

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 and Air Canada lounges, totalling 36,600 copies per issue.

INSERTED IN *THE GLOBE AND MAIL*

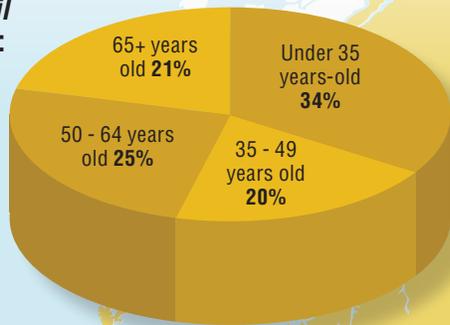


36,600 COPIES PER ISSUE IN TWO AREAS

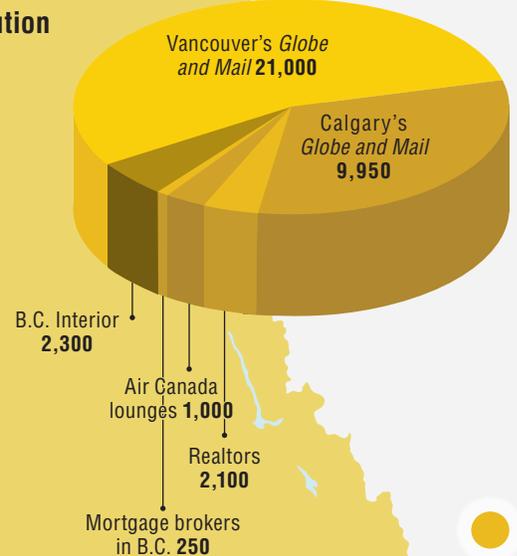
NADbank and the Print Measurement Bureau (PMB) have joined forces to form Vividata, one of the most comprehensive consumer surveys in Canada which shows that **Canadians still have a sizeable appetite for newspapers and magazines**, in fact a recent survey prepared for *The Globe and Mail* shows **125,000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



SPRING 2020

Features

- B.C. Mayors who are making a difference
- B.C. Step Code: Building goals and challenges
- Buying a small business: Tips and trends

Departments

- Map: Condos under \$400k
- Smart-sizing your life
- Explore: Northern B.C. communities
- Why developers are partnering with First Nations

SUMMER 2020

Features

- Top small town realtors
- Small-town revitalization: Communities rediscovered

Departments

- Map: Recreational property
- The Fraser Valley gets hip
- Building greener homes
- Mortgage research: The latest offerings
- Hidden jewels: Tiny communities with a spark



FALL 2020

Features

- Heathy homes and communities: New trends in living
- B.C. Businesses for sale: Buying a new work life

Departments

- Map: Homes/spaces with rental suites
- Master-planned communities: B.C.'s newest and best
- 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

WINTER 2020-2021

Features

- Minimalizing, simplifying and prioritizing
- Some assembly required: Preplanned, prefab and modular homes

Departments

- First-time buyer tips
- How small towns offer big services
- Snow Bird: Hot buying tips
- Planning your senior years
- Hidden jewels: Tiny communities with a spark

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
Special package rate: Big Box + Banner ad		\$1000

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.
- 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 imagined
- 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
- Canadian households aged 65 and over had an average net worth of \$845,600 in 2016.
That's an 8 per cent increase since 1999
- More than half baby boomers consider big cities unaffordable for retirement
- 1.4 million boomers planning to buy and sell homes in the next five years

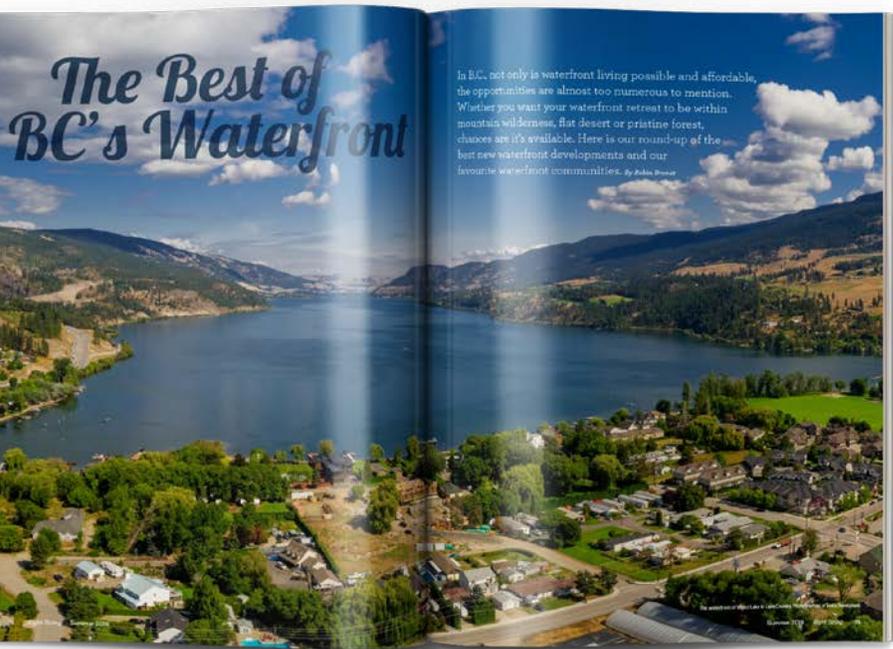
“OUR READERS DREAM OF A STRESS-FREE, COMFORTABLE LIFE.”

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



PRODUCTION/MECHANICALS & ADDITIONAL SERVICES

RIGHT SIZING
SMALLER COMMUNITIES, HOMES & LIVING



PRINT AD DIMENSIONS

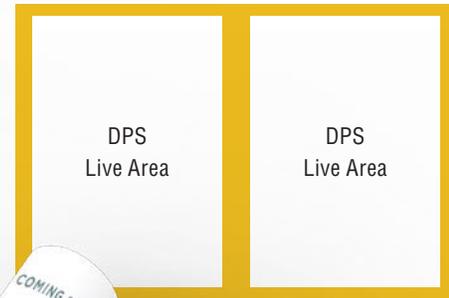
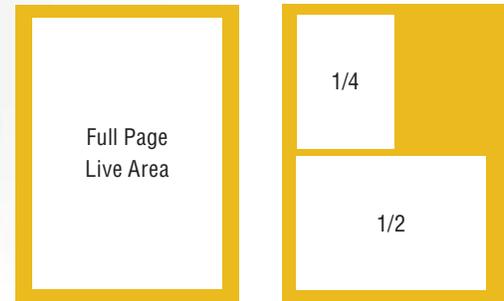
FULL PAGE 8.125" w x 10.875" h + 0.125 bleed on all sides.

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 with the ad name and issue date in the subject line. Files larger than 20 MB, please use www.wetransfer.com or contact us for Dropbox instructions.

CONTACT

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sdietrich@rightsizingmedia.com 604-787-4603



RIGHTSIZINGMEDIA.COM