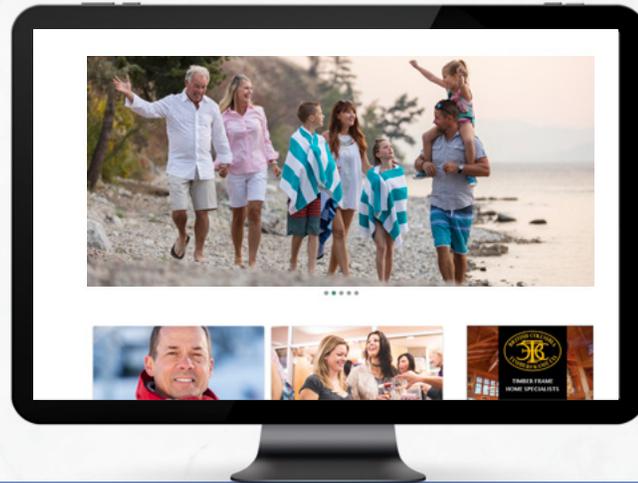


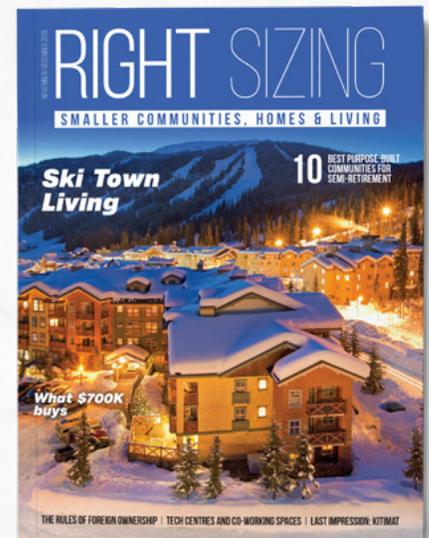


**Right Sizing Magazine – Smaller Communities, Homes & Living** celebrates the unique benefits of living in smaller towns—from lifestyle amenities to real estate value, to market trends. Whether you’re down-sizing or upsizing, an empty nester, semi-retired or a new home buyer, *Right Sizing* explores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



## CASHING OUT REMOTE WORK DOWN-SIZING 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* and the *National Post*, in Vancouver, the Lower Mainland and Calgary. Further distribution is through realtors, mortgage brokers and Air Canada lounges.

## INSERTED IN *THE GLOBE AND MAIL* AND THE *NATIONAL POST*

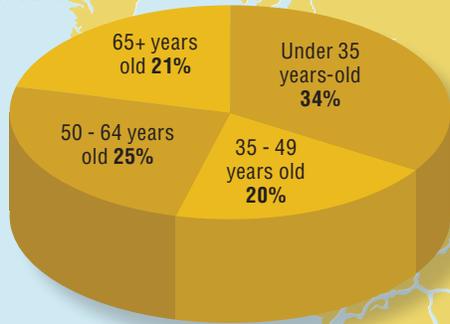
# 36,000 COPIES PER ISSUE



Vividata, one of the most comprehensive consumer surveys in Canada shows that **Canadians still have a sizeable appetite for newspapers and magazines**, in fact a recent survey prepared for *The Globe and Mail* shows **111,000 readers per issue in Vancouver alone. (same distribution as Right Sizing)**. *Globe* readers pay approximately \$300/per year per subscription.



*The Globe and Mail* and *National Post* average age of readers:



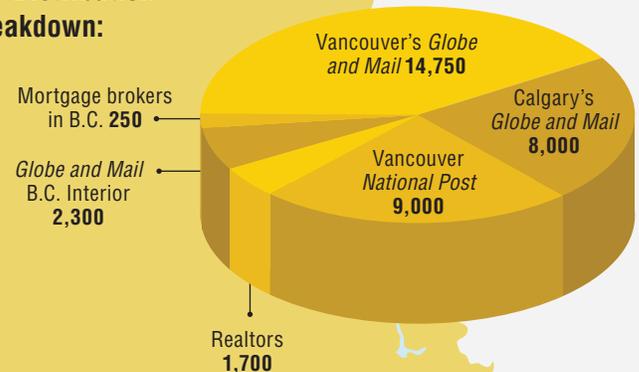
**AVERAGE HOUSEHOLD INCOME**  
**\$109K+**

**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

**Our Distribution Breakdown:**



# 2020/2021 EDITORIAL CALENDAR

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



## FALL 2020

### Features

- Working remotely opens the door to working from smaller communities
- New-build options from master planned developer/builders, to preferred builders, to custom and manufactured builders

### Departments

- The Fraser Valley gets hip: Lifestyle attributes in Langley, Abbotsford, Mission, Maple Ridge, Chilliwack
- Home office: Backyard/garden office designs
- Mortgage research: Crunching the numbers
- Storage space: Essential features for smaller spaces
- Recreational real estate: Best value - map page



## 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
- Rain, Snow and or Sun - which town is for you?



## SPRING 2021

### Features

- 21 Coolest BC communities
- Buying a small business: Tips and trends

### Departments

- Map: Amazing New Homes under \$900k
- Builders: Designing your new home in 3D
- Finance: Smart-sizing your life
- Activities: The newest sport craze
- Developers: Growth plans



## SUMMER 2021

### Features

- Recreation property: Work from here!
- Small-town growth plans

### Departments

- Map: Recreation real estate prices
- Builders: Quality over quantity
- Finance: The rental game
- Developers: Green is the new gold
- Hidden jewels: Tiny communities with a spark

# 2020/2021 DATES & RATE CARD

ISSUE	SPACE CLOSE	MATERIAL CLOSE	DISTRIBUTION
Fall	August 4, 2020	August 10, 2020	September 18, 2020
Winter	October 7, 2020	October 15, 2020	November 28, 2020
Spring	February 14, 2021	February 21, 2021	April 4, 2021
Summer	April 30, 2021	May 8, 2021	June 14, 2021



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
Full Page	\$2,700	\$2,500	\$2,300
Half Page	\$1,600	\$1,550	\$1,500
1/4 Page	\$990	\$940	\$900

# ONLINE ADVERTISING



## USEFUL LINKS

### DAILY BEAST

“Covona virus enhances work-from-home/small towns”

### 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.

## RESOURCES & VIDEO SPONSORSHIP

- **Property Search - find over 100 BC communities and MLS listings**
- **Video Tours: Developments and Communities**
- **Cost per posting is \$49/month**

## SOCIAL MEDIA & ONLINE MARKETING

- All magazine content is posted online driving traffic through Google algorithms, SEO and keywords.
- 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?

REALTORS      MUNICIPALITIES/ECONOMIC DEVELOPMENT  
 RETIREMENT COMMUNITIES      SKI AND GOLF RESORTS      LIFE INSURANCE COMPANIES      CONTRACTORS  
**DEVELOPERS**      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**

*"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**

## COMMUNITIES



## 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 \$300/year to receive *The Globe and Mail* or the *National Post* weekly subscriptions
- 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 2020 composite benchmark price (for detached properties in Metro Vancouver) is \$1,452,200 an increase of 11.1 % over 2018.
- The average sale price of a house in West Vancouver in April 2020 is \$2,570,900 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

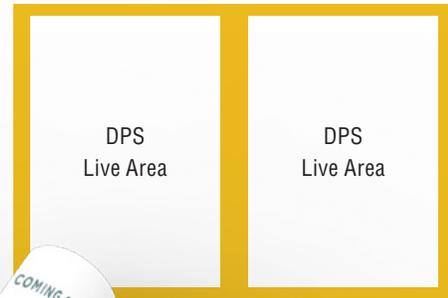
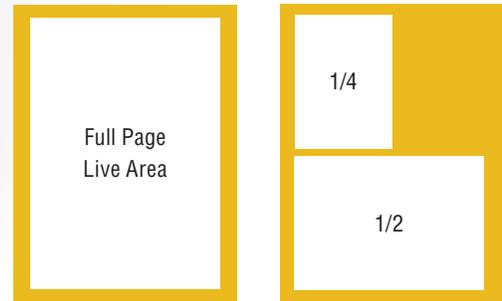
**FULL PAGE** 8.125" w x 10.875" h + 0.125 bleed on all sides.

**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](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



# RIGHTSIZINGMEDIA.COM