

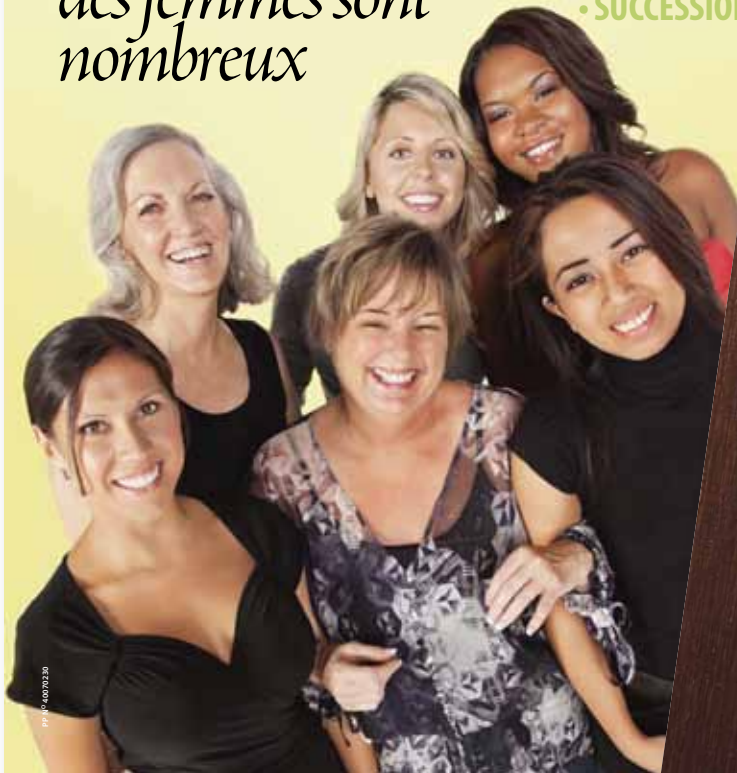
CONSEILLER

CONSEILLER

LE MÉDIA DES PROFESSIONNELS EN SERVICES FINANCIERS AU QUÉBEC • JUIN 2011 • WWW.CONSEILLER.CA

*Les besoins financiers
des femmes sont
nombreux*

- RETRAITE
- ÉPARGNE
- SUCCESSION



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LE MÉDIA DES PROFESSIONNELS EN SERVICES FINANCIERS AU QUÉBEC • OCTOBRE 2011 • WWW.CONSEILLER.CA

Actifs :
OUVRIR LA PORTE
À L'IMMOBILIER ?



CONSEILLER

EDITORIAL OVERVIEW

With informative content and business building tools for professional advisors, focusing on key issues as it pertains to practice management, client management, advisory know-how, tax matters, featuring local stories on Quebec issues, special reports and interviews with Quebec industry leaders make *Conseiller* the must-read source of information for Quebec financial advisors.

Frequency: 10 times a year

Circulation: 9,173 (ABC DECEMBER, 2010)

2012 ADVERTISING RATE CARD

FOUR-COLOR	1 x	5 x	10 x
Full page	\$8,693	\$8,309	\$7,808
2/3 page	\$7,294	\$6,914	\$6,495
1/2 page	\$5,981	\$5,695	\$5,433
1/3 page	\$5,052	\$4,801	\$4,668
1/4 page	\$4,418	\$4,156	\$4,001
1/6 page	\$3,724	\$3,595	\$3,474
DPS	\$14,593	\$13,685	\$12,846
1/2 page spread	\$9,408	\$8,895	\$8,311

Black and white rates less 15%.

COVER RATES

FOUR-COLOR	1 x	5 x	10 x
Outside Back	\$17,171	\$12,406	\$11,570
Inside Front	\$17,171	\$12,406	\$11,570
Inside Back	\$11,570	\$10,938	\$10,363
IFC Spread	\$21,744	\$20,347	\$19,067

APPOINTMENT NOTICES

Appointment notice: \$17 per agate line

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



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EDITORIAL CALENDAR

Every issue of *Conseiller* looks in depth at ways advisors can better connect with clients, deploy more effective solutions, and better structure their practices so that they run more smoothly.

ISSUE	FEATURES	IMPORTANT DATES		
		closing	material	mailing
JANUARY	<ul style="list-style-type: none"> Borrowing for RRSP investing Update on the Global Bond market: bonds or bond funds 	November 24	December 1 st	January 9
FEBRUARY	<ul style="list-style-type: none"> Investment Strategies with LTDI (long term disability insurance) Charitable giving: to create a trust fund or not? 	January 5	January 12	February 6
MARCH	<ul style="list-style-type: none"> Selling benefits and group insurance Experts in estate planning 	February 1 st	February 8	March 5
APRIL	<ul style="list-style-type: none"> Families: keeping assets within Boomer wealth transfert : myth or reality 	March 1 st	March 8	April 2
MAY	<ul style="list-style-type: none"> Indexing and related products – ETF History and achievements of IQPF 	March 28	April 4	April 30
	Special Report (tabloid)	April 25	May 2	May 14
JUNE	<ul style="list-style-type: none"> Going to wealth management niche Planning advisor retirement 	May 2	May 9	June 4
SEPTEMBER	<ul style="list-style-type: none"> Financial industry community involvement How can behavioral finance secure assets Mentoring, a necessity 	August 2	August 9	September 4
OCTOBER	<ul style="list-style-type: none"> Why you need to know much about tax 50 Best Prospecting Tips 	August 30	September 6	October 1 st
	Special Report (tabloid)	September 27	October 2	October 15
NOVEMBER	<ul style="list-style-type: none"> Mutual Funds: family shrinking Time management technology and tips 	October 4	October 11	November 5
DECEMBER	<ul style="list-style-type: none"> Annual Dollar and Sense survey What's coming up for 2013 Planning and management of priorities 	November 1 st	November 8	December 3

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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

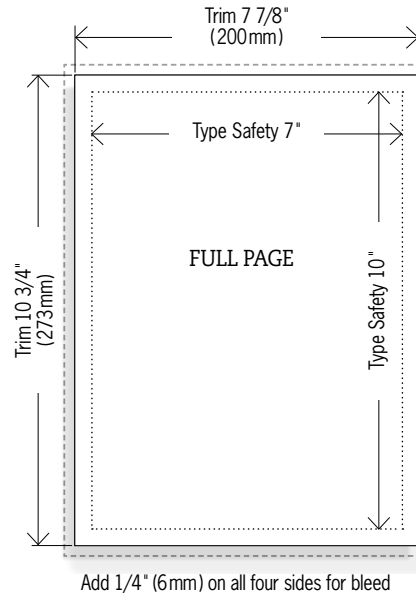
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E) METHOD OF PRINTING

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 the 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.