

CANADIAN

# MortgageBroker

CANADA'S NATIONAL MORTGAGE MAGAZINE

**NEW**

From the  
Canadian Mortgage Brokers Association



Canada's  
Leading  
Mortgage  
Industry  
Publication

Media Kit  
**2016**

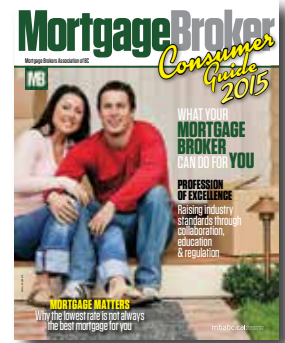


ASSOCIATION DES COURTIERS HYPOTHÉCAIRES DU CANADA

CMBA is pleased to announce the launch of its new quarterly national *Mortgage Broker* magazine. CMBA provincial members MBABC and IMBA will amalgamate their current publications into one magazine under the name *Canadian Mortgage Broker* or *CMB* magazine. This will give advertisers more bang for their dollar by offering greater distribution and reach. It will also bring greater efficiencies for advertisers and industry partners. Now advertisers just have to place one ad to get the same distribution in B.C. and Ontario, plus new distribution in all four Atlantic Provinces through CMBA member the Mortgage Brokers Association of Atlantic Canada (MBAAC). As we add members in other provinces the magazine will be distributed into these regions. CMBA will strive to distribute its first edition in February 2016 to as many brokers in Canada as possible. **A special added bonus for advertisers.**



# ADVERTISING RATES Print



Ad Description	Consumer Guide	1 x Mortgage Broker	4 x Mortgage Broker
Double Page Spread (DPS)	Ask for the Consumer Guide	\$5495	\$4995
Full Page (FP)	Rate Card	\$2995	\$2795
1/2 Page		\$1595	\$1450
1/3 Page		\$1095	\$995
1/4 Page		\$695	\$595
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 2016	January 12, 2016	February
Spring 2016	April 1, 2016	June
Summer 2016	June 30, 2016	August
Fall 2016	October 3, 2016	November



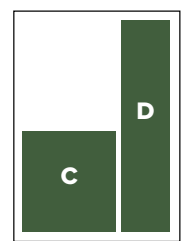
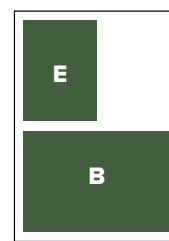
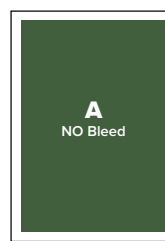
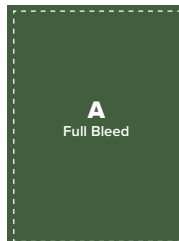
Your Advertising Contact

**CMBA**  
604.408.9989

**DEBRA HILLER**  
accounting@mbabc.ca

or **SHERI-LYNNE LJUCOVIC**  
416-252-4622 x 5  
SheriLynne@imba.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)

# ADVERTISING RATES Online

**FREE**

with your print ad for 2016. Appears as a banner ad on the CMBA web site with a hyperlink to your web site.

Please call the CMBA office for individual online pricing.

All issues of CMB magazine

will also be available online at our web site.  
[www.cmba-achc.ca](http://www.cmba-achc.ca)



IT'S ABOUT  
market share!

This could be  
YOU!



# 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](mailto:accounting@mbabc.ca) or Independent Mortgage Brokers Association of Ontario [information@imba.ca](mailto:information@imba.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 2014/Big White/full page bleed.

## Circulation

Print run between 4000 and 8000 depending on issue.



CANADIAN MORTGAGE BROKER & MORTGAGE BROKER CONSUMER GUIDE ARE PUBLISHED BY



**CANADA WIDE MEDIA LIMITED**  
230, 4321 Still Creek Drive  
Burnaby, British Columbia,  
Canada, V5C 6S7  
Main: 604.299.7311 | [canadawide.com](http://canadawide.com)

*Canadian Mortgage Broker & Mortgage Broker Consumer Guide* magazines 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](mailto:crooke@canadawide.com)

# SPECIALTY ADVERTISING OPTIONS

Contact the CMBA office at 604-408-9989 or 416-252-4622 x 5

## GATEFOLD



## FRENCH DOOR



## COVER FLAP

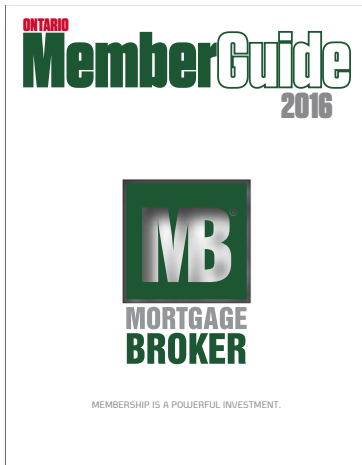


# MEMBER GUIDE

CMBA provincial members will be publishing a *Member Guide* for their particular province or region during each of their conferences. Please look for advertising opportunities for each CMBA member guide in your email or contact CMBA at 604-408-9989 or 416-252-4622 x 5 for more information.

Online version of the magazine will be available on the CMBA web site.  
[www.cmba-achc.ca](http://www.cmba-achc.ca)

## Member List Included



# ABOUT CMBA's CMB MAGAZINE

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 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 nation wide. 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. With 73% of magazine readers saving ads for future reference, it is clear that we provide an active, tactile medium where the reader is receptive and in full control.





## WHY ADVERTISE

### Unparalleled Exposure!

Each and every CMBA member receives four editions of *CMBA* 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 MBABC, IMBA and MBAAC 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 and new construction. In addition, they use their 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 brand's awareness.





# 2016 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 12, 2016	FEBRUARY
SPRING	APRIL 1, 2016	JUNE
SUMMER	JUNE 30, 2016	AUGUST
FALL	OCTOBER 3, 2016	NOVEMBER
ONLINE DIRECTORY	OPEN	CONTINUOUS

\*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 -- 101-1765 W 8th Avenue, Vancouver, BC V6J 5C6**

VISA/MASTER 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:

**DEBRA HILLER | Phone: 604.408.9989 | Fax: 604.608.0977 | [accounting@mbabc.ca](mailto:accounting@mbabc.ca)**  
**SHERI-LYNNE LJUCOVIC | Phone: 416.252.4622 x 5 | Fax: 416.981.8729 | [SheriLynne@imba.ca](mailto:SheriLynne@imba.ca)**