, recurrent visibility all year long, for only six advertising placements per year.

More to the point, *Immobilier commercial* reaches major developers, property owners, financiers, real estate asset managers, anchor tenants in shopping malls, brokers, industry professionals and other interested parties. It is a sort of informal select club, which we invite you to join as an advertiser. The magazine is printed on paper from eco-friendly sources. Owned by JBC Média, *Immobilier commercial* is a leading and influential business publication in the commercial real estate industry.

- ▶ **Published 6 times per year**
- ▶ **Special issues published from time to time**
- ▶ **Reaches the elite in the urban development and commercial real estate sector**
- ▶ **Print and digital editions**
- ▶ **Regions of Montréal, Québec, Gatineau, Trois-Rivières, Sherbrooke and Saguenay**

SOFTWARE: InDesign, Photoshop or Illustrator (MAC)

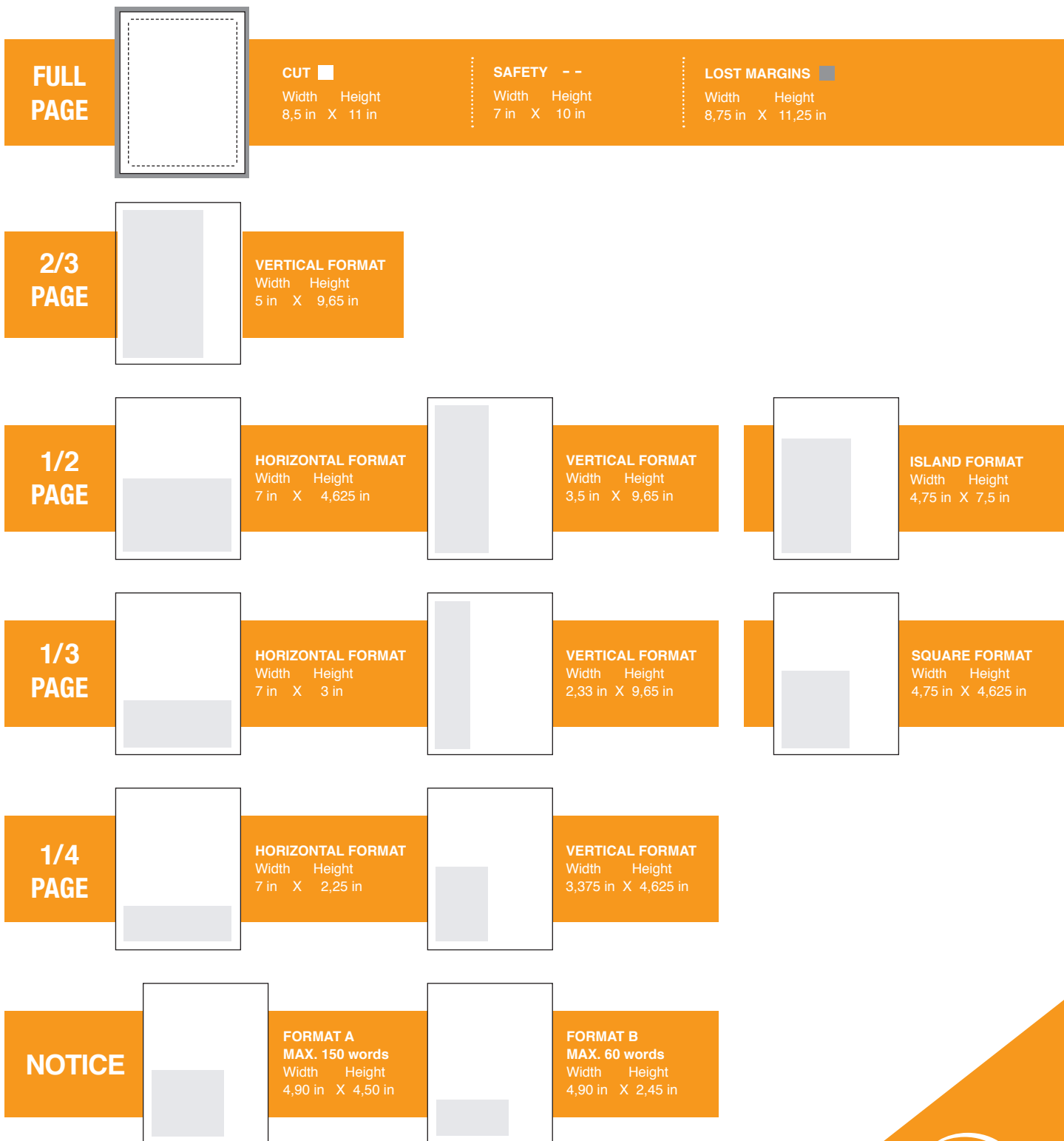
FILE FORMATS: PDF: PDF/X-1A or Presse

Images must be in CMYK at 300 ppp 100%.

Use ISO Coated v 300% (ECI) print profile.

No RGB or PANTONE colours, no JPEGs.

Make sure cut marks do not fall in lost margins.



**FOR FURTHER INFORMATION,
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**Do you have an interesting brief news item
to pass on to our readers?**

Is it an innovative project, a nomination, a retirement announcement, a founding anniversary, a major event? If so, send us your text in Word format and a photo if needed, to the following address: nouvelles@jbcmedia.ca. Please specify in your message subject: Brief news item *Immobilier commercial*. News items are printed in this section at no extra cost. However, unlike paid official notifications of appointment and ads, which are posted elsewhere in our magazine or on-line, there is no guarantee that items intended for this section will be published. Given the large number of news items being received, we just cannot print all of them. It is also important to mention that we do not publish these items in their entirety. Material is rewritten and revised to ensure consistency in the presentation. Short texts, not exceeding 50 words, are preferred. Please note that we do not return the final versions of written material for validation.

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