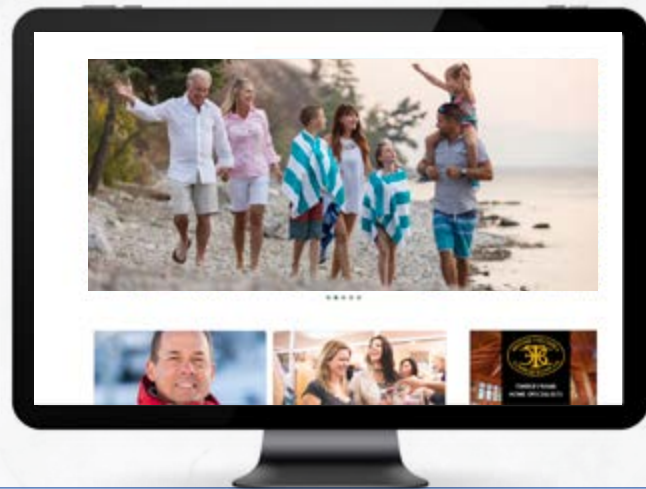




Right Sizing magazine – Smaller Communities, Homes & Living celebrates the unique benefits of living in smaller towns—from lifestyle amenities to real estate value to market trends. Whether you're down-sizing or upsizing, an empty nester, semi-retired or a new home buyer, *Right Sizing* explores alternative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

MORE RELEVANT THAN EVER!



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, Calgary and Edmonton. Further distribution is through realtors, mortgage brokers and Air Canada lounges.

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

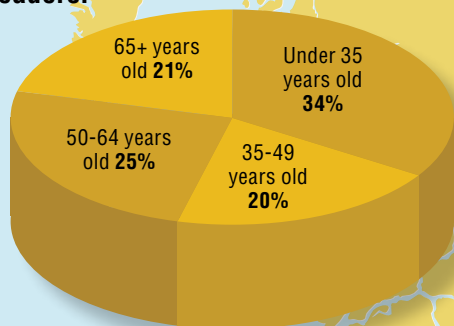
24,000 COPIES PER
ISSUE



Globe and *National Post* readers pay approximately \$300/year per subscription.



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



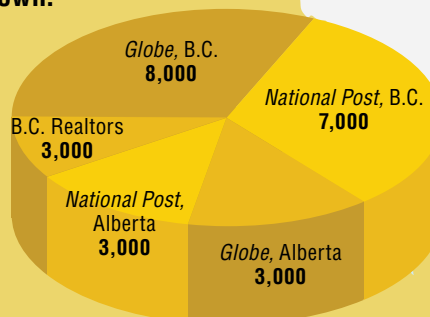
AVERAGE HOUSEHOLD INCOME
\$109K+

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

Geographic distribution is to the most lucrative
real estate markets of

Greater Vancouver, Victoria, Kelowna,
Calgary & Edmonton

Our distribution
breakdown:



2024 EDITORIAL CALENDAR

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



SUMMER JUNE 2024

Features

- Where and what the new jobs are in small towns
- New waterfront developments

Departments

- New landscaping ideas
- Buying a small-town business
- Boat storage: Where to find it?
- Building costs of a custom home: A breakdown
- Rec properties found



FALL SEPTEMBER 2024

Features

- Communities with lively art scenes
- Sustainability in home designs

Departments

- Winemaking in your back yard
- DIY: Home design platforms and apps
- Down-sizing life, up-sizing quality
- Dream homes for under \$1.5M
- Active life: Best gyms in town



2024 DATES & RATE CARD

ISSUE	SPACE CLOSE	MATERIAL CLOSE	DISTRIBUTION
Summer	March 15, 2024	May 1, 2024	June 10, 2024
Fall	October 4, 2024	October 20, 2024	December 1, 2024

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



ONLINE ADVERTISING



USEFUL LINKS

DAILY BEAST

"Coronavirus 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"

THE GLOBE AND MAIL

"A hot housing market offers a golden ticket to downsizing boomers"

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
Side box	300 x 250 px	\$500
Large side box	300 x 600 px	\$800
Package rate: Leaderboard + small Side Box		\$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.

RESOURCES & VIDEO SPONSORSHIP

- **Property search – MLS listings**
- **Official videos for 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
RETIREMENT COMMUNITIES
HOME BUILDERS
MUNICIPALITIES/ECONOMIC DEVELOPMENT
SKI AND GOLF RESORTS
DEVELOPERS
AUTOMOBILE INDUSTRY
LIFE INSURANCE COMPANIES
CONTRACTORS
ADVENTURE OUTFITTERS, RETAILERS
MORTGAGE BROKERS

REALTORS



DEVELOPERS



COMMUNITIES



MISCELLANEOUS



"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**

"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**

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



VANCOUVER HOUSING STATISTICS

(as of December 2023, REBGV)

- The December 2023 composite benchmark price (for detached properties in Metro Vancouver) is \$1,982,600. This represents a 6.8 per cent increase from November 2022 and a 0.9 per cent decrease compared to October 2023.
- 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** - 2019 Vancouver Board of Trade study. We expect this number to have increased dramatically post-Covid!

BABY BOOMER FACTS

- 9.6 million Canadians (29% of population) are baby boomers
- 78% of Canadians own real estate
- Canadian households aged 65 years and older had an average net worth of \$1,068,048 in 2022 (Stats Can)
- More than half of 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.”



1/2 OF VANCOUVERITES SAY THEY HAVE RECENTLY CONSIDERED MOVING

PRODUCTION/MECHANICAL SPECS & ADDITIONAL SERVICES

RIGHT SIZING
SMALLER COMMUNITIES, HOMES & LIVING



PRINT AD DIMENSIONS

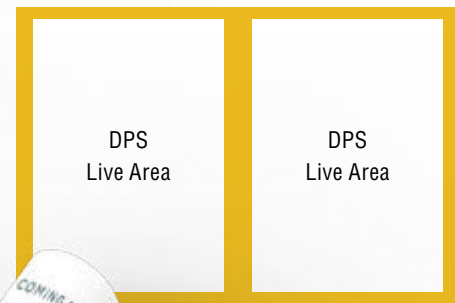
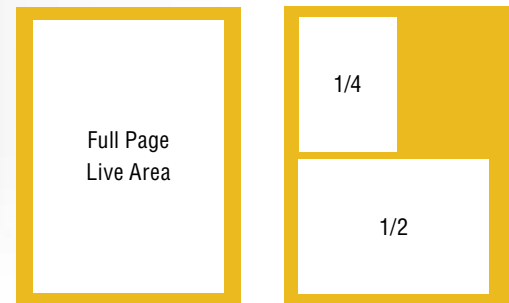
FULL PAGE 8.125"w x 10.875"h + 0.125 bleed on all sides.

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

SALES DIRECTOR

Steve Dietrich

sdietrich@rightsizingmedia.com 604-787-4603



RIGHTSIZINGMEDIA.COM