

# QUÉBEC *ENTREPRISE*

The magazine for successful entrepreneurs

Media Kit

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[www.quebecentreprise.com](http://www.quebecentreprise.com)

## Mission

Since its founding in 1993, **Québec Entreprise** magazine has become an important **business media**, reporting economic activity from all regions of Quebec. Each issue of Québec Entreprise **promotes regional and industrial development** through informative exposés on important business leaders working in small and medium sized companies and occasionally large business.

Some **21,000 copies** of every edition published are distributed in newsstands across Quebec and sent directly to manufacturing, distribution and service companies. Our readership includes over **30,000 Quebec business owners, leaders and decision makers**.

Our editorial mission is to highlight **the economic assets of a region or an industry**. All Québec Entreprise editorial coverage aims at putting the spotlight on flourishing businesses and features successful businesspeople that are a part of Quebec's economic vitality.

Québec Entreprise magazine's editorial team has but one goal, and that is to meticulously report and publish all relevant information, making it possible for us to continue to assert that we are **the magazine for successful entrepreneurs**.



Jacques Leblanc, President



Daniel Boisvert, Publisher

## Distribution

READERSHIP	Number Of Copies
Presidents of <b>Manufacturing Businesses</b> (ICRIQ Listing) + 3 million	<b>13365</b>
Presidents of <b>Service Businesses</b> (ICRIQ Listing) + 3 million	
Presidents of <b>Distribution Businesses</b> (ICRIQ Listing) + 3 million	
<b>Newsstands / Waiting area</b>	<b>3800</b>
<b>Promotional Copies</b>	<b>+ 1 000</b>
<b>Targeted Distribution</b> (Customers, advertisers, subscribers, town halls, CLD, business associations)	<b>2355</b>
<b>DISTRIBUTION TOTAL</b>	<b>20520</b>

Number of printed copies by publication : **21 000**

# Generals informations

## ADVERTISING INSERTS

Inserts such as pre-printed, gatefolds and reply cards are limited, QE will accept them on the basis of availability and if technically possible. All inserts are non-cancellable 60 days prior to publication date of issue. A full page of advertising is required when running a reply card insert.

## CASH DISCOUNT AND PAYMENT TERMS

A 2% discount if paid within 10 days following invoice date. All invoices are as followed: by a down payment of 50% of total amount upon reception of invoice and the other half is payable upon publication. All outstanding accounts are subject to monthly interest fees of 1,5%.

## GOODS & SERVICE TAX

Our rates do not include the goods & service tax (GST) or the Quebec sales tax (QST). Publisher advises that in most cases these taxes are recoverable according to the Canadian income tax laws.

## ADDITIONAL CONDITIONS TO THE PURCHASE OF ADVERTISING SPACE

Publisher reserves the right to revise rates without any prior notice, however he will respect all signed contracts. No space cancellation shall be accepted after closing dates. Cover positions can not be cancelled 70 days prior to issues publication dates. Renewal date for cover or special positions must be made 100 days prior to issue publication date. Publisher can not guarantee any special position without a premium, however he will do his outmost to acquiesce to the position request. All types of advertorial features must be approved by the publisher and the word "advertisement" will be placed above the copy. Publisher reserves the right to refuse any advertisement that does not reflect the spirit and nature of the publication's editorial content. Advertisers or their agencies will assume all liability for all content of their advertisement and assume responsibility for any damages and claims against the publisher. Publisher shall have no liability to advertiser as a result of any failure to publish or circulate all or any part of an issue as a result of any event beyond publisher's control, except to publish the advertisement in a subsequent issue. It is the advertiser's responsibility to supply a type of inserts that does not infringe Canada Post regulations. Production fees will be payable to the publisher for any changes to existing advertising material. A copy proof of the advertiser's ad will be provided if advertiser conforms to the publication's production deadlines. Publisher will not be responsible for poor reproduction if advertising material supplied does not respect publisher's material specifications. Publisher can not guarantee quality control verification of any advertising material received after publication's production deadlines.

# Regional Rate Card

FULL PAGE .....	4 625 \$	1/2 DOUBLE PAGE .....	4 790 \$
INSIDE FRONT COVER .....	5 585 \$	1/2 PAGE HORIZONTALE OR VERTICALE .....	2 655 \$
INSIDE BACK COVER .....	5 380 \$	1/3 PAGE HORIZONTALE OR VERTICALE .....	2 055 \$
OUTSIDE BACK COVER .....	6 205 \$	1/4 PAGE .....	1 435 \$
DOUBLE PAGE SPREAD.....	8 315 \$	1/6 PAGE .....	1 000 \$

**ALL OUR RATES ARE NET**  
**4-COLOR PROCESS ADVERTISEMENTS**  
GUARANTEED POSITION : 20% premium  
ADVERTISING INSERTS : Rates upon request

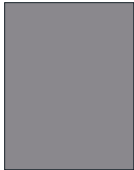
# Technical Specifications

## Ad sizes



### DOUBLE PAGE SPREAD

Trim Size: 16" x 10,5" (40,64 x 26,67 cm)  
Bleed of 0,25": 16,5" x 11" (41,90 x 27,94 cm)  
Non-Bleed: 15" x 9,5" (38,1 x 24,13 cm)  
Trim mark: 0,25"



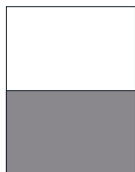
### FULL PAGE (COVER)

Trim Size: 8" x 10,5" (20,32 x 26,67 cm)  
With Bleed: 8,5" x 11" (21,59 x 27,94 cm)  
Non-Bleed: 7" x 9,5" (17,78 x 24,13 cm)  
Trim mark: 0,25"



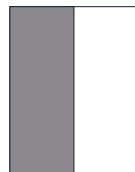
### 1/2 DOUBLE PAGE (SPREAD)

Trim Size: 15" x 4,5" (38,1 x 24,13 cm)  
With Bleed: 16,5" x 5" (41,90 x 27,94 cm)  
Trim mark: 0,25"



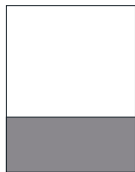
### 1/2 PAGE HORIZONTAL

7" x 4,5"  
(17,78 x 11,43 cm)



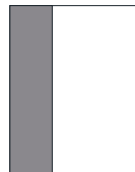
### 1/2 PAGE VERTICAL

3,5" x 9,375"  
(8,89 x 23,8125 cm)



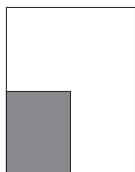
### 1/3 PAGE HORIZONTAL

7" x 3"  
(17,78 x 7,62 cm)



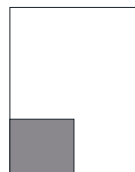
### 1/3 PAGE VERTICAL

2,5" x 9,375"  
(6,35 x 23,8125 cm)



### 1/4 PAGE

3,5" x 4,5"  
(8,89 x 11,43 cm)



### 1/6 PAGE

3,5" x 3"  
(8,89 x 7,62 cm)

## Supplied Ads

### FOR ADS REQUIRING PAGE LAYOUT

PLEASE SUPPLY :

#### LOGOS

- Business card
- High resolution (300 dpi) electronic documents (EPS, TIFF, JPG)

If you are using « pantone » colors in your logo, please indicate the PMS number.

#### PHOTOS

- Original Pictures
- High-resolution images (300 dpi) (EPS, JPG)

#### TEXT AND COORDINATES

- Advertisement message\*
- Slogan
- Your coordinates (address, phone number, fax, email and web site)

\* PLEASE NOTE that the information shown is at your discretion, we strongly recommend avoiding formula of « Proud partners of... », frequently used.

#### IMPORTANT

If you do not have electronic files of your documents, please supply us with the **coordinates of your printer**.

No document sent by fax can be used to create the layout of your ad.

#### SUPPLIED ADS DOCUMENT

We accept images in the following file formats only: **PDF**  
The files must be in high resolution, 300 dpi and CMYK.

#### OTHER TECHNICAL SPECIFICATIONS :

- For full page ads, a margin of 0,5" is recommended. Should you place text of logos near the crop line, please be advised that we are not responsible if information gets cut.

- In case of file incompatibility or technical difficulties (corrupted data or truncated files), a new document meeting the specifications of the graphic department of Québec Entreprise.

\* Files and documents can be sent by mail, email or transferred on our FTP site to the attention of Graphics Department.

LE MAGAZINE QUÉBEC  
GRAPHICS DEPARTMENT  
269, ch. De la Grande-Côte  
Rosemère (Québec) J7A 1J2  
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FTP Site  
ftp.quebecentreprise.com  
User name: ftp@quebecentreprise.com  
Password: magazine  
Please note:  
**Dont forget to send us an email to advise of transfer.**

**QUÉBEC ENTREPRISE**  
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