

MAGAZINE^{IP}

MEDIA KIT 2011 - 2012

THE MAGAZINE FOR INFLUENTIAL QUEBECERS

The magazine that celebrates creativity. Discussions about ideas, landmark ad campaigns, marketing news, media creation, design, new technology, thought-provoking columns. Infopresse is the magazine for leaders looking for inspiration.

58 %

have a smartphone

17 %

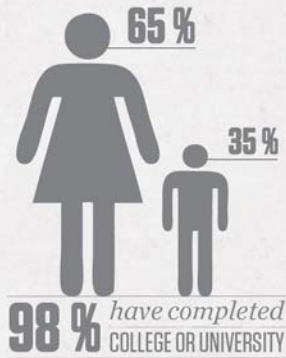
have a tablet computer

27 %

have a blog or personal website

26 %

are self-described technophiles



49 %

have more than 11 years of experience

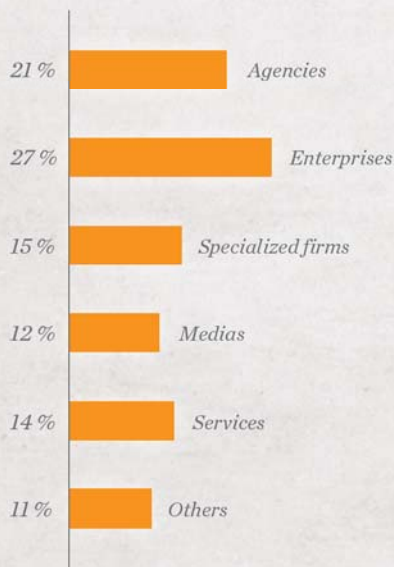
63 %

work in a company with 20 or more employees

84 %

make purchasing decisions

AREAS OF ACTIVITIES



AVERAGE AGE : 36

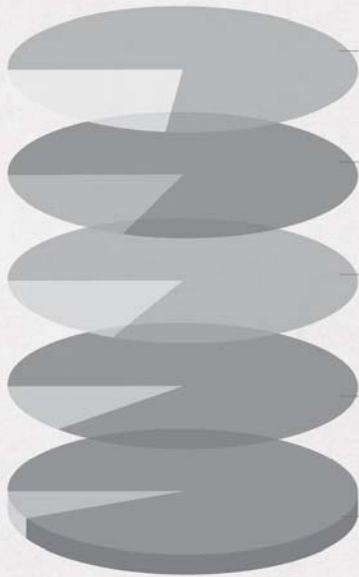
AVERAGE HOUSEHOLD INCOME

80 600 \$

(22 % > 120 000\$ /year)

MEDIA SUMMARY

THE REFERENCE IN:



77 %

new technology

81 %

marketing

82 %

graphic design

88 %

medias

93 %

communications

*industry brand
recognition*

98 %

appreciation rate

95 %

each issue is read for

49 MINUTES

2,8 TIMES

8 ISSUES/YEAR

December/January

February/March

April

May/June

July/August

September

October

November

74 % **PAY ATTENTION
TO THE ADS**

80 % **SAY THEY ARE
RELEVANT**

10 000 COPIES

**3,2 READERS
PER
COPY**

32 000 READERS










70 % subscribers

20 % newsstands

10 % events

distribution

AD RATES

FORMATS		RATES	
1 page		Bleed 7.875" x 10.375" + 0.125" on all sides	\$3 900
		Bleed 15.75" x 10.375" + 0.125" on all sides	\$7 250
1/2 page		Horizontal 6.7165" x 4.2072"	\$2 850
		Horizontal 6.7165" x 2.8341"	\$2 350
1/3 page		Vertical <i>(on request)</i> 2.0847" x 8.9369"	
		Horizontal 6.7165" x 2.0713"	\$1 750
1/4 page		Square <i>(reference page only)</i> 3.2423" x 4.2072"	\$525

SPECIAL RATES

Cover

inside front

-full page:

\$4 500

-spread:

\$8 000

inside back:

\$4 000

back cover:

\$4 900

center spread:

\$8 500

Volume discount

2 to 4 issues:

-5 %

5 to 8 issues:

10 %

9 or more issues:

-15 %

Guaranteed positioning:

Add 15 %

Inserts, advertorials, colour off-prints and special projects: rates provided on request

PAYMENT

- Upon publication
- Rates are listed in Canadian dollars
- For all new advertisers, a credit-check form must be completed before first publication
- The advertiser and advertising agency, if any, are jointly and severally liable to the publisher for payment for the publication of all advertisements

ADVERTISING MATERIALS

- Any materials not meeting stated specifications will be modified at the advertiser's expense (\$75 per hour, minimum 1 hour). Translation costs are not included.

CANCELLATION

- No cancellations are accepted after the reservation deadline.
- For cancellations 7 or more days before the reservation deadline, 50% of the total ad rate shall be invoiced to the client.

SALES

For more information or to plan your attendance, please contact your regular representative or Elisabeth Strarenkyj, sales and marketing director, at 514-842-5873 ext.2237 or elisabeth.starenkyj@infopresse.com