

CMP

www.mortgagebrokernews.ca

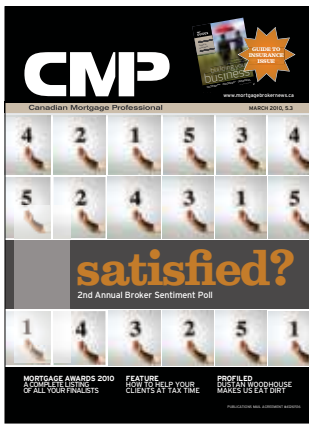
Canadian Mortgage Professional



Essential reading for the mortgage industry

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CANADIAN MORTGAGE PROFESSIONAL MAGAZINE (CMP)

Canadian Mortgage Professional (CMP) is the magazine mortgage brokers and industry professionals alike turn to for an in-depth look at the industry issues that matter. The key focus of CMP's editorial is to delve beyond the headlines and provide analysis of the key issues.

Market Segmentation

Mortgage Brokers/Originators 86%, Lenders 4%, Lawyers and related professionals 5%, Real Estate and Valuers 3%, Other surrounding suppliers etc. 2%



CMP EMAG

Our latest communication element for any company looking to market their products to mortgage and finance professionals. CMP magazine is now available online with promotions and interactive content focused on the Canadian mortgage and finance industry.



CMP GUIDES

Each quarter, the CMP editorial team puts together a separate insert publication on topical issues that matter to the mortgage industry. These guides, which are distributed within CMP, have to date focused on sub-prime lending, insurance, commercial lending, a broker's first year and beyond, investment products, and have showcased lenders, service providers, and brokerages.



WALLPLANNER

Another addition to the CMP product range, this 33" by 21¾" wallplanner (calendar) will include a complete listing of important broker-related dates for the year, along with public holidays broken down by province. This is distributed once a year with our December issue.



Canadian Mortgage Professional has proven to be an important resource for our business. The magazine keeps us current on the industry by reporting on personnel changes and the most significant company movements.



Garth Ellis,
President, VERICO Ellis Mortgages Canada

ANNUAL FEATURES

Top 50

The CMP Top 50 features those brokers lending out the highest amounts of residential mortgages in Canada.



Brokers on lenders

Each year brokers rank the lenders in relation to six categories, including products, service and rates, with the banks retaining right of reply.



Broker Sentiment Poll

A new addition to the CMP survey stable, this article will ask brokers to evaluate the strength of both their businesses and that of the mortgage brokering industry for the year previous and the 12 months ahead.



MORTGAGEBROKERNEWS.CA E-NEWSLETTER

Our dedicated journalists gather industry news on a daily basis for our twice weekly e-newsletter.

- » Delivered direct to more than 10,000 industry professionals
- » Tailored and timely advertising each week
- » Cost-effective online exposure and measurable results



MORTGAGEBROKERNEWS.CA

MortgageBrokerNews.ca is a free online information resource for all Canadian mortgage professionals. MortgageBrokerNews.ca is the perfect online support vehicle for any company looking to market their products to the broker channel

- » Breaking news from CMP experienced mortgage journalists
- » In-depth profiles, features and industry talk
- » Interactive online forum to share your comments
- » Online broker polls on industry topics
- » Targeted and qualified audience
- » Over 20,000 unique visitors a month



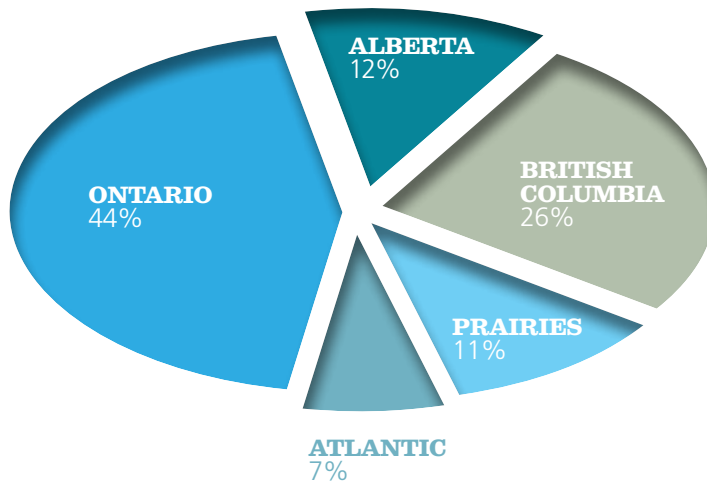
CANADIAN MORTGAGE AWARDS – NO.1 INDUSTRY EVENT

The highlight of the mortgage industry calendar, the Canadian Mortgage Awards is the perfect opportunity for your company to reach your target audience through an exciting gala event attended by up to 500 industry leaders, award finalists and VIP dignitaries.

- » Award sponsorship and naming rights
- » Red carpet or cocktail drink sponsorship
- » Ultimate exposure as Event partner

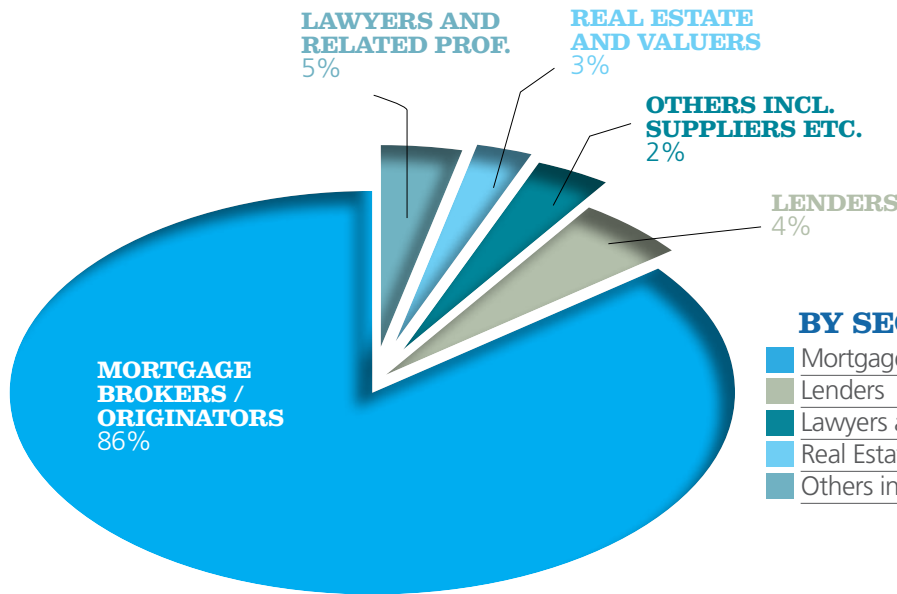
www.canadianmortgageawards.com

magazine



BY PROVINCE

Ontario	4,520 copies
British Columbia	2,720 copies
Alberta	1,320 copies
Prairies	1,217 copies
Atlantic	817 copies

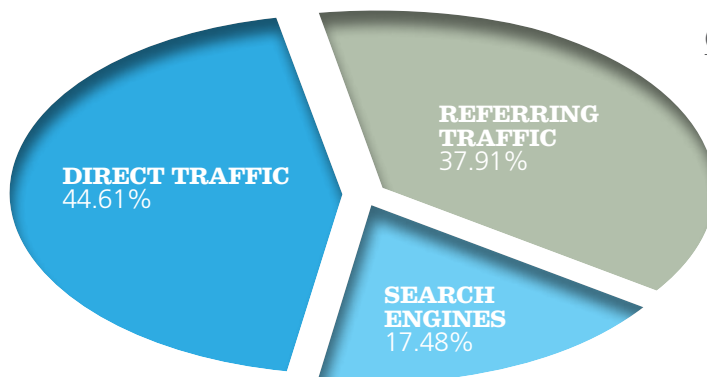


BY SECTOR

Mortgage Brokers / Originators	9,069 copies
Lenders	526 copies
Lawyers and related professionals	368 copies
Real Estate and Valuers	250 copies
Others including suppliers etc	381 copies

TOTAL DISTRIBUTION 10,594

online



75% SOV (share of voice) of mortgage broker industry
 16,173 unique visitors – December 2009
 (source: Google Analytics)



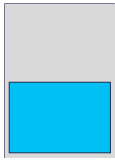
DOUBLE PAGE

TRIM (w) 16.5" x (h) 10.875"
 BLEED (w) 17.00" x (h) 11.375"
 TYPE (w) 15.75" x (h) 10.125"



FULL PAGE

TRIM (w) 8.25" x (h) 10.875"
 BLEED (w) 8.75" x (h) 11.375"
 TYPE (w) 7.5" x (h) 10.125"



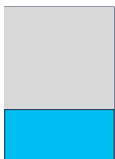
HALF PAGE (HORIZONTAL)

TRIM (w) 7.25" x (h) 5"
 TYPE (w) 7.0" x (h) 4.75"



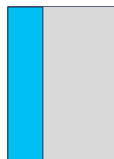
HALF PAGE (VERTICAL)

TRIM (w) 3.875" x (h) 10.875"
 BLEED (w) 4.375" x (h) 11.375"
 TYPE (w) 3.125" x (h) 10.125"



THIRD HORIZONTAL PANEL

TRIM (w) 8.25" x (h) 3.625"
 BLEED (w) 8.75" x (h) 4.125"
 TYPE (w) 7.5" x (h) 2.875"



THIRD VERTICAL PANEL

TRIM (w) 2.6875" x (h) 10.875"
 BLEED (w) 3.1875" x (h) 11.375"
 TYPE (w) 2.0" x (h) 10.125"



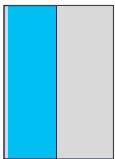
QUARTER PAGE BANNER

TRIM (w) 8.25" x (h) 2.6875"
 BLEED (w) 8.75" x (h) 3.1875"
 TYPE (w) 7.5" x (h) 2.1875"



CLASSIFIED

TRIM (w) 3.5171" x (h) 2.2805"
 BLEED (w) 4.0171" x (h) 2.7805"
 TYPE (w) 2.7671" x (h) 1.5305"

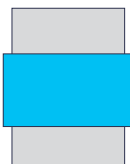


HALF COVER WRAP

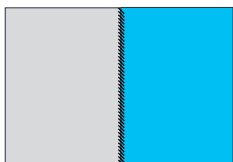
TRIM (w) 4.1875" x (h) 10.875"
 BLEED (w) 4.3215" x (h) 11.0"
 TYPE (w) 3.5" x (h) 10.125"



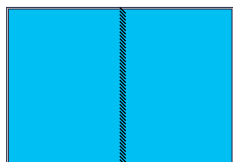
Full-page advertisement with stick on flyer/card etc.



Belly Band



Single Page Stitch-In Insert



Double Page Stitch-In Insert

Double page spread	\$6,750
Full page	\$3,550
Half page	\$2,100
Third page	\$1,770
Quarter page banner	\$1,600
Classified	1 x = \$640 per insertion 3 x = \$535 per insertion 6 x = \$430 per insertion 12 x = \$320 per insertion
Frequency discounts	12 issues - 12.5% 6 issues - 7.5%

PREMIUM POSITIONS

Inside Front Cover	45%
Outside and Inside Back Cover	45%
Pages 3 and 5	45%
Pages 7, 9 and 11	30%

INNOVATIVE ADVERTISING SOLUTIONS

Half-cover wrap	\$6,420
Full Page Advertorial	\$4,010
Double-page Advertorial	\$7,500
Loose-leaf insert	\$6,950*
Loose-leaf outsert	\$6,950*
Full-page advertisement with stick-on flyer/card etc.	\$10,165*

Premium Double Page Stitch-In Insert \$11,770

* 2 pages / 4 Sides (Position middle of the magazine)

Double Page Stitch-In Insert \$9,100*

2 pages / 4 sides (position between signature pages - 2 Pages each end of the magazine)

Single Page Stitch-In Insert \$5,350
 (One Page Two Sides)*

Belly Band \$12,840*

All material to be printed by the client to printers specifications and sent to KMI Publishing for inserting, stitching etc.

Additional options: Gatefold, outserts, inserts, etc. **Specs, rates and examples available upon request

ARTWORK SPECIFICATIONS

Please supply all artwork in PC format only. Either EPS, Tiff or PDF format with the following requirements:

- » All files must be 300 dpi high resolution with
- » CMYK process colour
- » EPS files must be in outline path for all fonts and embed images
- » Tiff files must be in PC format, flatten with no layers
- » PDF files must be press optimised and embedded with images and fonts
- » All Double page ads and Full page ads must be in press optimised PDF files
- » 5mm bleed with crop marks are required for Double page ads, Full page ads and Panels ads to be supplied on artwork where specified
- » Ad files in Microsoft Word, Excel, PowerPoint or other software are NOT acceptable
- » Materials received should be in printable file with no conversion required

WEBSITE



E-NEWSLETTER



WEBSITE

1	Leaderboard Size - 728(w) x 90(h) (3 positions available – rotating)	Location Top of home page, and top of all secondary pages	Max file size 29kb	File type GIF, JPEG, Flash	Cost \$1750 per month
2	Big Box Size - 300(w) x 250(h) (3 position available)	Location Right-hand side of home page	Max file size 29kb	File type GIF, JPEG, Flash	Cost \$1500 per month
3	3:1 Rectangle Size - 300(w) x 100(h) (3 positions available)	Location Two positions runs on home page	Max file size 29kb	File type GIF, JPEG, Flash	Cost \$1000 per month
4	Slider Size - 700(w) x 250(h) exclusive position available	Location Top of homepage	Max file size 29kb	File type GIF, JPEG, Flash	Cost \$2000 per month
5	Section Sponsor	Location Sponsorship includes micro box over section sponsored shown on every home page view as well as the landing page for each section	Max file size 29kb	File type GIF, JPEG, Flash	Cost \$1500 per month based on minimum 3-month booking, specs on request

NOTE: When supplying a Flash file, you must also supply the backup creative in a separate gif or jpg file (so, supply two files, each no more than 29kb in size).

E-NEWSLETTER

A	Towers Size - 125(w) x 345(h) (3 positions available)	Max file size 29kb	File type GIF, JPEG (Note, flash files are not available on newsletter)	Cost \$1200 per month (two emails sent per week)
B	Banner Size - 468(w) x 60(h)	Max file size 29kb	File type GIF, JPEG (Note, flash files are not available on newsletter)	Cost \$1000 per month (two emails sent per week)

Additional options: E-blasts, video, rich media, etc. **Specs, rates and examples available upon request

magazine – print

ISSUE NO	ISSUE MONTH	AD BOOKING DEADLINE	AD MATERIALS FROM CLIENT
6.1	January	January 5, 2011	January 12, 2011
6.2	February	February 2, 2011	February 9, 2011
6.3	March	March 2, 2011	March 9, 2011
6.4	April	March 30, 2011	April 6, 2011
6.5	May	April 27, 2011	May 4, 2011
6.6	June	May 25, 2011	June 1, 2011
6.7	July	June 22, 2011	June 29, 2011

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ABOUT US



KMI Publishing and Events, publisher of Canadian Real Estate, Buying Your First Home, Canadian Mortgage Professional and Liquor Canada magazines, is based in Toronto, ON. KMI is part of Key Media, an Australian-based publishing and events company, which has a head office in Sydney, Australia, and further offices in Hong Kong and Singapore. Key Media is a leading organizer of conferences, gala dinners, award ceremonies and events. Combined these include a packed calendar of professional education (to include conferences and seminars), trade shows, industry summits and award ceremonies.



Key Media is also a leading publisher of specialist industry news magazines. Currently the company publishes Asian Legal Business China, Asian Legal Business Hong Kong, Asian Legal Business Singapore, Australian Broker, Australasian Legal Business, HRM Singapore, Human Capital Australia, Mortgage Professional Australia, MPA Lender, Your Investment Property and Your Mortgage.