CANADIAN Mortgage Broker

THE MAGAZINE FOR PROFESSIONAL MORTGAGE BROKERS

From the
Canadian Mortgage Brokers Association

Canada's Leading Mortgage Industry Publication

Media Kit
2018

CMBA
CANADIAN MORTGAGE BROKERS ASSOCIATION

ACHC
ASSOCIATION DES COURTIERS HYPOTHÉCAIRES DU CANADA

CMBA
CANADIAN MORTGAGE BROKERS ASSOCIATION

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ADVERTISING RATES
Print

Ad Description	1 x Mortgage Broker	4 x Mortgage Broker
Double Page Spread (DPS)	$5495	$4995
Full Page (FP)	$2995	$2795
1/2 Page	$1595	$1450
1/3 Page	$1095	$995
1/4 Page	$745	$645
Inside Front Cover (IFC)	$3195	$2995
Inside Back Cover (IBC)	$3195	$2995
Outside Back Cover (OBC)	$3395	$3195

Add 10% if requesting specific placement (waived when booking 4x)

ISSUE	SUBMISSION DEADLINE	CIRCULATION
Winter 2018	January 18, 2018	February
Spring 2018	April 12, 2018	May
Summer 2018	July 5, 2018	August
Fall 2018	September 19, 2018	November

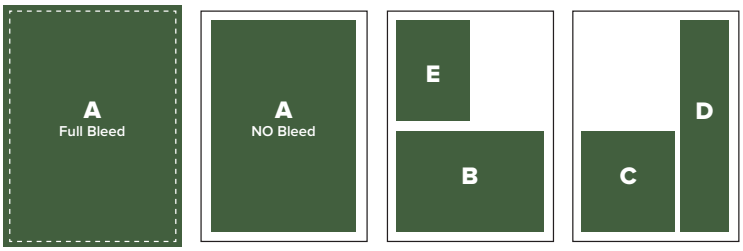
CANADIAN MB MORTGAGE BROKER

Your Advertising contact

CMBA
604.408.9989

DEBRA HILLER
accounting@mbabc.ca

A	Full Page (with 1/4" bleed) 8.625"w x 11"h Full Page 7.25"w x 9.58"h
B	1/2 Horizontal 7.25"w x 4.71"h
C	1/3 Square 4.78"w x 4.71"h
D	1/3 Vertical 2.31"w x 9.58"h
E	1/4 Vertical 3.55"w x 4.71"h



Cover Wrap: 8.5"w x 3.5"h, folded to 4.25"w x 3.5"h
Canadian Mortgage Broker is trimmed to 8.3/8" x 10 3/4" **Live area:** 7 3/8" x 9 3/4" (1/2" inside trim)

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ADVERTISING RATES
Online

All issues of CMB magazine will also be available online at our web site.
www.cmba-achc.ca

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TECHNICAL SPECIFICATIONS

General Conditions & Policies

All advertising is subject to Publisher's approval and agreement by the Advertiser and the Advertising Agency to indemnify and protect the publisher and its agents from and against any claims, loss, liability or expense, including any legal fees arising out of Publication of such advertisement. Cancellations are not accepted after space deadlines. Covers may not be cancelled. Payment should be made with order or at closing date unless credit terms have been arranged. Accounts past 30 days are subject to interest charges of 2% per month.

Technical Requirements

Please provide PDFs of your final artwork, press optimized in CMYK colour with all fonts embedded. We accept files created with Adobe InDesign, Illustrator and PhotoShop — include all fonts and linked images for the ad file. Photos, graphics and other bitmap-based graphics should be saved in uncompressed TIFF or EPS format. Resolution must be 300 DPI at full size. Logos and other vector-based graphics should be in EPS or AI format and have all text converted to curves. Fonts must be True Type or Postscript Type 1 Mac compatible. Ad dimensions must be sized exactly to the ad size booked. Publisher/designer accepts no responsibility for possible errors due to RIP when files have not been saved as specified above. Advertisers assume responsibility for proofing and accuracy of information on ads.

Deadlines

Published at the beginning of every third month, Mortgage Broker is distributed across Canada. Ads may be emailed to: *accounting@mbabc.ca*. Subject line must include name of publication, the issue the ad is to go in, name of the advertiser and size of ad. Example: CMBA Broker Mag/Mar 2017/Big White/full page bleed.

Circulation

Print run approximately 4000 depending on issue.

CANADIAN MORTGAGE BROKER & MB CONSUMER GUIDE ARE PUBLISHED BY

CW media.

CANADA WIDE MEDIA LIMITED
230, 4321 Still Creek Drive
Burnaby, British Columbia,
Canada, V5C 6S7
Main:604.299.7311|canadawide.com

Canadian Mortgage Broker & MB Consumer Guide are published by Canada Wide Media Limited. Founded in 1976, Canada Wide Media creates, curates and delivers exclusive and engaging content across multiple platforms, reaching more than six million consumers each year — across Canada and beyond

CUSTOM PUBLICATION INFORMATION
CHARLENE ROOKE | 604.473.0350
CHIEF CONTENT OFFICER
crooke@canadawide.com

CANADIAN MORTGAGE BROKERS ASSOCIATION

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SPECIALTY ADVERTISING OPTIONS

Contact the CMBA office at 604-408-9989

GATE FOLD

FRENCH DOOR

COVER FLAP

CANADIAN MORTGAGE BROKERS ASSOCIATION

Interested in polybags, specialty covers, belly bands and outserts.

FOR MORE INFORMATION CONTACT

CANADA WIDE MEDIA LIMITED
Main: 604.299.7311 | canadawide.com

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ABOUT CMBA

CMBA is an inter-jurisdictional umbrella association consisting of provincial mortgage broker associations in Canada. The mandate of the CMBA is to strengthen the efficiencies of provincial mortgage broker associations and enable them to focus on providing regional services to their members while sharing certain cross jurisdictional costs, programs and advocacy initiatives amongst provincial associations.

CMBA provides Canada's provincial mortgage broker associations with a forum to work cooperatively; better share resources, branding initiatives, programs and information; and coordinate engagement of provincial association members to identify trends and develop solutions to common industry and regulatory issues.

All provincial mortgage broker associations belonging to CMBA have adopted the mark of membership for their members – MB. CMBA and its provincial mortgage associations promote the MB logo to mortgage consumers to let them know that their best mortgage advice comes from a mortgage broker and to look for the mark of membership to find a mortgage broker

CMB MAGAZINE

CMB magazine is the official voice of the mortgage brokerage industry, and the most reliable source of information and insights in assisting members to increase their expertise in the field. CMBA works to hold the mortgage brokerage conversation wherever possible with its portfolio of products and services designed to reach key players involved in the industry.

CMB is a vital source for members to facilitate knowledge and increase expertise in their given field. This magazine presents an excellent means of communication within and outside the industry, providing not only a forum for corporations and service organizations to interconnect, but also to deliver the latest news, profiles, feature articles, case studies and detailed trends.

CMB is uniquely positioned to deliver your message to fundamental players in the Canadian mortgage brokerage industry, representing members nationwide. The magazine is printed in full-colour and glossy paper, sized 8 3/8" x 10 3/4", and is published on a quarterly basis.

Consider This

Recent studies show that custom publishing surpasses print, television and radio advertising, and also dominates Internet marketing and telemarketing, in building long-term relationships, promoting loyalty and retaining existing members.

Magazines engage viewers in a manner that is strategically unlike any other form of advertising media. On average, a reader will revisit a magazine at least three times and will likely put it on display, allowing the marketing message to grab – and hold – the reader's attention.

In our fast-paced, media-saturated world, magazine advertising is a reliable way to provide consumers with a satisfactory, leisurely and intimate experience.

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WHY ADVERTISE

Unparalleled Exposure!

Each and every CMBA member receives four editions of *CBM* annually, which provide informative editorial content and unparalleled exposure to a widespread scope of participants across the industry and the province. The magazine is also distributed every year at the CMBA-BC, CMBA-ON and CMBA-Atlantic conferences and Annual General Meeting, among other events. Marketing your products and services directly to the mortgage broker community in Canada through this publication will provide excellent coverage of this distinctly targeted niche market.

Your Target Audience!

Distributed quarterly to mortgage brokers and agents across Canada, our publication reaches key industry personnel, leaders, and decision-makers. CMBA's members, in their roles as financial intermediaries, conduct their business throughout all of Canada. Members include:

- Mortgage brokers, agents and insurers
- Financial institutions
- Trust companies
- Sub-prime and private lenders
- National and provincial lenders
- Lawyers and related professionals
- Real estate agents and appraisers
- Various suppliers to the industry
- Government regulators

Mortgage Brokers

The Mortgage Broker Industry in Canada is part of an estimated $200 billion mortgage market. CMBA estimates that Mortgage Brokers arrange over $70 billion of this market every year. Mortgage Brokers are key influencers. Not only do they finance over 55% of first time home buyers and 90% of commercial apartment buildings they also finance home improvements, new construction, and use either expertise to arrange financing for consumers who purchase cars, electronics, travel, luxury items and so much more.

Mortgage Brokers are also high income earners and finance professionals that represent a large untapped market of consumer buying power.

Advertising your products to Mortgage Brokers will help enhance your brands awareness.

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2018 ADVERTISING Insertion Order

This agreement is between
Canadian Mortgage Brokers Association and:

NAME: _____

ADDRESS: _____

CITY: _____ POSTAL CODE: _____

PHONE: (_____) _____ FAX: (_____) _____

EMAIL: _____

IT IS THE SOLE RESPONSIBILITY OF YOUR COMPANY TO ARRANGE FOR ANY CHANGES IN YOUR ADVERTISEMENT PRIOR TO PRINT.

ISSUE	SUBMISSION DEADLINE*	CIRCULATION
WINTER	JANUARY 18, 2018	FEBRUARY
SPRING	APRIL 12, 2018	JUNE
SUMMER	JULY 5, 2018	AUGUST
FALL	SEPTEMBER 19, 2018	NOVEMBER

***UPON CONTRACT**

ADVERTISING ISSUE AND SIZE (REFER TO PAGE 2):

☐ WINTER ISSUE SIZE: _____ ☐ SUMMER ISSUE SIZE: _____

☐ SPRING ISSUE SIZE: _____ ☐ FALL ISSUE SIZE: _____

PLEASE MAIL CHEQUE PAYABLE TO THE CANADIAN MORTGAGE BROKERS ASSOCIATION OR CREDIT CARD PAYMENT

VISA/MASTER/AMEX CARD NUMBER: _____ EXPIRY DATE: _____

NAME ON CARD: _____ CONTACT PERSON: _____

SIGNATURE: _____ DATE: _____

The CMBA cannot be held responsible for the time sensitive ads as print schedules vary and are beyond our control.
If you have any questions, comments or article suggestions, please contact:

DEBBRA HILLER | Phone: 604.408.9989 | Fax: 604.608.0977 | accounting@mbabc.ca