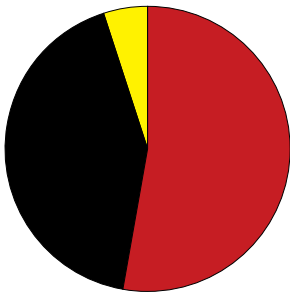


Rental Housing Business Magazine (RHB) is published 6 times a year with a combined, print, online and digital readership of over 35,000 throughout Canada.

RHB magazine, Canadian Federation of Apartment Associations (CFAA), Canadian Mortgage Housing Corporation (CMHC) and Statistics Canada have all sourced and published data for the apartment industry. RHB magazine is able to take full advantage of the opportunities that exist in reaching this vast and profitable industry.

RHB READERS



- Senior Executives**
owners, presidents, vice presidents, senior operations managers, senior property managers and directors **53%**
- Management**
property managers, facility managers, asset managers, project managers and maintenance managers **42%**
- Other**
lawyers, finance & investment, technicians, project coordinators, consultants, designers and architects **5%**

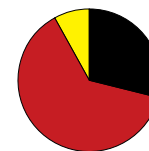
Average number of times an RHB issue is circulated per office. 2.85

TIME SPENT READING AN ISSUE OF RHB



- less than 1/2 hour **14%**
- 1/2 to 1 hour **57%**
- 1 hour or more **29%**

THE WAY RHB IS READ



- Read most issues **29%**
- Read every issue **63%**
- Read some issues **8%**

Canada's Apartment Industry and RHB Circulation

Number of Apartment Buildings

121,748

Number of Units

1,767,245

Number of printed RHB magazines distributed by Canada Post

7,000

Digital publication and online readership

28,000

