

# L'ACTUALITÉ médicale

## 2012 MEDIA KIT

**L'ACTUALITÉ médicale** SONDAGE 2011

2012-01-02 • 11 pages • 12 pages de contenu

**LES SINTIÈRES EN PRÉVENTION PRIMAIRE**

**EMPLOI JUSTIFIÉ OU ABERRANT?**

**CONCOURS DE PHOTOS**

**LANCÉMENT DE LA SÈRIE NORD-DU-QUÉBEC CÔTE-NORD**

**EXTRAIT DES RÉGIONS**

**SAVIEZ-VOUS? PROGRAMME NUMÉRIQUE**  
Des médecins racontent comment ils ont composé avec leur maladie

**L'ACTUALITÉ médicale** SONDAGE 2011

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**QUAND LE MÉDECIN DEVIENT PATIENT**  
DE PRÉCIEUX TÉMOIGNAGES, RICHES D'ENSEIGNEMENTS...

**EXTRAIT DES RÉGIONS**

**SAVIEZ-VOUS? PROGRAMME NUMÉRIQUE**  
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**LE JUGEMENT CLINIQUE EST-IL EN PÉRIL?**

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**TRAVAILLER POUR VIVRE, VIVRE POUR TRAVAILLER...**

**CONCOURS DE PHOTOS**

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**TOUJOURS PLUS DE CONCLUSIONS POUR S'YRISSER**  
**LA MÉDECINE DU TRAVAIL LANCE UN SOS!**

**EXTRAIT DES RÉGIONS**

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**VOTRE PRATIQUE RESSEMBLE-T-ELLE À CELLE DES AUTRES?**

**CONCOURS DE PHOTOS**

**EXTRAIT DES RÉGIONS**

**SAVIEZ-VOUS? PROGRAMME NUMÉRIQUE**  
Des médecins racontent comment ils ont composé avec leur maladie

## A MESSAGE FROM THE PUBLISHER AND EDITOR

# L'ACTUALITÉ médicale

### *A message of optimism and opportunity*

As Quebec physicians continue to search for medical thought leadership and practical day-to-day information in our increasingly diverse times, one thing stays true.

*L'actualité médicale* continues ahead of the curve with innovative and creative ways to best meet the needs of our readers and advertisers.

And in that fashion, 2012 promises to be a year like none other, as we will be repositioning *L'actualité médicale* to reflect the evolving needs and wants of our readers.

With the most recent industry readership results, plus trends confirmed in our own exhaustive surveying of our readers in 2011, we have set a course to connect with our audiences in new and exciting ways, beginning early in 2012.

Will we still have our cornerstone coverage of the very best in medical politics, clinical news, CME and lifestyle features? Of course we will.

But as demographics shift, and as technology allows us to deliver information to our readers anywhere and at any time, we will committing to an overall evolution of *L'actualité médicale* even more as a tabloid newsmagazine.

*L'actualité médicale* will be re-balancing our focus to become a quicker, easier and more visually appealing read for our time-challenged physicians. We will place more emphasis on practical clinical content, wellness and environmental issues that resonate so well with our readers, helpful tips around the office, engaging backgrounders/analysis, and perspectives that reflect

our readers' professional and personal lives. And we'll continue to have some fun too, a quality our readers have always appreciated.

Our new approach maintains our dedication to our strong foundation of readers who have traditionally made *L'actualité médicale* top of mind among medical publications in Quebec.

It will also provide a welcoming environment for young doctors, the growing female physician population, the family physician seeking more useful clinical guidance, and those doctors seeking more information specific to Quebec and the uniqueness of our province's medical culture. And *L'actualité médicale* will arrive more often as well as we'll be increasing our frequency from 20 to 23 times yearly, another positive investment for the year and years ahead.

It's our commitment to serve and grow our vibrant community of readers, and to provide them with a publication that is wanted, needed, and as always, engaging, educational, and entertaining.

We have always appreciated your faith and trust in *L'actualité médicale* to deliver your message to our readers.

And with so many exciting things right around the corner we invite you to be a part of it in a very impactful way.



# READERSHIP



82%

of French physicians read *L'actualité médicale*

## #1

### French publication to REACH

- #1 to reach experienced physicians (5+ years in practice)
- #1 to reach physicians who see all or most pharmaceutical reps
- #1 to reach physicians who are daily/weekly visitors to medical portals
- #1 to reach physicians who are daily/weekly visitors to medical publication websites
- #1 to reach physicians who are daily/weekly visitors to disease information sites
- #1 to reach those physicians who participate in e-detailing, both via online or by phone

*L'actualité médicale* readers write an average of 27 prescriptions a day, for a total of 199,786 prescriptions per day

### Experience Counts

Among the physicians with five or more years in practice, *L'actualité médicale* delivers more readers who:

- See 15+ patients a day
- Write 15+ prescriptions a day
- Work in hospitals
- Work in census metropolitan areas (CMAs)

Base: French

With *L'actualité médicale's* website, *ProfessionSante.ca*, connects with 2,122 visitors.

- 480 weekly visitors - #1 to attract more weekly visitors than other measured French publication websites.
- 68 daily visitors – #1 to attract more daily visitors than other measured French publication websites.

Base: Total

Source: PMB MMS 2011 Study

### *L'actualité médicale's* readers as influencers

- Average household income: \$159,000
- Average time reading per month: 48 minutes
- 93% have taken action as a result of reading *L'actualité médicale*
  - ♦ 67% have discussed an article or called it to someone's attention
  - ♦ 71% have clipped, copied or filed an article for future reference

Source: 2010 Readership survey, Rogers Audience Intelligence Dept.

### In the digital world

- 85% have a mobile device: 54% have cell / 31% have smartphone
- 35% access information via mobile devices (i.e. Blackberry, iPhone)
- 24% download apps
- 43% watch online video/podcasts
- 63% make travel arrangements online and 53% manage their finances/investments online

## WE'RE READ AND APPRECIATED BY OUR READERS

### On the effect we have on readers:

“I find reading your medical news is very relaxing for me.”

*Dr. Michel Frigon, Quebec City, Que.*

### On the approach we take:

“This is the first publication I read every time because it's interesting and it covers all areas of life.”

*Dr. Robert Turgeon, Quebec City, Que.*

### On being essential reading:

“I love this publication.  
Everything interests me.  
I look at it page by page  
and read almost everything.  
Keep this diversity forever!”

*Dr. Richard Mayette, Granby, Que.*

### On our relevance to readers:

“I love L'actualité médicale... because it is interesting, current and speaks of the real concerns of physicians and the profession.”

*Dr. André Jacques, Sherbrooke, Que.*

### On our variety of offerings:

“I love the topics you cover, the subjects are often very moving — even spiritual. They go beyond the technical scope and deal with the finer points of medicine... if you practice with heart!”

*Dr. Pascale Lahaie, Bécancour, Que.*

# 2012 PUBLISHING SCHEDULE

**NEW:**  
**23X**  
Frequency

ISSUE DATE	SPACE + MATERIAL CLOSE	SPECIAL REPORT	CLINICAL PRACTICE GUIDE	SUPPLEMENT SPACE CLOSE
January 18	December 15, 2011			
January 31	January 12			
February 15	January 26			
February 29	February 8	Physicians and money		
March 14	February 23	Regions I		
March 28	March 8			
April 11	March 22			
April 25	April 4		Cardiology* (Clinical Practice Guide insert)	February 23
May 9	April 19			
May 23	May 3	OTC Survey		
June 6	May 16			
June 20	May 31		Dermatology* (Clinical Practice Guide insert)	April 12
July 18	June 27	The Sports Issue		
August 8	July 19		Allergy/Asthma* (Clinical Practice Guide insert)	May 10
August 22	August 1			
September 5	August 16			
September 19	August 29	The residents reality		
October 10	September 20	Regions II		
October 24	October 3			
November 7	October 18	Technology Issue		
November 21	November 1		Diabetes* (Clinical Practice Guide insert)	September 14
December 5	November 15			
December 19	November 29		Pain Management* (Clinical Practice Guide insert)	October 11

\* See page 8 for more information

## CIRCULATION

Total average qualified circulation: 16,700 (ABC Audit, March 2011)

- 8,400 GPs/FMs
- 7,200 Specialists
- 1,100 others including residents



Audit Bureau of Circulations  
Member

**Award-winning  
content for today's  
busy Quebec  
Physicians.**

## 2012 AD SIZES / GROSS PAGE RATES (B/W)

	Full tabloid	Magazine	1/2 tabloid, horizontal	1/3 tabloid, horizontal	1/2 magazine, horizontal	1/2 magazine, vertical	1/4 tabloid, horizontal	1/5 tabloid, vertical
1x	\$ 4,416	\$ 2,492	\$ 2,208	\$ 1,472	\$ 1,246	\$ 1,246	\$ 1,104	\$ 883
6x	\$ 4,144	\$ 2,256	\$ 2,072	\$ 1,380	\$ 1,169	\$ 1,169	\$ 1,036	\$ 829
13x	\$ 3,998	\$ 2,220	\$ 1,999	\$ 1,333	\$ 1,128	\$ 1,128	\$ 1,000	\$ 800
19x	\$ 3,797	\$ 2,034	\$ 1,898	\$ 1,264	\$ 1,071	\$ 1,071	\$ 949	\$ 759
26x	\$ 3,618	\$ 1,938	\$ 1,809	\$ 1,205	\$ 1,021	\$ 1,021	\$ 904	\$ 724
39x	\$ 3,472	\$ 1,920	\$ 1,736	\$ 1,156	\$ 980	\$ 980	\$ 868	\$ 694
52x	\$ 3,402	\$ 1,860	\$ 1,701	\$ 1,134	\$ 959	\$ 959	\$ 850	\$ 680
67x	\$ 3,237	\$ 1,746	\$ 1,618	\$ 1,078	\$ 913	\$ 913	\$ 809	\$ 647
90x	\$ 3,147	\$ 1,734	\$ 1,574	\$ 1,048	\$ 888	\$ 888	\$ 787	\$ 629
112x	\$ 3,093	\$ 1,686	\$ 1,546	\$ 1,031	\$ 873	\$ 873	\$ 773	\$ 619
134x	\$ 2,968	\$ 1,657	\$ 1,484	\$ 988	\$ 837	\$ 837	\$ 742	\$ 594
156x	\$ 2,937	\$ 1,590	\$ 1,469	\$ 979	\$ 829	\$ 829	\$ 735	\$ 588
180x	\$ 2,811	\$ 1,569	\$ 1,406	\$ 936	\$ 793	\$ 793	\$ 703	\$ 562
201x	\$ 2,781	\$ 1,506	\$ 1,391	\$ 927	\$ 784	\$ 784	\$ 695	\$ 557
218x	\$ 2,621	\$ 1,436	\$ 1,310	\$ 873	\$ 739	\$ 739	\$ 655	\$ 524
235x	\$ 2,544	\$ 1,404	\$ 1,271	\$ 848	\$ 718	\$ 718	\$ 636	\$ 509

• Based on combined volume with *The Medical Post*

• Pls of two or more tabloid pages: 10% discount

• For any ad unit not listed above, please contact your account manager or visit [www.addirect.sendmyad.com](http://www.addirect.sendmyad.com)

### COLOUR RATES

Four colour, per page

**\$1,150**

2nd colour (25% discount)

**\$865**

Matched colour, per page

**\$530**

Process colour, per page

**\$425**

Add colour on PI page(s) at  
NO EXTRA COST

### PREMIUM POSITIONS (space only)

OBC: 30%

IFC Tabloid: 25%

First RH Tabloid: 10%

IBC Tabloid: 10%

**Highest  
Frequency  
at 23x**

# CLINICAL PRACTICE GUIDE SUPPLEMENTS

Our themed **tabloid** size glossy supplement inserts focusing on key therapeutic categories bring together news, feature articles, Q&A, and much more. Targeted circulation: Primary care GP/FMs and related Specialists.



Topic	Issue	Space	Material
Cardiology	April 25	February 23	March 22
Dermatology	June 20	April 12	May 16
Allergy/Asthma	August 8	May 10	June 27
Diabetes	November 21	September 14	October 18
Pain Management	December 19	October 11	November 15

## CONTENT

### Cardiology

- Acute coronary syndrome
- New antihypertensives
- Antiplatelet therapy in the outpatient setting
- Recent research highlights

### Dermatology

- Keloids and hypertrophic scars in primary care: update on management
- Childhood eczema
- Recent research highlights

### Allergy/Asthma

- Review of 2011 Canadian guidelines for acute and chronic rhinosinusitis
- Differentiating between asthma and COPD
- Recent research highlights

### Diabetes

- Gestational diabetes: preventing complications
- Insulin use beyond basal insulin
- Recent research highlights

### Pain Management

- Treating chronic pain in elderly patients
- Safe strategies for treating pain during pregnancy
- Opioids and legal issues
- Recent research highlights

## 2012 Clinical Practice Guide Rates, gross

One page tabloid size, 4 colour..... \$3,750

One page magazine size 4 colour ..... \$2,900

PI's run in main issue at earned rates

## Premium Positions (space, tabloid size)

OBC: 15% premium

IFC: 10% premium

IBC: 10% premium

## NEW

Run display 4-colour ad in same issue, supplement **AND** main issue, pay earned B&W space rate only (no colour charge) for main issue ad

# EDUCATIONAL CUSTOM PUBLISHING

15+ years  
custom  
publishing  
experience

Special educational custom publishing opportunities and turn-key solutions. Our guarantee: knowledgeable and experienced project management and an experienced team of medical editors and designers. All tabloid size and published on glossy stock for maximum exposure/awareness. National distribution, (audience segmentation available).

## ACTION CLINIQUE (CLINICAL FOCUS)

Proven editorial process ensures balance, timeliness and credibility. Specialist and primary care contributors along with case studies and resource information. Targeted focus, targeted reach. Print and online bundled solution for maximum timely reach and exposure.

Ask your Account Manager for rates



## COMPTE RENDU (MEETING REPORT)

Sponsored medical meeting and conference reports from around the world and around the corner. Timely updates reported with balance and authority. Print and online bundled solution for maximum timely reach and exposure.

Ask your Account Manager for rates



## COLLOQUE (COLLOQUIUM)

Virtual roundtable discussion among leading specialists. Emerging trends on clinical issues; balanced editorial. Print and online bundled solution for maximum timely reach and exposure.

Ask your Account Manager for rates



## CUSTOM SUPPLEMENT

Unique content and design created to meet different needs.

Ask your Account Manager for rates



## EXTEND REACH

Extend your custom project with additional reach to pharmacists with *Pharmacy Practice* and *Québec Pharmacie*. We have you covered...by extension!

Includes web posting for 3 months on *CanadianHealthcareNetwork.ca/ProfessionSante.ca*, plus print and online promotion

Ask your Account Manager for rate options

# CUSTOM PUBLISHING

## RX Q&R (RX Q&A)

A unique marketing option that allows manufacturers to answer physicians most frequently asked questions about their drug brand. PAAB approval included. PI extra. Print and online bundled solution for maximum timely reach and exposure.



Ask your Account Manager for rates

## PROFIL PATIENT (PATIENT PROFILER)

Patient Profiler is a PAAB-approved advertising feature that focuses on what physicians need to know to better understand and care for patients who may benefit from your brand. It addresses common issues and questions that patients have about therapy, and suggests ways in which physicians can help better educate their patients.

Ask your Account Manager for rates



## EXTEND REACH

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Includes web posting for 3 months on [CanadianHealthcareNetwork.ca/ProfessionSante.ca](http://CanadianHealthcareNetwork.ca/ProfessionSante.ca), plus print and online promotion

Ask your Account Manager for rate options

# FRONT COVER TIP-ON INSERT

Maximum exposure

Trim Size: 5 1/2" X 10.825"

Total audience Rate: \$8,900 gross (supplied)

Ask you Account Manager for availability

Option: Rogers to print, ask your Account Manager for rates

Polybagging extra (not required)

# POLYBAG OUTSERTS

Supplied

Total audience, geographical or physician specialty targeting available

Ask your Account Manager for rates based on size, weight and quantity

# PROFESSIONSANTÉ.CA: L'ACTUALITÉ MÉDICALE ONLINE

#1 Daily visited medical publication website\*



WINNER  
BEST  
WEBSITE  
2010 CANADIAN  
PHARMACEUTICAL  
DIGITAL AWARDS

## ProfessionSanté.ca

**L'actualité médicale's online home is ProfessionSanté.ca.** This unique gated healthcare portal is the online community for doctors, pharmacists, nurse practitioners/nurses and healthcare managers, where each professional group will derive value from content solely for them, but will also learn from and interact with fellow professionals. **Please see the ProfessionSanté.ca web media kit for more information, including:**

- Banner ads
- Enewsletters ads
- Enewsflash ads/exclusivity
- Bulletin/text/image newsletter ads
- Edirects/email
- Therapeutic category exclusivity
- Therapeutic category newsletter single exclusivity
- Custom poll exclusivity
- Microsites
- Content section exclusivity
- Plus custom solutions - ask your account manager

\* Source: PMB Medical Media Study 2011, French

### OUR ASSETS:

- Newswire (Canadian Press)
- Calendar of events
- *Votre opinion*, a continuous survey
- Info-patients from Health Canada
- Exclusive interviews
- Opinion pieces

### OUR BLOGGERS:

Dr. Roger Ladouceur, Montréal, QC  
Dr. Alain Vadeboncoeur, Montréal, QC  
Dr. Johanne Blais, Québec, QC  
Dr. Jana Havrankova, Saint-Lambert, QC  
Fabienne Papin, journalist, *L'actualité médicale*

### Why I visit ProfessionSanté.ca

"The new ProfessionSanté.ca portal ensures a transition between the generations. There are now more and more ways to keep our knowledge up to date and to provide better care to our clientele. The big challenge is to transition smoothly from written format to computer technology. With ProfessionSanté.ca, we are on the right track, since it has something for every generation."

—Dr. François Croteau, GP, Montréal, QC

### Why do you use ProfessionSanté.ca\*

- Easy to consult; all articles can be seen at a glance.
- It's a quick overview of medical news!
- Archives and a high-performance search tool.
- Provides news on the medical field in Québec, like *La Presse*, *Le Devoir* (this makes it stand out from the other sites).

\* Reader poll, 2009

# ROGERS ONLINE RESEARCH



The Rogers Healthcare inter-professional portal, CanadianHealthcareNetwork.ca has 80,000 registrants on this gated site, including physicians (GPs, Specialists, Residents), pharmacists (retail, hospital plus pharmacy technicians), nurses (including Nurse Practitioners), and Healthcare Managers (hospital executives, government). Use the Rogers Research Division to survey any or all of the above target audiences.

**Use research to build original content into effective, insightful and engaging intelligence, communications, marketing or loyalty programs**

**Rogers Market Research and Client Services Group offers turnkey solutions to position our clients as industry leaders through:**

- Access to the right audiences
- Collection of actionable data
- Credible third-party research
- Brand positioning through sponsorship

**Rogers Market Research and Client Services Group customizes market research to meet clients' intelligence needs, including:**

- Corporate or sales strategy
- Market share
- Competitive intelligence

**The only research group of its kind in Canada with incomparable B2B vertical and Consumer expertise  
Over 1000 B2B and consumer projects conducted since 2004**

- Extensive team of research professionals
- Knowledge to create unique research opportunities
- Led by Tricia Benn, Senior Director Market Research, Board of Directors for National MRIA B2B Committee

**Access to an extensive team of research professionals to support any materials developed based on the research:**

- Advisory boards and roundtables
- Advertorials
- Creative development
- E-bulletins
- Editorial content
- Events
- Social media
- Web development

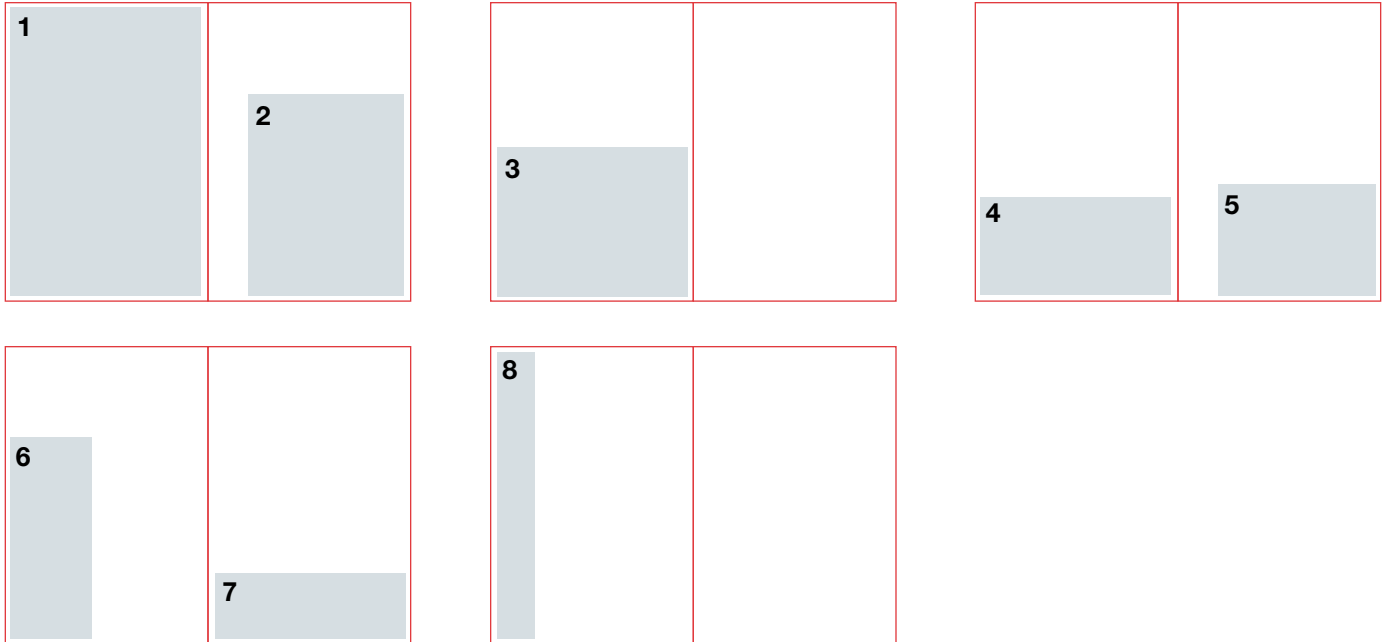
**Proposed research forms the foundation for positioning our clients as an organization that provides value to their customers. Specifically, the research will be used to create:**

- Relevancy
- Editorial involvement and credibility
- Consumer engagement that is not Client centric messaging
- Thought leadership
- Promotional and in-person opportunities

**Ask your Account Manager for more information as well as a case study presentation on how to use our research expertise**

# L'ACTUALITÉ MÉDICALE MECHANICAL SPECIFICATIONS

## Tabloid format



## STANDARD UNIT SIZE IN INCHES

	AD SIZE	WIDTH	DEPTH
1	Full Tabloid	10-13/16"	16-5/8"
2	Magazine	7-7/8"	10-3/4"
3	1/2 Tabloid Horizontal	10"	8"
4	1/3 Tabloid Horizontal	10"	5-1/2"
5	1/2 Magazine Horizontal	8-1/8"	5-1/2"
6	1/2 Magazine Vertical	4"	11-1/4"
7	1/4 Tabloid Horizontal	10"	4"
8	1/5 Tabloid Vertical	2"	16-5/8"

## NOTES:

Type safety: 1/4"

All type matter or illustration material not intended to bleed to be kept 1/4" from publication trim. Publisher reserves the right to crop 3/16" to allow for variation of trim size and grind off.

For templates and other sizes, visit <https://address.sendmyad.com/>



# L'ACTUALITÉ MÉDICALE MECHANICAL SPECIFICATIONS

## FOR FULL PAGE ADVERTISERS:

- Allow 1/8" (3 mm) bleed on all four sides of full page ad (if applicable)
- Single page ad size including bleed measures 10-3/16" W x 16-5/8" D (275mm x 422mm)
- Double page ad size including bleed measures 21-5/8" W x 16-5/8" D (549mm x 422mm)

## TYPE SAFETY

All type matter of illustration material not intended to bleed to be kept 1/4" from publication trim. Double page spreads hold 1/4" from gutter on each page. Publisher is NOT responsible for line-up of type or images running through the gutter on spreads or single page to adjacent insert. Running type or image through the gutter is STRONGLY discouraged.

## METHOD OF PRINTING

High Speed, Wet process,  
Web offset lithography

## METHOD OF BINDING

Saddle stitched

## DIGITAL FILE ADVERTISING SPECIFICATIONS

PDF /X-1a or a generic PDF created to Rogers Publishing specifications sent online using Magazines Canada AdDirect at <https://adirect.sendmyad.com/>. Check [www.rogersdigitalads.com](http://www.rogersdigitalads.com) or contact the Production Manager for details. Rogers Publishing does not accept responsibility for material content, or colour-trapping. Production charges apply for material not to specifications or for alterations.

## STORING OF THE PHYSICAL MATERIAL

The publisher reserves the right to destroy all physical material supplied if not requested within 3 months from the last time of use.

## SUPPLIED INSERTS

- Inserting charge: \$2,000 (non-commissionable)
- Single leaf inserts – minimum paper weight is 70lb. and maximum is 80lb.(text) (between forms)
- Multiple page inserts – minimum paper weight is 45lb. and maximum weight is 70lb.
- Contact Production Manager for insert specifications and shipping instructions.

## GATEFOLD/REGIONAL/SPECIALITY ADVERTISING/POLYBAGGING/PRINTING

Contact your Account Manager for information on these and other special requirements.

## ENVIRONMENTAL POLICY

For details on the Rogers Publishing environmental policy, please visit [www.rogerspublishing.ca/environmental](http://www.rogerspublishing.ca/environmental)

## COMMISSIONS

- Agency Commission: 15% of gross billing allowed on space, colour, position, and charges for special insert stock, to recognized agencies only.
- Prices are subject to additional sales tax where applicable.
- Accounts payable at office of publication in Canadian funds or equivalent funds at

the rate of exchange prevailing at time of payment.

## CONTRACT AND COPY REGULATIONS

- Rates subject to change without notice.
- Advertisers and agencies assume liability for all content (text, representation, and illustrations) or advertisements printed, and also assume responsibility for any claims arising there from against the publisher.
- Preferred positions, contracted for 12 months, non-cancellable.

## GENERAL

- Advertiser and agency agree that *L'actualité médicale* shall be under no liability for its failure for any cause to insert any advertisement.
- Publisher will not be responsible for production of colour advertisements unless a MAC standard proof is supplied.
- All digital material will be destroyed one year after last use.
- Publisher is entitled to payment as herein provided, upon having completed the printing of advertising and having taken reasonable steps to see the publication will be distributed.
- Advertisements resembling editorial format will carry the word "Advertisement" in at least 10 pt. type at the top of the page.



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L'ACTUALITÉ  
**médicale**

**ROGERS™**  
**HealthcareGroup**  
A division of Rogers Publishing

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The Medical Post

pharmacy  
practice

Drugstore  
Canada

Canadian  
Healthcare  
manager

Canadian  
HealthcareNetwork.ca

L'ACTUALITÉ  
**médicale**

Québec Pharmacie

L'ACTUALITÉ  
pharmaceutique

ProfessionSanté.ca

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