

Advertisers Media Kit



Canadian Mortgage Trends (CMT) is Canada's best-known mortgage information resource with over 550,000 annual readers.

CMT's popularity stems from award-winning down-to-earth content written by mortgage professionals, as opposed to journalists from "outside the trenches." CMT articles are authentic, objective, and straightforward - essential qualities for busy mortgage consumers and industry professionals.

Content ranges from rate advice and mortgage strategies to insider interviews and new mortgage reviews. The majority of CMT's content isn't available anywhere else.

As an advertiser, your message will appear amid this highly sought-after information.

Statistics and Demographics

As of Q1 2014, CMT had 1.52 million impressions, an average of 126,700 page views per month and 20,100 weekly site visits. 53% of page views are from repeat visitors, reflecting considerable reader loyalty.

Readership consists predominantly of mortgage consumers and personal finance enthusiasts as well as an audience of mortgage professionals that numbers in the thousands. CMT's subscribers include executives, brokers, and staff from virtually every major lender and brokerage firm in the country.

Canadian Mortgage Trends

canadianmortgagetrends.com
info@canadianmortgagetrends.com

2014 Advertising Rates

CMT's rates reflect CPM's as low as \$13.54 for a 3-month term, near the lowest available for a mortgage-specific target market.

Rotating Right Sidebar Button 3-month Run (1/3 of impressions) Rotating Right Sidebar Button 1-month Run (1/3 of impressions)	\$885 per month \$945 per month
Rotating Left Sidebar Button 3-month Run (1/2 of impressions) Rotating Left Sidebar Button 1-month Run (1/2 of impressions)	\$965 per month \$1045 per month
Rotating Main Banner Top Centre 3-month Run (1/2 of impressions) Rotating Main Banner Top Centre 1-month Run (1/2 of impressions)	\$1235 per month \$1375 per month

Rotating Sidebar Specs

- Located on the right sidebar above "Recent Comments". Rotates with a maximum of two other buttons. Your button image can be a .GIF or .JPEG and must be 150x150 pixels.

Main Banner Ad Specs

- Located in the centre column immediately above the lead story. Rotates with a maximum of one other banner. Your banner image can be a .GIF or .JPEG, and should be 365 pixels horizontally by 100 pixels vertically.

Renewal Procedure

Existing advertisers are provided the first right of refusal on renewal. If your term ends and we haven't contacted you about renewing, your ad will continue running for a period of time as a courtesy. You will be billed from the maturity date if you later decide to renew.

Other Specs

Max. file size is ~60 KB. Please do not advertise compensation due to exposure to consumers. For animated .GIFs we ask that there be a pause of 3 seconds between motion, followed by a pause of 23 seconds before animation begins again.

All ads are subject to approval. Kindly note, CMT is unable to accept broker or brokerage firm advertising at this time. Click tracking is available if requested when ordering.

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