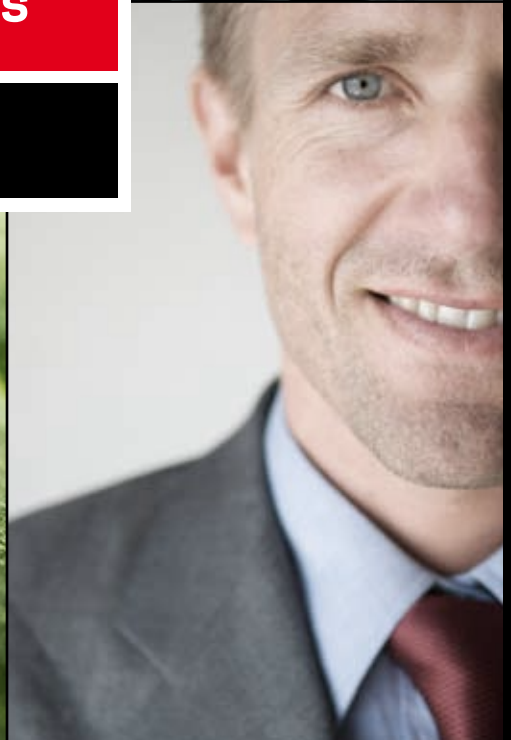




L'actualité

RAFRAÎCHISSEZ VOS IDÉES

MEDIA KIT 2012



Dedicated to important stories, analysis and reflection, *L'actualité* is Quebec's only public affairs magazine and one of the foremost French language publications in the world.

***L'actualité* strives to identify the top trends for readers. It aims straight for the big topics of our time, creating within its pages a forum for debate on major social issues. Written for and by Quebecers, it is the magazine of reference for Quebec's opinion leaders and policy-makers.**

Published 20 times a year, *L'actualité* offers reports and interviews on politics, economics, business, culture, society, education and science. In addition to covering the issues of the day, there are columns on health, technology, books, performances, wine and local products.



L'actualité's exceptional reputation and credibility over the years cannot be denied. In its 35-year history, the editorial team has won more than **600 awards and honourable mentions** throughout Quebec and Canada. Most notably, *L'actualité* has been awarded Quebec Magazine of the Year seven times in the last 11 years.



READER PROFILE

With 907,000 readers per issue, *L'actualité* connects you to Quebecers with a higher-than-average family income, as well as to opinion leaders, business leaders, executives and professionals from the worlds of business, health, education and research.

With a purchasing power 18-percent higher than average, our readers have the means to travel and to buy more cars, financial products, clothing and jewellery. They represent an attractive target market for advertisers. Do not miss out on the opportunity to reach them!

L'ACTUALITÉ AT A GLANCE

- Canada readership over age 12: **907,000**
- Quebec readership over age 18: **831,000**
- Number of issues per year: **20**
- ABC average circulation: **163,572**
- Percentage of subscribers: **89%**
- Average reading time: **64 minutes**

	Population profile Quebec 18+	<i>L'actualité</i> Readership Profile	Index
Men	49%	51%	103
Women	51%	49%	97
18-24 years old	11%	12%	104
25-54 years old	53%	53%	100
Over 55 years old	36%	35%	98
Greater Montreal area	49%	55%	112
Greater Quebec area	10%	13%	130
Families with children in the home	47%	48%	103
White-collar workers	36%	47%	132
Managers, owners, professionals or executives (MOPE)	19%	26%	138
Academics	29%	43%	150
Average family income	\$65,768	\$77,319	118
Personal income \$50,000+	20%	32%	157
Personal income \$100,000+	18%	26%	141

NOW AVAILABLE ON



L'actualité
MEDIA KIT 2012



L'ACTUALITÉ ON ALL ITS PLATFORMS

L'actualité reaches a vast audience on its digital platforms.

Tablet version

L'actualité is offered in iPad and Android versions. All advertisers have the opportunity to purchase ads in these electronic editions which, in addition to presenting the magazine's full content, are enhanced with documents, videos, audio clips and unpublished photo essays. **To obtain pricing details or for all other information, call 514-843-2530.**

Web

The **Lactualite.com** website features analysis, information and debate updated daily. Its bloggers and journalists are newsmakers whose writing is regularly quoted in other media. The photo essays, video and audio clips in the Multimedia section are among the most frequently accessed content. **To find out more about online advertising, call 514-337-9065.**

CONTACT US

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2012 ADVERTISING RATES

Effective February 2012 Issue

Frequency (issues)	1 to 3 issues	4 to 8 issues	9 to 12 issues	13 to 23 issues
Four Colours				
Full Page	\$20,105	\$19,275	\$18,610	\$18,005
Double-Page Spread	\$40,205	\$38,530	\$37,215	\$36,005
2/3 Page Horizontal or 2 Column	\$16,080	\$15,425	\$14,870	\$14,415
1/2 Page Horizontal or Double 3/4 Column (Junior Page)	\$14,070	\$13,490	\$13,005	\$12,610
Banner	\$11,870	\$11,380	\$10,975	\$10,625
1 Column or Square 1/3 Page	\$9,655	\$9,250	\$8,925	\$8,660
Inside Covers	\$22,110	\$21,195	\$20,455	\$19,810
Outside Back Cover	\$24,120	\$23,125	\$22,320	\$21,610
Black and One Colour*				
Full Page	\$17,690	\$16,960	\$16,375	\$15,850
Double-Page Spread	\$35,385	\$33,930	\$32,740	\$31,700
2/3 Page Horizontal or 2 Column	\$14,150	\$13,570	\$13,095	\$12,690
1/2 Page Horizontal or Double 3/4 Column (Junior Page)	\$12,500	\$11,880	\$11,465	\$11,100
Banner	\$10,445	\$10,015	\$9,665	\$9,355
1 Column or Square 1/3 Page	\$8,500	\$8,145	\$7,855	\$7,605
Black and White				
Full Page	\$15,685	\$15,040	\$14,500	\$12,910
Double-Page Spread	\$31,365	\$30,070	\$29,020	\$25,795
2/3 Page Horizontal or 2 Column	\$12,545	\$12,035	\$11,610	\$11,235
1/2 Page Horizontal or Double 3/4 Column (Junior Page)	\$10,975	\$10,535	\$10,155	\$9,840
Banner	\$9,255	\$8,880	\$8,565	\$8,300
1 Column or Square 1/3 Page	\$7,540	\$7,235	\$6,980	\$6,750

Gross rates.

* Matching colours are not always available. Check with department production office at 514-843-2557 regarding availability of special matching colours. Frequency rates may be applied for combined buys. A 20-percent surcharge applies for a fifth color, which is only available for full-page and double-page ads.

2012 PUBLISHING CALENDAR

Cover Date	Impact Date	Closing Date	Material Deadline	Material Deadline tablet version
February	January 4	December 9	December 19	December 23
March 1	February 8	January 20	January 30	February 3
March 15	February 22	February 3	February 13	February 17
April 1	March 7	February 17	February 27	March 2
April 15	March 21	March 2	March 12	March 16
May 1	April 4	March 16	March 26	March 30
May 15	April 25	April 5	April 16	April 20
June 1	May 9	April 20	April 30	May 5
June 15	May 24	May 4	May 14	May 20
July	June 6	May 18	May 28	June 1
August	July 5	June 15	June 26	June 29
September 1	August 8	July 20	July 30	August 3
September 15	August 22	August 3	August 13	August 17
October 1	September 12	August 24	September 4	September 7
October 15	September 26	September 7	September 17	September 21
November 1	October 11	September 21	October 1	October 5
November 15	October 24	October 5	October 15	October 19
December 1	November 7	October 19	October 29	November 2
December 15	November 21	November 2	November 12	November 16
January 2013	December 5	November 16	November 26	November 30

2012 ADVERTISING INFORMATION AND SPECIFICATIONS

	Bleed Ads: Build Documents to TRIM Size Add .125" Bleed BEYOND Trim on ALL Sides Live Area is .25" in from ALL Sides			Non-Bleed Ads: Build Documents to LIVE Area		
Double-Page Spread	15.75"	x	10.75"	15.75" x 10.75" (Live Area is .25" in from ALL Sides)		
Full Page	7.875"	x	10.75"	7.875" x 10.75" (Live Area is .25" in from ALL Sides)		
1/2 Double-Page Spread	15.75"	x	5.375"	n. d.		
1/2 Page Horizontal	7.875"	x	5.375"	7.375"	x	4.875"
1/2 Page Vertical	3.875"	x	10.75"	3.375"	x	10.25"
1/3 Vertical	2.75"	x	10.75"	2.25"	x	10.25"
1/3 Page Square	4.875"	x	5.375"	4.5"	x	4.875"
2/3 Page Horizontal	7.875"	x	6.75"	7.375"	x	6.25"
2 Column	5.125"	x	10.75"	4.625"	x	10.25"
Double 3/4 Column	5"	x	7.875"	4.5"	x	7.375"
Banner	7.875"	x	2"	7.375"	x	1.5"

NOTE: All content not intended to trim must be kept a minimum of .25" from outside trim edges and include .125" gutter allowance for spreads. Publisher is NOT responsible for the lineup of content running through the gutter on spreads or on single pages adjacent to inserts. Running content through the gutter is STRONGLY discouraged, as folding and trimming are subject to variation.

InDesign CS3 or higher templates for ALL ad sizes are available at addirect.sendmyad.com (select Ad Sizes from the left-hand navigation menu).

Production Process

Printing: High-speed, web offset lithography at resolution of 300dpi/150lpi

Binding: Saddle stitched

Magazine Trim Size: 7.875" x 10.75"

Supplied Advertising Materials

PDF/X-1a:2001 created to Magazines Canada specifications, sent online using Magazines Canada AdDirect at addirect.sendmyad.com. For information regarding Magazines Canada specification refer to magazinescanada.ca/advertising/production/dmacs_specifications or contact the Production Manager at 514-843-2557 for details. Rogers Publishing does not accept responsibility for material content or colour trapping.

Text type should be a minimum of 8 point. Reverse type less than 12 point is not suitable for reproduction. *L'actualité* is not responsible for reproduction of type sizes smaller than those mentioned for thin, serif type. The ad MUST be uploaded as a press-ready PDF file. Information on creating a proper PDF file is available on the Magazines Canada website magazinescanada.ca/advertising/production/tools/pdfhints. Keep all colours CMYK. Do not use spot colours or RGB art. Keep any black/gray type as one-colour black (no four-colour black text).



ADDIRECT INSTRUCTIONS

- 1) Log into Magazines Canada's AdDirect™ Ad Portal (addirect.sendmyad.com). Note: A user account will have to be set up upon the first visit.
- 2) Select the publisher/magazine you are advertising with. Complete the relevant ad info, then click Upload.
- 3) Follow the onscreen pre-flight process.
- 4) Approve your ad.

GENERAL TERMS AND CONDITIONS

The applicable insertion order (to the extent it does not conflict with the terms hereof), the then current rate card of the publication(s) to which the insertion order relates ("Publication") and Publication's then current advertising specifications are incorporated by reference into these terms and conditions and are collectively referred to as the "Agreement". The person(s), firm or corporation contracting with Rogers Publishing Limited ("Publisher") for the insertion of advertising in Publication, whether as principal ("Advertiser") or as agent ("Agency"), shall be deemed authorized for all purposes relating to the Agreement.

Rates and Commissions

- (a) Publisher reserves the right to change its advertising rates at any time. Rate changes shall be made at least 30 days in advance of the closing date of the first issue to which such rates apply. If a rate change is not acceptable to Advertiser or Agency, it may, within 15 days of notification of such rate change, cancel the Agreement without incurring short rate charges (excluding multi-year discounts).
- (b) Advertising rates are subject to the addition of applicable taxes, including Goods and Services Tax (GST), Harmonized Sales Tax (HST) and a Quebec Sales Tax (QST) where applicable.
- (c) Agency commissions equal to up to 15% of gross billings for space, colour, position or special insert stock are payable to recognized agencies only. Commissions are not payable on extra mechanical charges, reprints, split runs and other such charges.
- (d) Any negotiated discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within 6 months after the end of the period in which they are earned, and will expire if unused during such period.

Billing and Payments

- (a) Advertiser and Agency shall be jointly and severally liable for payment of all invoices for advertising published in Publication.
- (b) Amounts invoiced are payable upon receipt of invoice. Interest shall be charged at a rate of 1% per month (18% per annum) on amounts outstanding for more than 30 days from the date of invoice.
- (c) Invoiced amounts are payable at Publication's office in Canadian funds, or equivalent funds at the rate of exchange prevailing at the time of payment.
- (d) Publisher reserves the right to change the payment terms to cash with insertion order at any time.

Cancellation

- (a) Cancellation of the Agreement by Advertiser or Agency is subject to Publisher's approval, in its sole discretion. Agreements for covers, special positions and inserts may not be cancelled by Advertiser or Agency. No cancellations shall be accepted by Publisher after the closing date for advertising space. Short rate charges shall apply to all cancellations by Advertiser or Agency.
- (b) Publisher may, at its option, terminate this Agreement for the breach of any term hereof. Upon termination for breach, all charges incurred, together with short rate charges, shall be immediately due and payable.

Advertising Materials

- (a) All advertising copy is subject to Publisher's approval and Publisher may without notice and without liability reject, discontinue or omit any advertising for any reason at any time.
- (b) The word "Advertisement" shall be placed above copy which Publisher determines resembles Publication's editorial material or that is not immediately identifiable as an advertisement.
- (c) Publisher shall not be responsible for colour or colour trapping or advertising copy that does not conform to digital Magazines Advertising Canadian Specifications ("dMACS"). Advertising material must be accompanied by a dMACS standard proof. For further information regarding magazine industry standards, please refer to Magazines Canada www.magazinescanada.ca or dMACS www.magazinescanada.ca/publicite/production/dmacs. Proofing requirements may also be found on www.rogersdigitalads.com under "How to create a PDF".

- (d) Publisher may insert the advertising anywhere in Publication in its discretion, and any condition on orders or copy instructions involving the placement of advertising shall be treated as a positioning request only and cannot be guaranteed. Publisher's inability or failure to comply with any such positioning request shall not relieve Advertiser or Agency of the obligation to pay for the advertising.
- (e) Publisher shall not be obligated to return any advertising material.
- (f) Any advertising published in Publication may, at Publisher's discretion, be published and archived by Publisher or anyone authorized by Publisher, as many times as Publisher and those authorized by Publisher wish, in and on any product, media and archive (including anything in print, electronic or other form).

Warranties, Indemnities, Limitations

- (a) Advertiser and Agency shall be jointly and severally liable for all content (including text, representation and illustrations) of any advertising printed. Advertiser and Agency shall jointly and severally indemnify Publisher, its affiliates and their respective officers, directors, employees, contractors and agents against any and all liability and costs including any legal fees arising from a breach of this Agreement and/or resulting from the publication of the advertising materials, including without limitation, defamation, illegal competition or trade practice, infringement of trademark, trade name, or copyrights, and violation of rights of privacy, property or contract.
- (b) Publisher shall not be responsible for errors or omissions in any advertising materials provided by Advertiser or Agency (including errors in key numbers) or for changes made to such advertising after the applicable closing date.
- (c) Advertiser and Agency agree that Publication shall be under no liability for the failure, for any reason, to publish any advertising or circulate any issue of Publication.

General

- (a) If Agency has entered this Agreement on behalf of Advertiser, Agency confirms that Advertiser has been provided with a copy of the terms hereof.
- (b) This Agreement constitutes the entire agreement between the parties with respect to its subject matter and supersedes all prior agreements and understandings relating to the subject matter. No changes to this Agreement shall be effective unless made in writing and signed by the party sought to be bound.
- (c) For clarity, Publisher shall not be bound by any conditions, printed or otherwise, appearing on Advertiser or Agency contracts, orders or instructions which conflict with, vary or add to these terms and conditions.
- (d) Neither Advertiser nor Agency may assign any rights or obligations under this Agreement.
- (e) Advertiser and Agency agree not to make promotional or merchandising reference to Publication in any way without the prior written permission of Publisher in each instance.
- (f) No provision of this Agreement shall be deemed waived by a course of conduct unless such waiver is in writing signed by all parties and stating specifically that it is intended to modify this Agreement.
- (g) This Agreement is governed by and construed in accordance with the laws of the Province of Ontario and the federal laws of Canada applicable therein. Any proceeding relating to the subject matter of this Agreement shall be within the exclusive jurisdiction of the courts of the Province of Ontario.