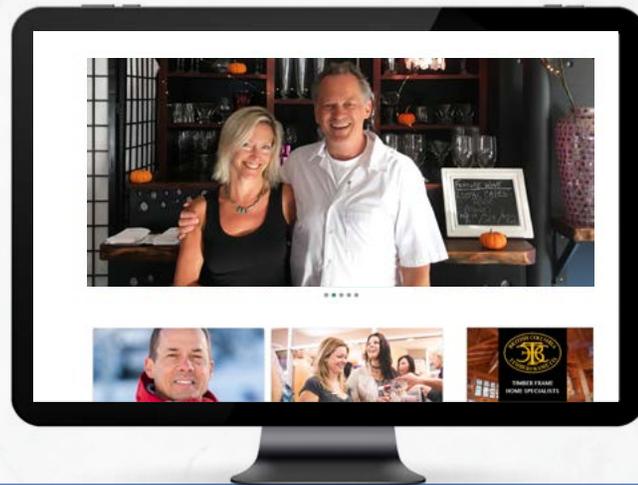


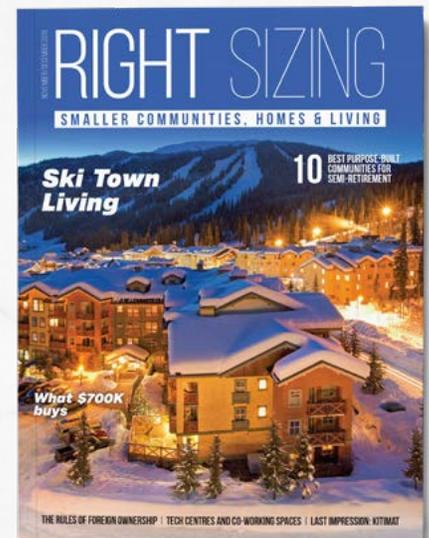


**Right Sizing Magazine – Smaller Communities, Homes & Living** celebrates the unique benefits of living in smaller towns—from lifestyle amenities to real estate value, to market trends. Whether you're downsizing or upsizing, an empty nester, semi-retired or a new home buyer, *Right Sizing* explores alternative real estate and lifestyles options.



## CASHING OUT BETTER VALUE AND LIFESTYLE

Small towns are growing, becoming more hip, providing more value to residents and businesses alike, and are enabling people to live a modern, comfortable lifestyle.



# TARGETED CIRCULATION

# CANADA'S MOST INFLUENTIAL AND RESPONSIVE AUDIENCE

Primary distribution is to home delivery subscribers of *The Globe and Mail*, in Vancouver, the Lower Mainland and Calgary. Further distribution is through realtors, mortgage brokers, Air Canada lounges, totalling 33,000 copies per issue.

## INSERTED IN THE *GLOBE AND MAIL*

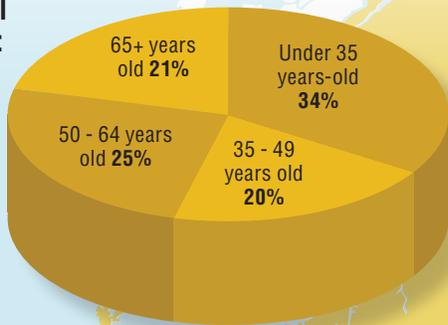


# 33,000 COPIES PER ISSUE

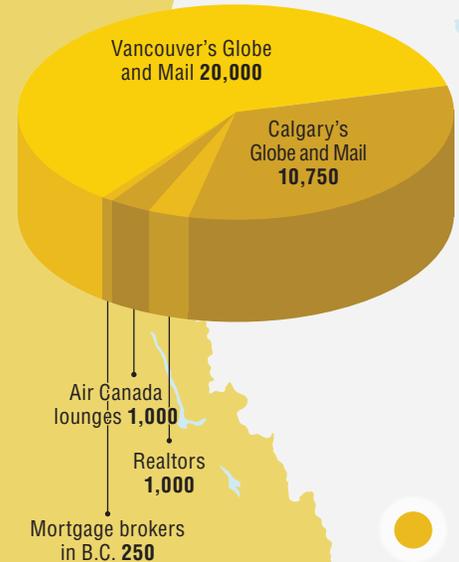
NADbank and the Print Measurement Bureau (PMB) have joined forces to form Vividata, one of the most comprehensive consumer surveys in Canada which shows that **Canadians still have a sizeable appetite for newspapers and magazines**, in fact a recent survey prepared for The Globe and Mail shows **125,000 readers per issue in Vancouver alone. (same distribution as Right Sizing).**



### The Globe and Mail readers:



### Our Distribution Breakdown:



AVERAGE HOUSEHOLD INCOME  
**\$109K+**

INVESTABLE ASSETS  
**\$500K-\$1M+**

Geographic distribution is to the most lucrative real estate markets of

Vancouver / North Vancouver / West Vancouver  
Burnaby / New Westminister / East Vancouver  
Fraser Valley / Calgary

# 2020 EDITORIAL CALENDAR

Editorial lineup is subject to change.  
To confirm, call (604) 787-4603



## WINTER 2019-2020

### Features

- Best B.C. University/College towns: Where to live and/or invest
- Fear of moving: Taking the plunge and making new friends

### Departments

- Map: What a cool \$1 million buys you
- Sports: Hockey hubs and ski town winter events
- Building costs today: Practical info
- Stay warm: Hot spring and spa perks for locals
- Developer profile
- Hot craft breweries: Where to stop on the BC Ale Trail BC



## SPRING 2020

### Features

- BC mayors who are making a difference
- Building: Newest residential architectural trends
- Buying a small business: Tips and trends

### Departments

- Map: Condos under \$400k
- Activities/lifestyle: Golf community trends
- Explore: Northern BC communities
- Hidden jewels: Small towns with a spark
- Boom Town: Kamloops



## SUMMER 2020

### Features

- Walk to your boat: Living close to a marina
- Small town revitalization: Communities rediscovered
- Building greener homes

### Departments

- Map: Recreational property
- South of the boarder: Bellingham area
- How to choose a realtor
- Mortgage research: The latest offerings
- Hidden jewels: Tiny communities with a spark



## FALL 2020

### Features

- Heathy homes spaces: New trends in living spaces
- BC businesses for sale: Buying a new work life

### Departments

- Map: Homes with rental suites
- Master-planned communities: BC's newest and best
- The new minimalist: Lliving small
- Investment property: Tips and trends
- Activities/lifestyle: Wineries and vineyard communities
- International real estate: Where to look, what to buy
- Hidden Jewels: Tiny communities with a spark

# 2020 DATES & RATE CARD

ISSUE	SPACE CLOSE	MATERIAL CLOSE	DISTRIBUTION
Winter	November 4, 2019	November 6, 2019	December 14, 2019
Spring	February 6, 2020	February 13, 2020	March 28, 2020
Summer	April 17, 2020	April 25, 2020	June 12, 2020
Fall	August 3, 2020	August 10, 2020	September 12, 2020



COMMERCIAL AD RATES	1X	3X	4X
Full Page	\$4,700	\$4,500	\$4,300
Half Page	\$3,100	\$2,900	\$2,800
Inside Front Cover (IFC)	\$5,500	\$5,300	\$5,100
Double Page Spread (DPS)	\$8,200	\$7,900	\$7,600
Inside Back Cover (IBC)	\$5,100	\$4,800	\$4,500
Outside Back Cover (OBC)	\$5,700	\$5,500	\$5,300

REALTOR AD RATES	1X	3X	4X
1/4 Page	\$990	\$940	\$900
Half Page	\$1,600	\$1,550	\$1,500
Full Page	\$2,700	\$2,500	\$2,300



For Realtor Directory Rates (at the back of the magazine), please call your sales representative for details.

# ONLINE ADVERTISING



## USEFUL LINKS

### CTV NEWS

“Home buyers and renters leaving Lower Mainland for smaller towns”

### GLOBAL NEWS

“Rent in the city – Own in small towns”

### THE GLOBE AND MAIL

“Rising prices push out long-time Vancouver residents”

### GLOBAL NEWS

“Vancouver boomers are cashing out their homes”

### CALGARY HERALD

“Empty nesters downsize to upsize their enjoyment”

### YAHOO! FINANCE

“Downsizing isn’t just for retirees and empty-nesters”

### RIGHT SIZING

“Almost half of Vancouverites consider moving”



DIGITAL ADVERTISING	DIMENSIONS (W X H)	1 MONTH
Leaderboard	970 x 90 px 728 x 90 px 320 x 50 px	\$700
Medium Rectangle	300 x 250 px	\$500
Vertical ad	300 x 600 px	\$800
<b>Special package rate: Big Box + Banner ad</b>		<b>\$1000</b>

## FILE SUBMISSION

- Acceptable formats include GIF, JPG, BMP, PNG or SWF.
- Files must be 72 DPI.
- Maximum animation length: 15 seconds.
- Where multiple ads are booked for the same position, they will appear in rotation.
- Ads must be emailed to [sales@rightsizingmedia.com](mailto:sales@rightsizingmedia.com).
- The ad’s valid website link must be included in the email.



## SOCIAL MEDIA & ONLINE MARKETING

- Our website offers a specific small town “Property Search”.
- All magazine content is posted online driving traffic through Google algorithms, SEO and keywords.
- Readers can subscribe to receive new listing alerts for budget properties, specific price categories or “Dream Properties”.
- Each week we post new content on our blog and social network feeds: LinkedIn, Facebook, Twitter, Instagram.
- Client traffic can be enhanced with cross promotional links with clients and communities, as well as paid content boosting.

# WHO'S ADVERTISING?

DEVELOPERS

MUNICIPALITIES/ECONOMIC DEVELOPMENT

RETIREMENT  
COMMUNITIES

SKI AND GOLF RESORTS

LIFE  
INSURANCE  
COMPANIES

CONTRACTORS

REALTORS

ADVENTURE OUTFITTERS, RETAILERS

HOME BUILDERS

AUTOMOBILE  
INDUSTRY

MORTGAGE BROKERS

## REALTORS



*"Right Sizing is a great way for us to reach our targeted audience. I have known Steve Dietrich as a quality publisher since 2001. Right Sizing reaches the most relevant audience, with superior content, design and distribution. We'll participate for many upcoming issues."*

**BRAD PELLETIER, SENIOR VP,  
PREDATOR RIDGE**

## DEVELOPERS



*"There is a huge exodus from Vancouver to places like Squamish, Qualicum, Victoria and even up into the Okanagan and Kootenays."*

**BROKER OF A VANCOUVER  
REAL ESTATE OFFICE**

## COMMUNITIES



*"I've lived in the same house in Vancouver since 1990. Never in my wildest dreams would I have thought that real estate prices would be what they are today."*

**KITSILANO RESIDENT,  
JOSH RUBINIKI**

## MISCELLANEOUS



# COMPARABLES & HIGHLIGHTS

## REAL ESTATE HIGHLIGHTS

- Most readers have more money tied up in real estate than they have ever dreamed of
- Many consider themselves to have won the lottery (through increased value of their property)
- *Right Sizing* readers are paying over \$200/year to receive *The Globe and Mail* every day
- No other magazine in Western Canada speaks directly to the value that can be gained from moving to a small town



**WEST VANCOUVER** **\$3,250,000**

**KELOWNA** **\$949,000**

## VANCOUVER HOUSING STATISTICS

(as of August 2019, REBGV)

- The composite benchmark price (for detached properties in Metro Vancouver) is \$1,406,700 (down from \$1,608,00 in 2018). That said, sales have recently turned a corner and increased by 20% within the last 12 months.
- The average sale price of a house in West Vancouver is \$2,440,447 down from \$2,944,900 in 2018.
- Vancouver is still among the world's most expensive real estate markets, according to Global News Market Survey.
- Approximately 20,000 people move to British Columbia from other provinces each year.
- **Almost 1/2 of Vancouverites are actively considering moving to another community due to traffic and real estate prices** - Vancouver Board of Trade study.

## BABY BOOMER FACTS

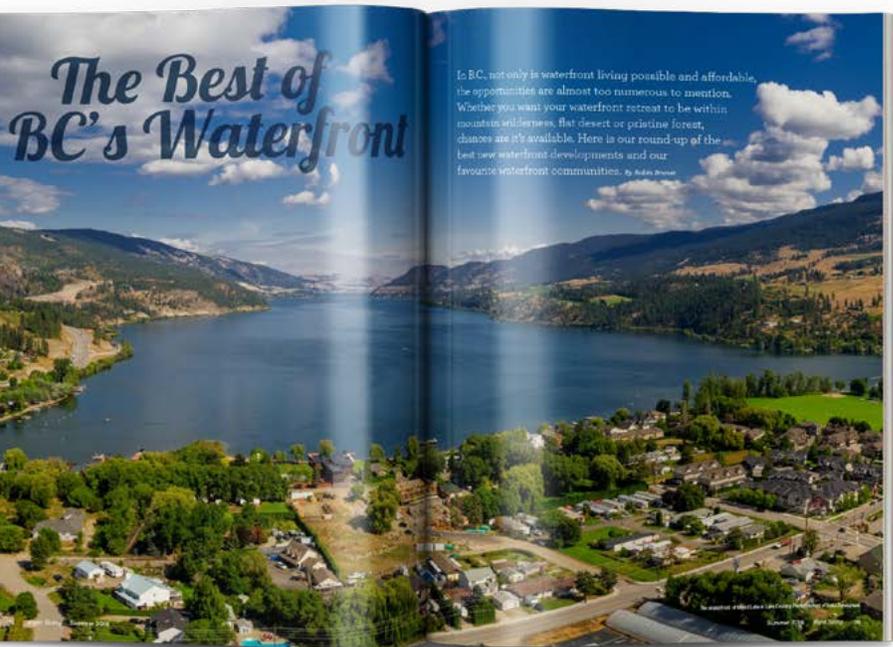
- 9.6 million Canadians (29% of population) are baby boomers
- 78% of Canadians own real estate
- Thousands are thinking of down-sizing or right-sizing
- Thousands are thinking of buying property outside larger centres
- Thousands are going to become empty nesters within the next 5 years
- Thousands are already empty nesters ready to make a move

**“OUR READERS DREAM OF A STRESS-FREE, COMFORTABLE LIFE.”**



**1/3** OF VANCOUVER *BUSINESSES* SAY THEY HAVE RECENTLY CONSIDERED MOVING

# PRODUCTION/MECHANICALS & ADDITIONAL SERVICES



## PRINT AD DIMENSIONS

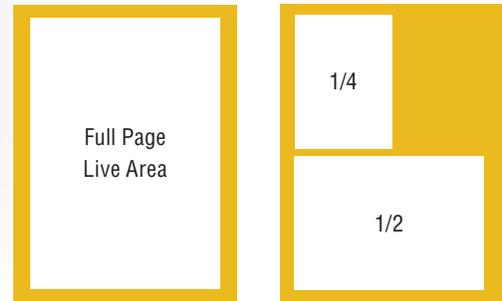
**FULL PAGE** 8.125" w x 10.875" h + 0.125 bleed on all sides.

**DOUBLE PAGE SPREAD** 16.25" w x 10.875" h + 0.125 bleed.

*We recommend a safety margin of 0.5" so please keep all logos and text within that live area. With the DPS, keep in mind the middle inch of the ad will fall in the gutter.*

**1/2 PAGE** 7.125" w x 4.875" h

**1/4 PAGE** 3.5" w x 4.875" h



## FILE FORMAT REQUIREMENTS

High resolution PDF-X1A. All photos used in the ad must be at a minimum of 300 effective ppi. Colours must be converted to CMYK.

## SUBMISSION GUIDELINES

Files of 20MB or less, email to [amelie@calypsodesign.ca](mailto:amelie@calypsodesign.ca) with the ad name and issue date in the subject line. Files larger than 20 MB, please use [www.wetransfer.com](http://www.wetransfer.com) or contact us for Dropbox instructions.

## CONTACT

### SALES DIRECTOR

Steve Dietrich

[sdietrich@rightsizingmedia.com](mailto:sdietrich@rightsizingmedia.com) 604-787-4603

