

**BUSINESS
VANCOUVER**

SALES CLOSE

April 8, 2020

MATERIAL DUE

April 10, 2020

DISTRIBUTION

May 18, 2020

OFFICE SPACE

2020

MEDIA
KIT





OVERVIEW

Office Space is in partnership with the Business Owners and Managers' Association of B.C. (BOMA), Greater Vancouver's only leasing and selling guide for commercial office and industrial property

Office Space, in partnership with BOMA BC, will be published in May 2020. The guide is a perfect opportunity to reach key people in the industry who can benefit from using your services. With a comprehensive directory of available lease space, maps and editorial on the issues and trends affecting our industry, we recommend *Office Space* be added into your 2020 marketing plans.

Sincerely, Damian Stathonikos, CAE, President, BOMA BC



AUDIENCE

69%

Have household incomes in excess of

\$100,000+

89%

Have a university or college education

49%

Have investment portfolios over

\$200,000+

80%

Are adults age:

35+

55%

Are male

42%

Are female

DISTRIBUTION

10,000

copies of *Office*

Space 2018 will be delivered to the most influential businesses in B.C. in May 2018 with a minimum readership of 42,000.

■ Prospective tenants

Distributed to all Business in Vancouver subscribers, and to Vancouver, Burnaby and Surrey Board of Trade Members.

■ Property managers & building owners/developers

Copies are sent to members of BOMA, NAIOP, IFMA, CHOA and other trade associations in B.C., and property owners/managers without association affiliation.



EDITORIAL

Office Space covers topics of interest to building owners such as development trends and which neighbourhoods are hot and which are not, as well as advice on getting the highest value from existing properties. It also covers topics of interest to building managers and tenants, such as the latest in security, lighting and energy conservation.

Directories/Maps

- Greater Vancouver's only detailed office space directory – referred to over and over again by industry professionals, investors and those looking to satisfy their space requirements.

List Pages

- Biggest security companies in B.C.
- Biggest commercial property managers in B.C.
- Biggest commercial real estate brokerages in B.C.

FINAL FRONTIER

Vancouver's False Creek Flats poised for office boom

Fifteen years after Finning International Inc. left the flats of False Creek, Neighbouring 38.6 acres of its property on Great Northern Way to the University of British Columbia, Simon Fraser University, the British Columbia Institute of Technology and the Emily Carr University of Art and Design, the area is finally coming into its own as the office hub it was long intended to be.

The change represents more than two decades of planning and development. The area was once a mix of residential, commercial and industrial uses. The area was once a mix of residential, commercial and industrial uses. The area was once a mix of residential, commercial and industrial uses.



SHELTER FROM THE STORM

As headwinds rise in Brent's wake, European investors join those from China seeking a safe real estate haven in a global-stalled world

Canadian commercial real estate is at the intersection of two powerful investment trends: the search for hard assets in order to generate yield in a yield-starved world and Canada's increasing status as a safe haven in a world of growing geopolitical uncertainty," observes Paul Monseville, executive managing director with CBRE Ltd., in assessing the investment outlook for Canadian real estate in 2017.

Monseville's assessment is based on a number of factors, including the fact that Canada's commercial real estate market is one of the most stable in the world. This is due to a number of factors, including the fact that Canada's commercial real estate market is one of the most stable in the world.



RATES/CONTACT

DISPLAY RATES

Size	4 colour
Double page spread	\$8,800
Full page	4,800
1/2 page	3,800
1/4 page	2,400
1/8 page	1,600
Banner	1,700

- Custom spot colour matched in process
- For guaranteed positions other than listed, add 10%
- All rates are net and in Canadian dollars
- Rates do not include GST

For all advertising and production enquires please contact:

Laura Torrance

Sales Manager

Call: 604-608-5145

Email: ltorrance@biv.com

PREMIUM POSITIONS

- Cover space is available on a first-come, first served basis.
- All special positions are four-colour and non-cancelable.

Outside Back Cover	\$6,000
Inside Front or Back Cover	5,400
Premium	4,900

Production notes

- Production charges are included for basic prep work.
- For ads requiring basic layout, the customer must provide:
 1. a mock-up
 2. logo
 3. image (photo) if required and
 4. text.
- Revisions will be limited to 2 proofs at no charge after which time, an hourly rate or portion of will apply.
- Charges will apply to extensive design and/or multiple revisions.

SPECS & TECH

MECHANICAL REQUIREMENTS

Size <small>Not all sizes available in every publication</small>	Width (inches)	Height (inches)
Double page spread with bleed	16.75	11.25
Full-page bleed	8.125 + .25 bleed	10.75 + .25 bleed
Full-page non-bleed/type area	7.125	9.75
1/2 Horizontal	7.125	4.6875
1/2 Vertical	3.4375	9.5625
1/2 Island	4.6875	7
1/4 Horizontal	7.125	2.2708
1/4 Square	3.4375	4.6875
1/8 Horizontal	3.4375	2.2708
Banner <small>Available only under lists & directories</small>	7.125	1

TECHNICAL REQUIREMENTS

Submission guidelines: Please provide (in order of preference): a press-ready PDF or PDFx 1a file, an Illustrator CS6 or lower EPS file with all fonts converted to outlines, a Mac InDesign CS6 file with all supporting files and postscript fonts. Images should be 300 pixels per inch. FTP is available, but please talk to us first. And please supply a proof of your ad.

Note: When supplying logos for our database publications, black and white vector EPS files (such as those created in Adobe Illustrator) are preferred. If you do not have a vector version of your logo please supply a black and white TIFF.

Bleed ads: Please keep all critical elements 0.5" in from the trim.