

CMP

Canadian Mortgage Professional

2013 MEDIA INFORMATION

CANADA'S LEADING MAGAZINE FOR MORTGAGE PROFESSIONALS

CONTACT:

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AN OVERVIEW

KMI media's award winning Mortgage Group has set the standard in Canada for independent reporting, breaking news, penetrating features, and timely statistics for over seven years.

KMI Media is the only media group able to bring together all facets of the industry, distill the key trends and provide insight and analysis for the mortgage brokering community

KMI offers an intergraded approach that allows you to reach prospects through their preferred channel, whether it

be print, web articles, video, e-newsletters and live conferences.

CMP Magazine has developed a reputation for offering insight on important issues and trends that affect the mortgage industry. Through our print and digital editions subscribers receive the benefit of the most comprehensive coverage in the industry.

CMP also provides industry statistics you cannot find anywhere else with the Annual Broker Sentiment Poll, Top 75 Brokers and Brokers on Lenders Survey.



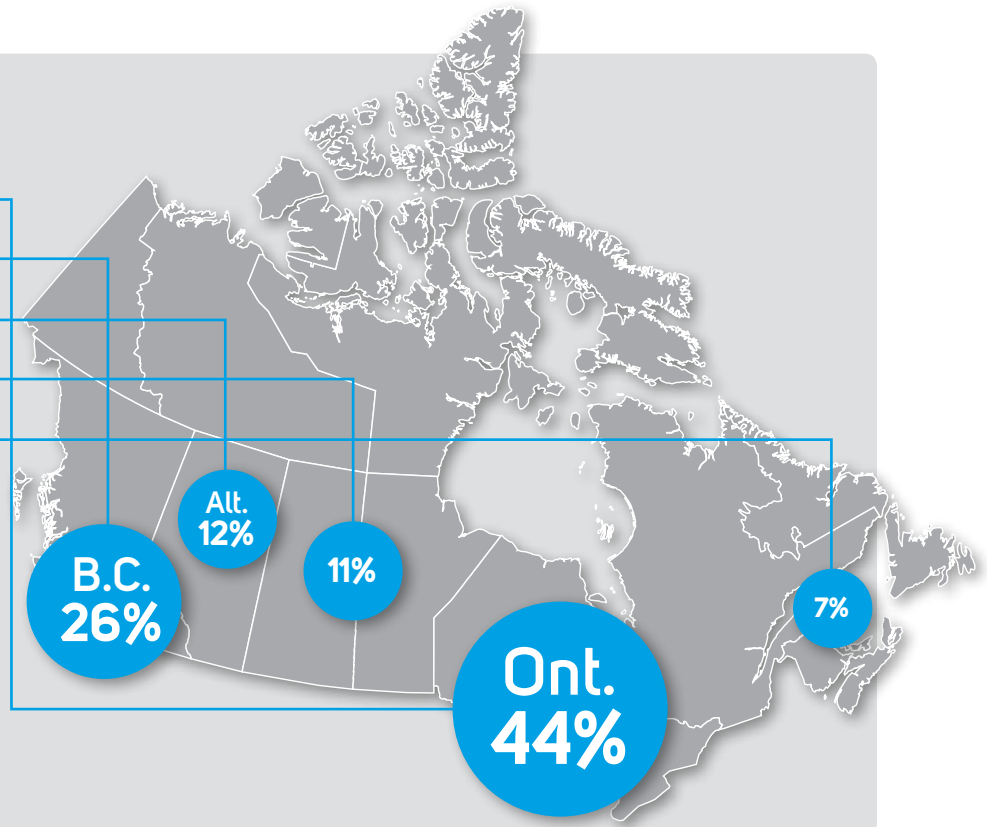
EDITORIAL PLAN/DEADLINES 2012-2013

Year	Issue	Calendar Month	Distribution Date	Cover	Special Focus/ Secondary feature	Guide	Client Ads Due
2012	7.11	November	Nov-07	Superbrokers; Lenders Reply	Insurance;		24-Oct
	7.12	December	Dec-05	Year in Review - Charities; broker head interview		Guide to Alt Lending; wall planner	21-Nov
2013	8.1	January	Jan-30	Brokers under the looking glass' (broker lifestyle and finances survey results)	Broker referral partners		16-Jan
	8.2	February	Feb-20		Broker network white labels	Lender Guide #1	06-Feb
	8.3	March	Mar-20	Broker Sentiment Poll	TBD		06-Mar
	8.4	April	Apr-17	Awards Finalists - Mortgage Summit tease	"		03-Apr
	8.5	May	May-15	POST AWARDS AND MORTGAGE SUMMIT	"		01-May
	8.6	June			"		29-May
	8.7	July		CMP Top 75 Brokers	"		
	8.8	August		Commercial Mortgage Brokers	"	Lender Guide #2	
	8.9	September		Brokers on Lenders	"		
	8.10	October		Lenders Reply	"		
	8.11	November		Super Broker Roudup	"		
	8.12	December		Year in Review	"	Guide to Alternative Lending/2014 Wall Planner	

DISTRIBUTION

BY PROVINCE

Ontario	5,670 copies
British Columbia	3,243 copies
Alberta	1,711 copies
Prairies	1,431 copies
Atlantic	1,012 copies



CIRCULATION: 13,805

PASS ALONG RATE: 2.8

TOTAL REACH: **36,638**

BY SECTOR



Mortgage Brokers/
Agents/ Originators

Lawyers and related
professionals

Lenders

Real Estate

Others including
suppliers etc.

86%

5%

4%

3%

2%

SPECIFICATIONS

Please supply all artwork in PC format only. Either EPS, Tiff or PDF format with the following requirements:

- » All files must be 300 dpi high resolution with
- » CMYK process colour
- » EPS files must be in outline path for all fonts and embed images
- » Tiff files must be in PC format, flatten with no layers
- » All PDF files must be press optimised and embedded with images and fonts
- » 0.25in bleed with crop marks (0.125 in offset) are required for double page ads, full page ads and panels ads to be supplied on artwork where specified
- » Acceptable file types: PDF, TIFF, JPG and EPS
- » Ad files in Microsoft Word, Excel, PowerPoint or other software are **NOT** acceptable
- » Materials received should be print ready with no conversion required

ADVERTISING RATES

Double page spread	\$6,750
Full page	\$3,550
Half page	\$2,100
Third page	\$1,770
Quarter page banner	\$1,600
Classified	1 x = \$640 per insertion 3 x = \$535 per insertion 6 x = \$430 per insertion 12 x = \$320 per insertion
Frequency discounts	12 issues - 12.5% 6 issues - 7.5%

PREMIUM POSITIONS

Inside Front Cover	+ 45% - premium
Outside and Inside Back Cover	+ 45% - premium
Pages 3 and 5	+ 45% - premium
Pages 7, 9 and 11	+ 30% - premium

INNOVATIVE ADVERTISING SOLUTIONS

Half-cover wrap	\$6,420
Full Page Advertorial	\$4,010
Double-page Advertorial	\$7,500
Loose-leaf insert	\$6,950*
Loose-leaf outsert	\$6,950*
Full-page advertisement with stick-on flyer/card etc.	\$10,165*
Premium Double Page Stitch-In Insert	\$11,770
* 2 pages / 4 Sides (Position middle of the magazine)	
Double Page Stitch-In Insert	\$9,100*
2 pages / 4 sides (position between signature pages - 2 Pages each end of the magazine)	
Single Page Stitch-In Insert (One Page Two Sides)*	\$5,350
Belly Band	\$12,840*

All material to be printed by the client to printers specifications and sent to KMI Publishing for inserting, stitching etc.

Additional options: Gatefold, outserts, inserts, etc. **Specs, rates and examples available upon request



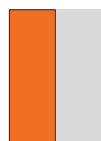
DOUBLE PAGE
TRIM (w) 16.5" x (h) 10.875"
BLEED (w) 17.00" x (h) 11.375"
TYPE (w) 15.75" x (h) 10.125"



FULL PAGE
TRIM (w) 8.25" x (h) 10.875"
BLEED (w) 8.75" x (h) 11.375"
TYPE (w) 7.5" x (h) 10.125"



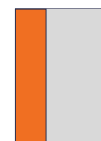
HALF PAGE (HORIZONTAL)
TRIM (w) 7.25" x (h) 5"
TYPE (w) 7.0" x (h) 4.75"



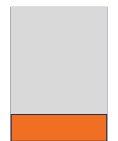
HALF PAGE (VERTICAL)
TRIM (w) 3.875" x (h) 10.875"
BLEED (w) 4.375" x (h) 11.375"
TYPE (w) 3.125" x (h) 10.125"



THIRD HORIZONTAL PANEL
TRIM (w) 8.25" x (h) 3.625"
BLEED (w) 8.75" x (h) 4.125"
TYPE (w) 7.5" x (h) 2.875"



THIRD VERTICAL PANEL
TRIM (w) 2.6875" x (h) 10.875"
BLEED (w) 3.1875" x (h) 11.375"
TYPE (w) 2.0" x (h) 10.125"



QUARTER PAGE BANNER
TRIM (w) 8.25" x (h) 2.6875"
BLEED (w) 8.75" x (h) 3.1875"
TYPE (w) 7.5" x (h) 2.1875"



CLASSIFIED
TRIM (w) 3.5171" x (h) 2.2805"
BLEED (w) 4.0171" x (h) 2.7805"
TYPE (w) 2.7671" x (h) 1.5305"



HALF PAGE (VERTICAL)
TRIM (w) 3.875" x (h) 10.875"
BLEED (w) 4.375" x (h) 11.375"
TYPE (w) 3.125" x (h) 10.125"



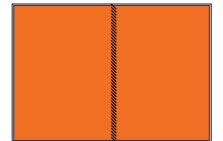
Full-page advertisement with stick on flyer/card etc.



Belly Band



Single Page Stitch-In Insert



Double Page Stitch-In Insert

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BROKERNEWS.ca**

CMA
CANADIAN MORTGAGE AWARDS
13

**THE
Mortgage
SUMMIT** Powered by **CMP**

**CANADIAN
Real Estate Wealth**

Top **INVESTOR**
AWARDS 2012

**CANADIAN
Real Estate Wealth
InvestorForum**
Halifax Toronto Calgary Vancouver **2012**

Insurance
BUSINESS

PIPE
TECHNOLOGY & CONSTRUCTION FORUM
APRIL 9-10, 2013 | CALDER TELUS CONVENTION CENTRE

HRM
ONLINE
committed to HR news, opinion and analysis

ABOUT US



KMI Publishing and Events is a division of Key Media – an Australian publishing and Events company based in Sydney. Key Media is an industry leading publisher and event organizer delivering world-class content through various multi-media channels.

Operating across key business verticals including Finance, Property, Insurance and Human Resources, Key Media has expanded from a single print publication 10 years ago, to a global business company, with offices in Sydney, Auckland, Singapore, Manila and Toronto.

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