

AVANTAGES

LE MAGAZINE DE LA GESTION DES CAISSES DE RETRAITE ET DES AVANTAGES SOCIAUX AU QUÉBEC



OUT-OF-THE-BOX THINKING

Global money managers, consultants and the financial industry as a whole have long recognized the Québec market as a thought leader when it comes to pensions and benefits.

A few examples:

- Québec was the first market to introduce phased retirement without reducing an individual's pension under the Québec Pension Plan.
- The first to make pension committees mandatory. Québec's model was adopted by The Canadian Association of Pension Supervisory Authorities.
- Québec was the first jurisdiction in Canada to provide solvency relief for federally regulated DB plans. Ottawa followed suit in 2006.

AN INFLUENTIAL MARKET

- *Avantages* has been the voice of Québec's pension and benefits community since 1989.
- The publication has a targeted circulation of 6,000 senior corporate, financial and administrative managers, particularly among those companies with 500 + employees.
- Authoritative interviews with key decision-makers.

KEY FACTS

2nd largest centre of pension assets in Canada representing some \$245 billion (Canada \$900 billion).

81% of recipients read both the magazine and the website.

39% of readers take a buying action such as contacting an advertiser or visiting a supplier's website.

25% of companies with 500 + employees are located in the province of Québec.

94% of the readers take action based on what they saw or read in the magazine.

READERSHIP

Executive and financial management of Québec's largest employers, pension board trustees, benefits professionals, human resource managers, consultants and other industry specialists.

REACH

22,625

FREQUENCY

8 times a year

CIRCULATION

5,056

EDITORIAL OVERVIEW

Avantages is the only French-language magazine dedicated to providing in-depth analysis to the Québec pension and benefits community. It focuses on the unique issues of interest to pension and benefits decision-makers, helps plan sponsors stay in tune with new trends, legislative changes and overall market environment. Speaks also to HR specific issues such as recruitment, staff retention, disability management and absenteeism.

2012 ADVERTISING RATE CARD

FOUR-COLOR	1 x	3 x	6 x
Double page	\$12,333	\$11,897	\$11,433
Full page	\$6,167	\$5,948	\$5,717
2/3 page	\$5,252	\$5,073	\$4,877
1/2 page island	\$4,967	\$4,799	\$4,633
1/2 page	\$4,477	\$4,284	\$4,128
1/3 page	\$3,884	\$3,781	\$3,652
1/4 page	\$3,549	\$3,406	\$3,317
1/6 page	\$3,276	\$3,225	\$3,162

BLACK & WHITE	1 x	3 x	6 x
Double page	\$7,663	\$7,224	\$6,761
Full page	\$3,832	\$3,612	\$3,380
2/3 page	\$2,915	\$2,736	\$2,544
1/2 page island	\$2,632	\$2,464	\$2,298
1/2 page	\$2,141	\$1,961	\$1,794
1/3 page	\$1,548	\$1,446	\$1,304
1/4 page	\$1,213	\$1,072	\$1,006
1/6 page	\$929	\$902	\$852

COVER RATES

FOUR-COLOR	1 x	6 x
Outside Back	\$8,325	\$7,119
Inside Front	\$8,016	\$7,431
Inside Back	\$7,709	\$7,145

APPOINTMENT NOTICES

BLACK & WHITE	1 x
1/3 page	\$1,548
1/4 page	\$1,213

* Special rate: \$800 when combined with web

For Pantone Colour or Spot Colour, add \$1,070 for each colour.



Karine Huard
National Account Manager
Tel.: 514 843-2133
karine.huard@rci.rogers.com

Andrea Phillips
Account Manager
Tel.: 416 764-3832
andrea.phills@rci.rogers.com

Lisette Pronovost
Production Coordinator
Tel.: 514 843-2942
lisette.pronovost@rci.rogers.com

MONTRÉAL OFFICE
Les Éditions Rogers Limitée
1200, avenue McGill College, bureau 800
Montréal (Québec) H3B 4G7
Tel.: 514 845-5141 Fax: 514 843-2183

Francesca Gibson
Senior Account Manager
Tel.: 416 764-3883
francesca.gibson@rci.rogers.com

Alison Webb
Publisher
Tel.: 416 764-3876
alison.webb@rci.rogers.com

HEAD OFFICE
Rogers Publishing Limited
One Mount Pleasant Road, 7th Floor
Toronto, Ontario M4Y 2Y5
Tel.: 416 764-2000 Fax: 416 764-3934

Robert Martins
National Account Manager
Tel.: 416 764-1839
robert.martins@rci.rogers.com

Garth Thomas
Executive Publisher
Tel.: 416 764-3806
garth.thomas@rci.rogers.com

EDITORIAL CALENDAR

ISSUE	FEATURES	IMPORTANT DATES		
		closing	material	mailing
FEBRUARY	<ul style="list-style-type: none"> • Benefits: Best Practices in Disability Management • Pensions: New Media Impact on Communication with Employees • Investments: Following the Index... or Not? • Special Reports: Custody Report 	January 13	January 17	February 13
APRIL	<ul style="list-style-type: none"> • Benefits: Stress and Depression in the Workplace • Pensions: Round table • Investments: De-Risking DB Plans • Special Reports: The Role of Consultant in 2012 • Group Insurance Ranking 	March 9	March 13	April 9
MAY	<ul style="list-style-type: none"> • Benefits: Retiree Benefits Trends • Benefits: Innovative Benefits • Pensions: The Best Default • Investments: Use of Derivatives • Canada's Top Money Managers 	April 20	April 24	May 22
JUNE	<ul style="list-style-type: none"> • Benefits: Report on Quebec Drug Plans • Pensions: What you Should Know About DB to DC Conversions • Investments: Fixed-Income • Investments: New Generation of Asset/liability Matching • Québec's Top 40 Pension Plans 	May 25	May 29	June 25
SEPTEMBER	<ul style="list-style-type: none"> • Benefits: Chronical Disease Management in the Workplace • Pensions: De-accumulation and Retirement Income for futurs retirees • Investments: Global Equity Investing • Investments: Emerging markets investing • Canada's Top 50 Capital Accumulation Plans • Québec's Top 10 Capital Accumulation Plans • CPBI Quebec Conference Increased Distribution 	August 10	August 14	September 10
OCTOBER	<ul style="list-style-type: none"> • Benefits: Managing Casual Absences and Preventing LTD • Pensions: Managing Pension Plan Changes • Investments: DC Legal Issues • Special Reports: Small et Medium Businesses Report 	September 7	September 11	October 9
NOVEMBER	<ul style="list-style-type: none"> • Benefits: Round Table on Group Insurance • Benefits: Heavy Case Drug Coverage • Pensions: Managing Inflation and Longevity Risk • Investments: Alternatives • Top 40 of Money Managers • Money Managers and Consultants Directory • Survey on Capital Accumulation Plan Members 	October 4	October 9	November 5
DECEMBER	<ul style="list-style-type: none"> • Benefits: Private Cares • Benefits: Drug Insurance Cost Containment • Pensions: Retirement Through the Ages : Plan Member Engagement • Investments: Investing in Commodities • Group Insurers and Consultants Directory 	November 9	November 13	December 10

MECHANICAL SPECIFICATIONS

A) STANDARDS UNIT SIZE IN INCHES

	Width	Depth
Full page	7.875	10.75
2/3 page	4.625	10
1/2 page island	4.625	7.5
1/2 page horizontal	7	4.625
1/2 page vertical	3.375	10
1/3 page 1 col. wide	2.25	10
1/3 page square	4.625	4.625
1/3 page horizontal	7	3.125
1/4 page horizontal	7	2.375
1/4 page square	3.375	4.875
1/6 page (1/2 col. or horizontal)	2.25	4.875
DPS	15.75	10.75

B) TRIM SIZE

7.875" x 10.75" (200 mm x 273 mm).

C) FULL PAGE

Allow 1/4" (6 mm) bleed on all four sides of the ad.

- **Single-page bleed** size is 8.375" x 11.25" (213 mm x 286 mm).
Type safety zone is 7" x 10" (177.8 mm x 254 mm).
 - **Double-page spread bleed** size is 16.25" x 11.25" (413 mm x 286 mm) to trim to 15.75" x 10.75" (400.05 mm x 273.05 mm).
DPS type safety zone is 14.5" x 10" (368.3 mm x 254 mm).
- Allow 1/4" (6 mm) on each side of gutter.

D) DIGITAL FILES ADVERTISING SPECIFICATIONS

Magazines Canada AdDirect is a free, web based ad portal designed to streamline the ad delivery process.

- 1) go to <https://addirect.sendmyad.com>
- 2) upload, preflight and review your ad
- 3) approve your ad, and it is automatically sent

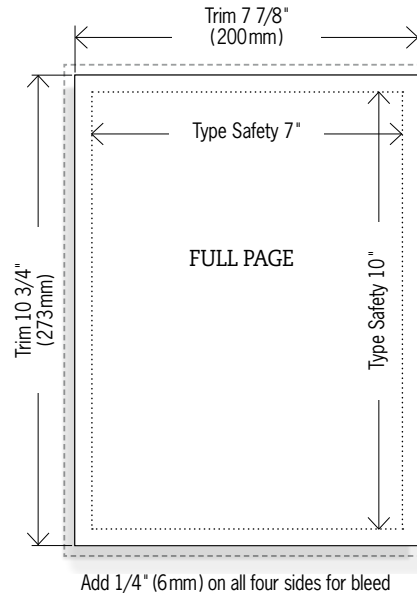
NOTE: Publisher is NOT RESPONSIBLE for line-up of type or image running through the gutter on spreads or single page to adjacent insert. Running type or image through the gutter is STRONGLY discouraged.

E) METHOD OF PRINTING

Offset

F) METHOD OF BINDING

Saddle stitch



INSERTS/POLYBAG

Rates and quantities are available on request.

COMMISSION

- a) Agency Commission: 15% of gross billing allowed on space, colour, bleed, position and the cost of special insert paper charges to recognized advertising agencies only.
- b) Prices are subject to sales taxes where applicable. Prices are subject to change.
- c) Accounts are payable at the office of publication in Canadian funds or their equivalent at the prevailing rate of exchange at the time of payment.

THE QUÉBEC MARKET

A FERTILE GROUND TO INTRODUCE INNOVATIVE PRODUCTS AND SERVICES

MARKETING OPPORTUNITIES

Publication – *Avantages*

Specifically designed to meet and exceed the needs and expectations of Québec's pension and benefits community

- Display advertising
- Inserts
- Outserts
- Special directory opportunities
- Appointment notices/Announcements

Online – *revueavantages.ca*

An exclusive web site providing the Québec financial community with information and real-time solutions relative to their individual needs and markets.

- Banner and big box advertising
- Biweekly Email Bulletin
- Research commentary and white paper postings
- Online debate platform
- Direct E-mails

Custom Publishing

Creative development and execution of print and online communication vehicles in support of products, programs and services offered by our advertisers and other partners to ensure broadened reach, greater program synergy and economy.

- Q&As
- White Papers
- Manager Profiles
- Guidebooks
- Roundtables

Conferences

From industry-leading vision and analysis, to practical 'problem-solving' workshops, we provide the content, the forums and access to industry experts that the community knows and trust.

- *Mental Health Summit*
- *Benefit & Pension Summit*
- *Employers Cancer Care Summit*
- *Drug Innovations*
- *DC Plan Summit*
- *Defined Benefits Summit*

Research

Customized research relative to the financial communities we serve, with a view to fostering greater understanding, the spread of knowledge and the development of more precisely-targeted tools.

QUÉBEC'S MOST INFLUENTIAL SOURCE
OF PENSION AND BENEFIT INFORMATION