

Building BLOCKS

The Magazine of the Greater Toronto Apartment Association



C i r c u l a t i o n & P r o d u c t i o n 2 0 1 2

- The Greater Toronto Apartment Association represents the interests of Toronto's most active and concerned property management firms participating in the multifamily rental housing industry.
- GTAA membership is currently comprised of +240 property management firms who own and operate + 170,000 apartment units across the Toronto region. There are another + 150 supplier member firms actively representing virtually all trade sectors and categories and related products and services.
- *Building Blocks*, the GTAA's magazine is published six times per year and reaches the executive level of management in these key firms - the most highly-concentrated, prequalified audience of *buyers* in Toronto's property management industry today! *A powerful, hard-to-reach group of key decision makers.*
- 600 copies of each issue are circulated directly to the membership plus officials of municipal and provincial government by Canada Post. *A low circulation, deep market penetration, highly-affordable buy!*
- Editorial content features articles and issues relevant to the industry and the membership written by the industry experts themselves.

2012 PRODUCTION CALENDAR

<i>Issue</i>	<i>Ad Copy Deadline</i>
February	Jan 27
April	March 23
June	May 25
August	July 27
October	Sept 28
December	Nov 23



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