

L'actualité pharmaceutique

2012 MEDIA KIT

L'actualité pharmaceutique
Le journal de pharmacien

La parole est à vous
Le spécialiste de l'ADN en pharmacie, comment le reconnaître et le reconnaître en laboratoire ?

Actualité 50
clinique 17
drogue 25

« J'aimerais voir la prolongation des ordonnances mise en place rapidement. »
— Yves Balder Page 11

Information continue
Le soutien actif pour prévenir et traiter l'asthme par inhalation de la Mylan

Profil des conditions de financement de financement les plus innovatrices sur le marché.
Nouveau!
GoActiv

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Actualité 50
clinique 17
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Spécialité en pharmacie d'établissement

Il faut que ça bouge !
reclament l'OPD et l'APES Page 1

Information continue
Tout sur la vitamine B12 Mylan

Profil des conditions de financement de financement les plus innovatrices sur le marché.
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Les Pharm. D. arrivent ! Page 7

Information continue
Mise à jour sur le traitement de type Alzheimer Mylan

Profil des conditions de financement de financement les plus innovatrices sur le marché.
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Pénurie
Jusqu'à où les salaires des pharmaciens grimperont-ils? Page 12

Information continue
Consultation pharmaceutique pour les médicaments en vente libre Mylan

Allô!...
Bxob

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LAURÉATS PRIX PHARMACIEN DE CŒUR ET D'ACTION 2011

DES GENS DE QUALITÉ À DÉCOUVRIR! Page 27

Information continue
Lutte contre la touse par l'acétate physiologique Mylan

Allô!...
Bxob

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drogue 25

Les nouveaux actes vus par un médecin et un pharmacien page 9

Information continue
L'efficacité au traitement médicamenteux Mylan

Une discipline aphélie, c'est rassurant!
Le Groupe Roche

The unique pharmacy newspaper for Québec's pharmacists

L'actualité pharmaceutique

The mandate of *L'actualité pharmaceutique* is to bring all Québec pharmacists news about their profession, provide clinical information and address issues relevant to their practice.

L'actualité pharmaceutique fulfills that mission with...

AN EXCEPTIONAL OFFER TO READERS

- Hard-hitting coverage of issues relevant to community and institutional pharmacists and their professional relationships with doctors and nurses;
- Clinical articles on pharmacotherapy in various therapeutic fields;
- Varied and topical articles;
- A practical, convenient continuing education section offering 1.5 CE credits from the Ordre des pharmaciens du Québec.

WITH AN AUTHORITATIVE ADVISORY BOARD

- Panel of editorial consultants composed of pharmacists who are committed to ensure content quality and relevance.

WITH AN ONGOING ENGAGEMENT TO RECOGNIZE ITS READERS

- The *Pharmaciens de cœur et d'action* award, created in 1999, recognizes every year 8 to 10 practicing pharmacists who have displayed a genuine professional and social commitment to their patients and to the general public;
- Two pharmacy student bursaries offered to bachelor's degree students in the two pharmacy faculties in Québec: Université de Montréal and Université Laval

FREQUENCY

10 times/year

CIRCULATION

8,050

French, community and hospital pharmacists



KEY FACTS ABOUT OUR READERS

89% of Québec community pharmacists would like further training to provide specialized pharmaceutical services*

77% of community pharmacists in Québec believe that the electronic health record is essential to good care*

80% of pharmacists want more information on OTC drugs**

READERSHIP

47 minutes is the average time our readers spend reading an issue of *L'actualité pharmaceutique****

8 out of 10 readers (81%) read every single issue or three out of four issues***

7 out of 10 readers (70%) feel that their time is well spent when they read *L'actualité pharmaceutique****

* TRENDS 2011.

** 2010-2011 OTC Survey.

*** BPPG 2009 Readership Study

As seen and read in *L'actualité pharmaceutique*



“We must treat employees with respect. We are surrounded by dedicated people. We should not stop their talent.”

*Jean Coutu, founder of PJC pharmacies
(in 2011 February issue)*

“I do not believe that pharmacists need to be integrated into the first line because they are already part of ! Pharmacists are the most accessible professionals to patients. It is imperative to make full use of their skills.”

*Yves Bolduc, Health and Social services minister, Québec
(in 2011 March issue)*

“Globally, healing is a luxury for the rich, while prevention can be made to everyone. Facing the air pollution, we are all equal, which is not the case for access to medicines ...”

*Hubert Reeves, Québec world-renowned astrophysicist
(in December 2010-January 2011 issue)*

“Health facilities and the health care system as a whole have a responsibility to create structures and environments where people will die in conditions of greater serenity.”

*Richard Béliveau, Québec researcher internationally known for his work on the prevention and treatment of cancer
(in 2011 August issue)*

2012 EDITORIAL CALENDAR*

FEBRUARY

- The mysteries of the placebo
- CE: Vaccinations in the elderly

MARCH

- Anticoagulant therapy: Has the role of pharmacists changed?
- CE: Lactose intolerance

APRIL

- Allergies and asthma
- CE: Tremors secondary to drugs

Supplement: Pharmacist's Guide to NHPs

MAY

- OTC report
- CE: Sun protection

Supplement: Annual Survey on OTC Products

JUNE

- CE: Pharmacological treatment of menopausal symptoms

Supplement: Pharmacist's Guide to Skin Health

JULY/AUGUST

- Pharmacogenomics and customized medications
- CE: Medication administration equipment (Part I)

Supplement: Chains and Banners

SEPTEMBER

- Pharmaciens de coeur et d'action
- CE: Medication administration equipment (Part II)

Supplement: Pharmacist's Guide to Health Management with OTCs

OCTOBER

- Patient file security
- CE: Cardiovascular health in women

NOVEMBER

- CE: Pregnancy tests

Supplements:
Pharmacist's Guide to Nutritional Health,
Pharmacy Student Career Guide

DECEMBER/JANUARY 2013

- The Pharmacy Technician's Revolution

COIN technipharm

TECH TALK is continuing education and a newsletter exclusively for technicians. Features include news and clinical articles as well as tech-specific CE lessons.



CE: Every issue of *L'actualité pharmaceutique* features our popular CE lesson to help pharmacists equip themselves with the very latest information on key disease areas. With our totally revamped CE section, pharmacists have their own virtual report cards to track their progress, and the option to save tests for completion at a later date. Accredited by OPQ.

* Editorial lineup subject to change

ISSUE	SPACE CLOSE	MATERIAL CLOSE	SUPPLEMENTS	SUPPLEMENT CLOSE	MAIL DATE
February	January 10	January 17			February 13
March	February 7	February 14			March 12
April	March 13	March 20	Pharmacist's Guide to Natural Health Products	January 23	April 16
May	April 10	April 17	OTC #1 Brands & OTC Market Report	March 1	May 14
June	May 8	May 14	Pharmacist's Guide to Skin Health	March 16	June 11
July/August	July 3	July 10	Chains and Banners		August 7
September	August 7	August 14	Pharmacist's Guide to Health Management with OTCs	June 20	September 10
October	September 4	September 11			October 9
November	October 2	October 9	· Pharmacist's Guide to Nutritional Health · CACDS Annual Report · Student Guide	· July 15 · August 30 · September 30	November 5
December/ January 2013	November 20	November 27			December 27

PROJECTS, REPORTS, SUPPLEMENTS & AWARDS



SUPPLEMENTS

- **Pharmacist's Guide to NHPs (April)** This special supplement provides pharmacists with the information they need to counsel patients on NHPs. Includes website posting for 3 months.
- **The Pharmacist's Guide to Skin Health (June)** A supplement providing pharmacists with information they need to counsel patients on skin health and the use of skincare products including cosmeceuticals. Includes website posting for 3 months.
- **Chains and Banners (July-August)** This supplement features articles addressing the challenges and achievements of banners and pharmacy chains doing business in Québec. Includes website posting.
- **Pharmacist's Guide to Health Management with OTCs (September)** This supplement provides pharmacists with the information they need to provide counsel on the use of OTCs in key health conditions. Includes website posting for 3 months.
- **Pharmacist's Guide to Nutritional Health (November)** Nutrition considered one of the determinants of health, this supplement provides pharmacists with information relevant and validated on the nutritional aspect of the treatment of certain diseases. Includes website posting for 3 months.
- **Student Guide** A digital guide that offers Québec pharmacy students articles on current issues relating to training programs in pharmacy, as well as the what to expect when they make their entry into the profession. Some articles in this Guide are written by students of both faculties of pharmacy in Québec.

AWARDS

Prix Pharmaciens de cœur et d'action

Established in 1999, the Pharmaciens de cœur et d'action Québec awards aim to highlight the passion and dynamism of Québec pharmacists whose practice differs in several respects and that, in many categories (interdisciplinary collaboration, visionary, knowledge sharing, health and society, pharmacy team, innovative practice, entrepreneur/manager, etc.). Sponsor one of the categories of this award which recognizes excellence in pharmacy in Québec.



REPORTS

- **Survey on OTC Counseling & Recommendations/OTC Market Report (May)** Annual survey that captures trends in pharmacists' counseling for OTC products PLUS pharmacists' #1 recommended brands. Includes website posting for 1 year.
- **Community Pharmacy Report** Rogers Publishing, the Canadian Association of Chain Drugstores (CACDS) and the Canadian Association for Pharmacy Distribution Management partner to produce the *Community Pharmacy Report – The Complete Report on Trends and Insights in Canada*. Exclusive partnership includes exclusive advanced data and analysis presented to sponsor's key customers.
- **CACDS Annual Report (November)** A special report from the Canadian Association of Chain Drug Stores. Distributed to all senior executives at the CACDS Conference, in October and to frontline pharmacist and head-office personnel with the November issue of *L'actualité pharmaceutique*.

SPECIAL PROJECTS

- **OTC Q&A** PAAB approved answers to pharmacists questions about OTC brand products. Includes website posting for 3 months.
- **OTC Print and Online National CE Lesson** A OPQ- and CCCEP- accredited, 4 or 8-page magazine print and online continuing education lesson for OTC products.
- **OTC Patient Profiler** A PAAB-approved advertising feature that focuses on what pharmacists need to know to care for the patients based on key OTC brand information. Includes website posting for 3 months.



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 (community, hospital plus pharmacy technicians and pharmacy students), nurses/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 1,000 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

Research forms the foundation for positioning our clients as leaders in providing 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

OTC RESEARCH

Find out what hundreds of pharmacists are saying about your brands.

Rogers Research surveys over 900 pharmacists across the country!

Let us provide you with the insights you need to better understand your customers' perceptions regarding your brands.

Where is your brand the strongest?

- What percent of each population is recommending your brand and how often (by region, age, gender, pharmacy type, job title). Understand your brand equity among healthcare professionals through fact-based insights
- Track year over year brand equity growth and decline
- Proactively identify growing competitive threats across categories
- Determine additional factors that could be impacting on recommendation for your brands (e.g. age, gender, region)
- Identify the drivers of recommendation intent based on direct feedback from healthcare professionals

2012 PUBLISHING SCHEDULE AND ADVERTISING RATES

B&W (Gross Rates)	1x	4x	7x	10x
Full page	\$ 4,100	\$ 4,000	\$ 3,700	\$ 3,500
Magazine page	\$ 2,400	\$ 2,300	\$ 2,150	\$ 1,975
1/2 page (vert. or horiz.)	\$ 2,150	\$ 2,050	\$ 1,900	\$ 1,750
1/3 page (vert. or horiz.)	\$ 1,450	\$ 1,375	\$ 1,265	\$ 1,165
1/2 magazine	\$ 1,200	\$ 1,150	\$ 1,050	\$ 980
1/4 page (vert. or horiz.)	\$ 1,070	\$ 1,020	\$ 940	\$ 870

4 colour rate \$ 1,755
 Each additional 4 colour in the same issue \$ 1,655
 Standard colour \$ 905

PREMIUM POSITIONS

Preferred positions charged at 20% on space over earned b&w rate. Covers and preferred positions are non-cancellable for duration of contract.

OTC Q&A

One tabloid page or DPS magazine includes 4 colour content/writing, design, website posting for 3 months and PAAB approval.
L'actualité pharmaceutique \$ 12,550*
 Add *Drugstore Canada* \$ 18,895*
 * Prescribing information extra.

OTC PATIENT PROFILER

One tabloid page or DPS magazine Includes 4 colour content/writing, design, website posting for 3 months and PAAB approval.
L'actualité pharmaceutique \$ 12,550*
 Add *Drugstore Canada* \$ 18,895*
 * Prescribing information extra.

SUPPLIED OUTSERTS:

	1 magazine pg /2 sides	2 magazine pgs /4 sides	3 magazine pgs /6 sides
OPTION 1	\$ 5,390 net	\$ 6,171 net	\$ 7,293 net
<i>L'actualité pharmaceutique</i> (French 7,800)			
OPTION 2	\$ 10,890 net	\$ 12,100 net	\$ 15,290 net
<i>L'actualité pharmaceutique</i> (French 8,000)			
<i>Drugstore Canada</i> (English 16,700)			
Total circulation: 24,700			

CE RATES

4 magazine pages \$ 47,000 net
 Distributed in *L'actualité pharmaceutique* & *Drugstore Canada*

8 magazine pages \$ 67,000 net
 Distributed in *L'actualité pharmaceutique* & *Drugstore Canada*

CLASSIFIEDS

Rates include print and 1 month web posting

AD SIZE (NET RATES)	1x	4x	7x	10x
1 col x 3	\$ 425	\$ 380	\$ 360	\$ 340
2 col x 3	\$ 830	\$ 750	\$ 705	\$ 665
3 col x 3	\$ 1,250	\$ 1,125	\$ 1,060	\$ 1,000
4 col x 3	\$ 1,600	\$ 1,440	\$ 1,360	\$ 1,280

- Rates include colour
- Contact Nancy Dumont (514-843-2132, nancy.dumont@rci.rogers.com)
- Add HST to rates

- Careers
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- Services
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- Store Design

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- Direction proche de ses employés et à l'écoute
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- Bienvenue aux étudiants

Étienne Desjardins
familiprixgranby@yahoo.ca
514 267-3591

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développe des solutions qui répondent à vos besoins.

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ProfessionSanté.ca: L'actualité pharmaceutique online



ProfessionSanté.ca

L'actualité pharmaceutique's online home is

ProfessionSanté.ca. This unique gated healthcare portal is a 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
- newsletter ads
- newflash ads/exclusive advertising
- bulletin/text/image newsletter ads
- edirects/email
- therapeutic category exclusive advertising
- therapeutic category newsletter single exclusive advertising
- custom poll exclusive advertising
- microsites
- content section exclusive advertising
- plus custom solutions - ask your account manager

OUR BLOGGERS:

Hélène-M. Blanchette: hospital pharmacist, Saint-Lambert, QC

Marc Parent : hospital pharmacist, Québec, QC

Georges-Étienne Gagnon: pharmacist, Laurentians, QC

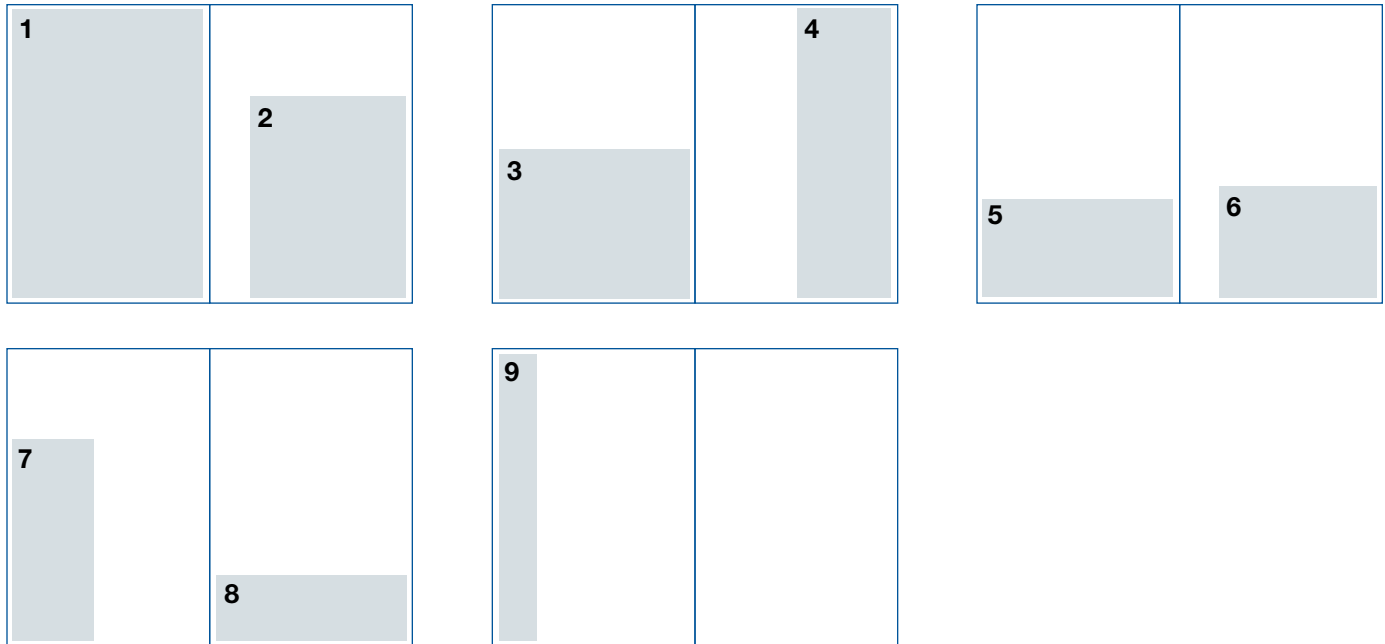
Nicolas Dugré : pharmacy student, Montréal, QC

Christian Leduc : journalist, *L'actualité pharmaceutique*

- ProfessionSanté.ca offers over 12,000 French pharmacists round-the-clock access to a multidisciplinary portal where a simple click of the mouse brings them exclusive news about drugs and the pharmacy industry.
- ProfessionSanté.ca also features a number of blogs maintained by gifted, dynamic pharmacists who never shy away from sharing their opinions, even the controversial ones! The blogs, representing different areas of practice, always arouse considerable comment from our readers.
- Interdisciplinarity having become a major aspect of pharmaceutical practice, ProfessionSanté.ca also offers pharmacists the opportunity to consult news directed primarily at doctors, nurses, and health managers.
- Online Continuing Education (online CE) is now an essential service provided by ProfessionSanté.ca. Pharmacists can go to the site to complete CE activities, obtain their marks online, and save a record of their completed training units.

MECHANICAL SPECIFICATIONS 1

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	1/2 Tabloid Vertical	5"	16-5/8"
5	1/3 Tabloid Horizontal	10"	5-1/2"
6	1/2 Magazine Horizontal	7-7/8"	5"
7	1/2 Magazine Vertical	4"	10-3/4"
8	1/4 Tabloid Horizontal	10"	4"
9	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 www.addirect.sendmyad.com



MECHANICAL SPECIFICATIONS 2

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 10-13/16" W x 16-5/8" D (275 mm x 422 mm)
- Double page ad size including bleed measures 21-7/8" W x 16-7/8" D

TYPE SAFETY

All type matter on 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

Offset

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 www.addirect.sendmyad.com. Check 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: \$1,200 (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 Sales Representative for information on these and other special requirements.

ENVIRONMENTAL POLICY

For details on the Rogers Publishing environmental policy, please visit http://www.rogerspublishing.ca/about_us/environmental_policy.shtml

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 pharmaceutique* 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
pharmaceutique

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