



The magazine for successful entrepreneurs

QUÉBEC *ENTREPRISE*

**MEDIA
KIT
2010**

QUÉBEC ENTREPRISE



Dear Madam or Sir,

Since its founding in 1993, *Québec Entreprise* magazine has become an important business media, reporting economic activity from all regions of Quebec. Each issue of *Québec Entreprise* promotes regional and industrial development through informative exposés on important business leaders working in small and medium sized companies and occasionally large business.

Some 20,000 copies of every edition published are distributed in newsstands across Quebec and sent directly to manufacturing, distribution and service companies. Our readership includes over 40,000 Quebec business owners, leaders and decision makers.

Our editorial mission is to highlight the economic assets of a region or an industry. All *Québec Entreprise* editorial coverage aims at putting the spotlight on flourishing businesses and features successful businesspeople that are a part of Quebec's economic vitality.

Québec Entreprise magazine's editorial team has but one goal, and that is to meticulously report and publish all relevant information, making it possible for us to continue to assert that we are the magazine for successful entrepreneurs.

Yours truly,

Daniel Boisvert
President-publisher



DISTRIBUTION

READERSHIP	NUMBER OF COPIES	
Presidents of Manufacturing Businesses (ICRIQ Listing) + 3 million	6,254	13,365
Presidents of Service Businesses (ICRIQ Listing) + 3 million	2,456	
Presidents of Distribution Businesses (ICRIQ Listing) + 3 million	4,655	
Newsstands	3,800	
Promotional Copies	1,000	
Targeted Distribution (Customers, advertisers, subscribers, town halls, <i>CLD</i> , business associations)	2,355	
DISTRIBUTION TOTAL	20,520	

Number of printed copies by publication:

21,000 copies



GENERAL INFORMATION

ADVERTISING INSERTS

Inserts such as pre-printed, gatefolds and reply cards are limited, QE will accept them on the basis of availability and if technically possible. All inserts are non-cancellable 60 days prior to publication date of issue. A full page of advertising is required when running a reply card insert.

CASH DISCOUNT AND PAYMENT TERMS

A 2% discount if paid within 10 days following invoice date. All invoices are as followed: by a down payment of 50% of total amount upon reception of invoice and the other half is payable upon publication. All outstanding accounts are subject to monthly interest fees of 1,5%.





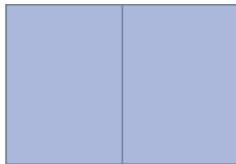

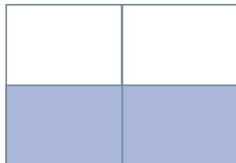
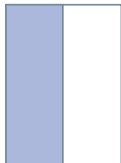
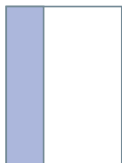

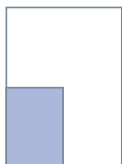
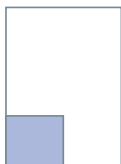
GOODS & SERVICE TAX

Our rates do not include the goods & service tax (GST) or the Quebec sales tax (QST). Publisher advises that in most cases these taxes are recoverable according to the Canadian income tax laws.

ADDITIONAL CONDITIONS TO THE PURCHASE OF ADVERTISING SPACE

Publisher reserves the right to revise rates without any prior notice, however he will respect all signed contracts. No space cancellation shall be accepted after closing dates. Cover positions can not be cancelled 70 days prior to issues publication dates. Renewal date for cover or special positions must be made 100 days prior to issue publication date. Publisher can not guarantee any special position without a premium, however he will do his utmost to acquiesce to the position request. All types of advertorial features must be approved by the publisher and the word "advertisement" will be placed above the copy. Publisher reserves the right to refuse any advertisement that does not reflect the spirit and nature of the publication's editorial content. Advertisers or their agencies will assume all liability for all content of their advertisement and assume responsibility for any damages and claims against the publisher. Publisher shall have no liability to advertiser as a result of any failure to publish or circulate all or any part of an issue as a result of any event beyond publisher's control, except to publish the advertisement in a subsequent issue. It is the advertiser's responsibility to supply a type of inserts that does not infringe Canada Post regulations. Production fees will be payable to the publisher for any changes to existing advertising material. A copy proof of the advertiser's ad will be provided if advertiser conforms to the publication's production deadlines. Publisher will not be responsible for poor reproduction if advertising material supplied does not respect publisher's material specifications. Publisher can not guarantee quality control verification of any advertising material received after publication's production deadlines.

AREA RATE CARD

	INSIDE FRONT COVER \$5,585		INSIDE BACK COVER \$6,205
	OUTSIDE BACK COVER \$5,380		FULL PAGE \$4,625
	DOUBLE PAGE SPREAD \$8,315		1/2 PAGE HORIZONTAL \$2,655
	HALF PAGE SPREAD \$4,790		1/2 PAGE VERTICAL \$2,655
	1/3 PAGE VERTICAL \$2,055		1/3 PAGE HORIZONTAL \$2,055
	1/4 PAGE \$1,435		1/6 PAGE \$1,000

ALL OUR RATES ARE NET • 4-COLOR PROCESS ADVERTISEMENTS
GUARANTEED POSITION: 20% premium • ADVERTISING INSERTS: Rates upon request

GENERAL INFORMATION

ADVERTISING INSERTS

Inserts such as pre-printed, gatefolds and reply cards are limited, QE will accept them on the basis of availability and if technically possible. All inserts are non-cancellable 60 days prior to publication date of issue. A full page of advertising is required when running a reply card insert.

CASH DISCOUNT AND PAYMENT TERMS

A 2% discount if paid within 10 days following invoice date. All invoices are as followed: by a down payment of 50% of total amount upon reception of invoice and the other half is payable upon publication. All outstanding accounts are subject to monthly interest fees of 1,5%.





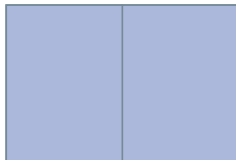
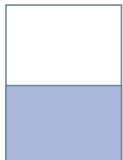
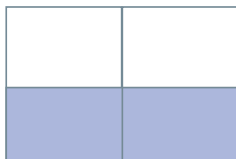
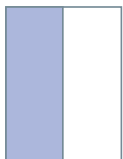
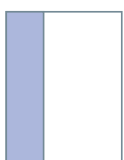
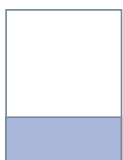
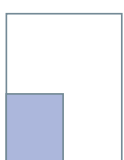
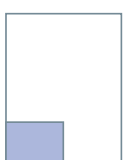
GOODS & SERVICE TAX

Our rates do not include the goods & service tax (GST) or the Quebec sales tax (QST). Publisher advises that in most cases these taxes are recoverable according to the Canadian income tax laws.

ADDITIONAL CONDITIONS TO THE PURCHASE OF ADVERTISING SPACE

Publisher reserves the right to revise rates without any prior notice, however he will respect all signed contracts. No space cancellation shall be accepted after closing dates. Cover positions can not be cancelled 70 days prior to issues publication dates. Renewal date for cover or special positions must be made 100 days prior to issue publication date. Publisher can not guarantee any special position without a premium, however he will do his utmost to acquiesce to the position request. All types of advertorial features must be approved by the publisher and the word "advertisement" will be placed above the copy. Publisher reserves the right to refuse any advertisement that does not reflect the spirit and nature of the publication's editorial content. Advertisers or their agencies will assume all liability for all content of their advertisement and assume responsibility for any damages and claims against the publisher. Publisher shall have no liability to advertiser as a result of any failure to publish or circulate all or any part of an issue as a result of any event beyond publisher's control, except to publish the advertisement in a subsequent issue. It is the advertiser's responsibility to supply a type of inserts that does not infringe Canada Post regulations. Production fees will be payable to the publisher for any changes to existing advertising material. A copy proof of the advertiser's ad will be provided if advertiser conforms to the publication's production deadlines. Publisher will not be responsible for poor reproduction if advertising material supplied does not respect publisher's material specifications. Publisher can not guarantee quality control verification of any advertising material received after publication's production deadlines.

NATIONAL RATE CARD

	INSIDE FRONT COVER 6,425 \$		INSIDE BACK COVER \$7,135
	OUTSIDE BACK COVER \$6,185		FULL PAGE \$5,320
	DOUBLE PAGE SPREAD \$9,560		1/2 PAGE HORIZONTAL \$3,055
	HALF PAGE SPREAD \$5,505		1/2 PAGE VERTICAL \$3,055
	1/3 PAGE VERTICAL \$2,665		1/3 PAGE HORIZONTAL \$2,665
	1/4 PAGE \$1,650		1/6 PAGE \$1,150

ALL OUR RATES ARE GROSS • AD AGENCY FEES: 15%
4 COLOR PROCESS ADVERTISEMENTS
GUARANTEED POSITION: 20% premium • ADVERTISING INSERTS: Rates upon request

FOR ADS REQUIRING PAGE LAYOUT PLEASE SUPPLY:

LOGOS

- Business card
- High resolution (300 dpi) electronic documents (EPS, TIFF, JPG)

If you are using «pantone» colors in your logo, please indicate the PMS number.

PHOTOS

- Original Pictures
- High-resolution images (300 dpi) (EPS, JPG)

TEXT AND COORDINATES

- Advertisement message*
- Slogan
- Your coordinates (address, phone number, fax, email and web site)

* Please note that the information shown is at your discretion, we strongly recommend avoiding formula of «Proud partners of...», frequently used.

IMPORTANT

If you do not have electronic files of your documents, please supply us with the coordinates of your printer.

No document sent by fax can be used to create the layout of your ad.

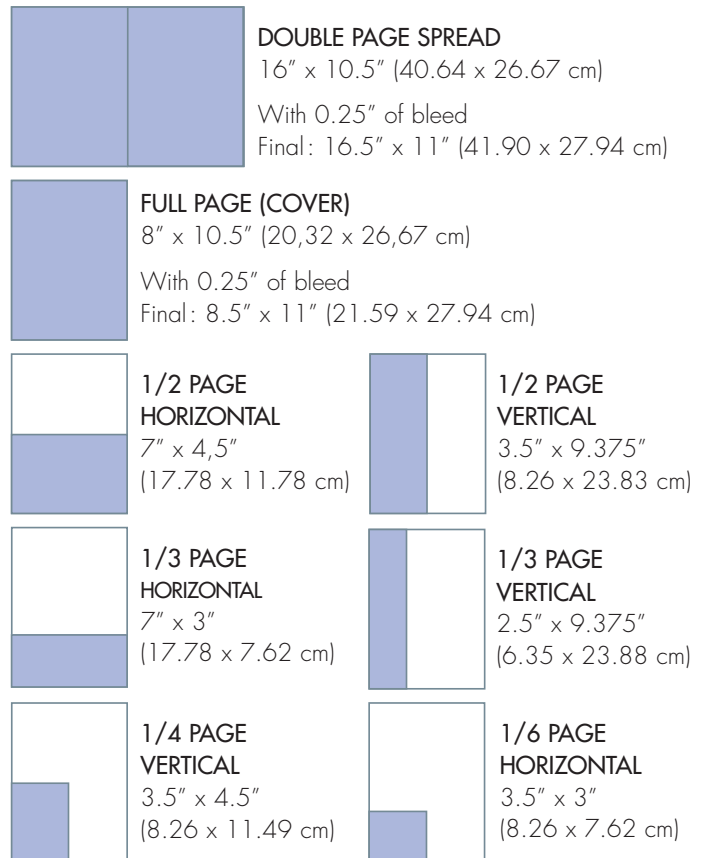
SUPPLIED ADS

ACCEPTED SOFTWARES (MAC OR PC)

QUARK XPRESS • INDESIGN CS2
PHOTOSHOP CS2 • ILLUSTRATOR CS2

Please do not forget to send all fonts and pictures used in your document. For InDesign and Illustrator files, please outline your fonts (create outline). The files must be in high resolution, 300 dpi and CMYK. We accept images in the following file formats: EPS, TIFF, PDF and JPG for Photoshop files.

AD SIZES



OTHER TECHNICAL SPECIFICATIONS:

- For full page ads, a margin of 0,5" is recommended. Should you place text of logos near the crop line, please be advised that we are not responsible if information gets cut.
- In case of file incompatibility or technical difficulties (corrupted data or truncated files), a new document meeting the specifications of the graphic department of *Québec Entreprise*.

FILES AND DOCUMENTS CAN BE SENT BY MAIL, EMAIL OR TRANSFERED ON OUR FTP SITE TO THE ATTENTION OF JULIE BEAUSOLEIL.

Le magazine *Québec Entreprise*

Graphic Department
5, place du Commerce, suite 200
Île-des-Sœurs, Montreal (Québec) H3E 1M8
Tel.: 514 842-5492
Fax.: 514 842-5375

FTP Site

ftp.quebecentreprise.com
User name: **quebecen_treprise**
Password: **magasine**
Please send us an email to advise of transfer.

Advertising Coordinator
514 842-5492 ext. 27
publicite@quebecentreprise.com