

Magazine

# INFOPRESSE®

The Reference for Marketing, Advertising and Communications Professionals

Readers Profile

Survey

Descarie  *complices*  
Consultation et recherche en communication et marketing

Spring 2003

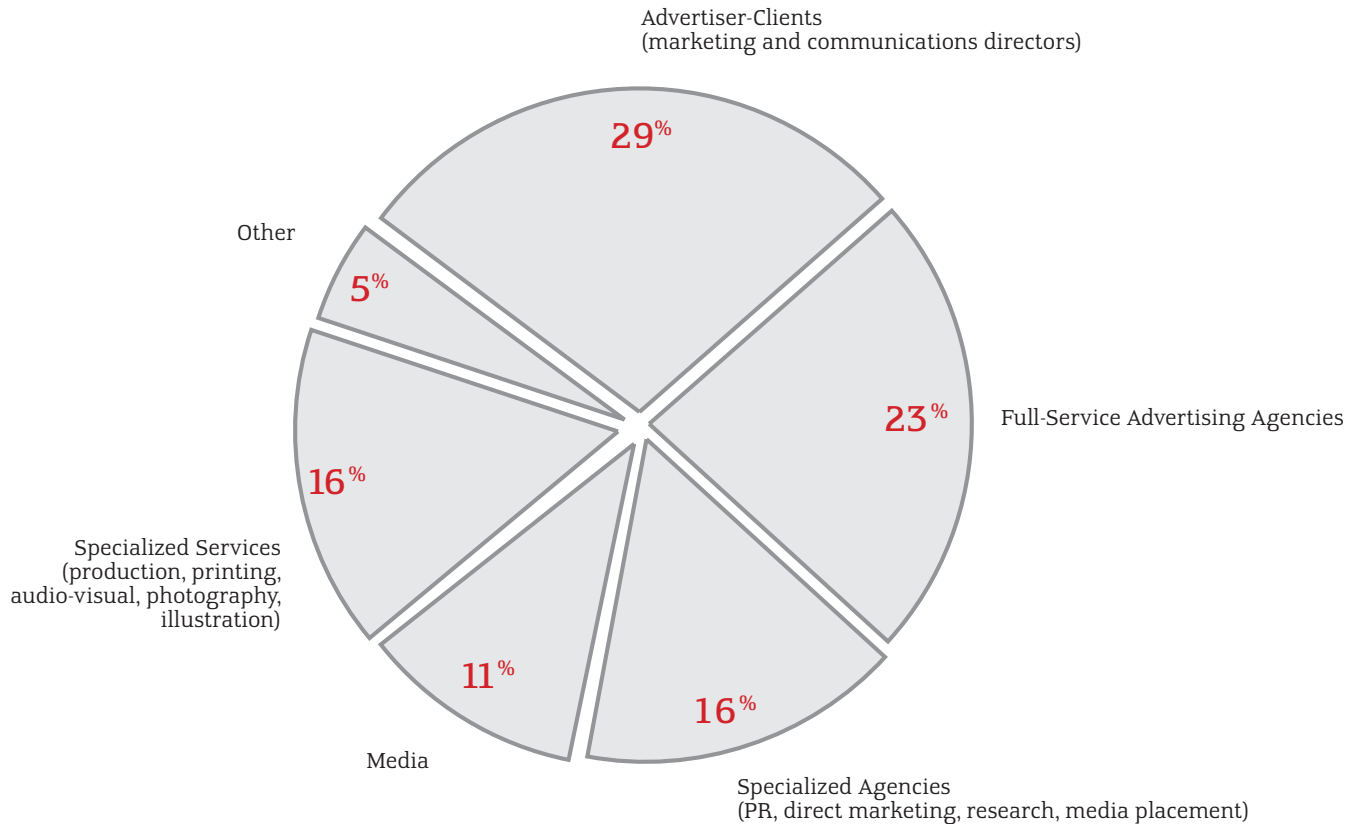
*Infopresse* is specifically intended for Quebec's marketing, advertising and communications professionals.

Since 1985, *Infopresse* magazine has been the business-to-business meeting place for communications and marketing professionals in Quebec. The magazine connects advertisers to agencies and media. With 7,000 copies sold per issue and an average of **3.6 readers** per copy, *Infopresse* is read by more than **25,000 people**, 10 times a year.

Every month, *Infopresse* provides reliable editorial content and industry news that help decision-makers develop their professional vision and expertise; this is why our readers trust this magazine and remain loyal to it.

*Infopresse* is the perfect place to present your products, brands and strategies. Our readers are your advertisers, clients and prospects.

## Breakdown of our Readers' Activities



## The reference...

**82%** of readers indicate that *Infopresse* is their communications and marketing *reference*.

## For experienced decision makers

**70%** of readers have more than 5 years experience in communications.

**30%** have more than 15 years experience.

**19%** of our readers are company heads.

## Our readers are young...

The average of *Infopresse* readers is **34** years old and **80%** are below the age of 45.

## And well-off

The average household income of our readers is **90 926\$**, roughly double the average household in Quebec in 2002.

More than **37%** have an annual household of **100 000\$** or more.

## Our readers are attentive

Average reading time: **45 min.**

Average number of consultation per reader **3.1**

## They're crazy about advertising

*Infopresse* readers love good advertising and are interested in the ads placed in the magazine:

**79%** always or often read the ads that appear in our magazine.

**88%** like the ads seen in *Infopresse*.

## Our readers are wired...

Use the Internet at work  **98%**

Use a cell phone  **68%**

Use a notebook computer  **48%**

## And cultured

**89%** of our readers took at least one trip in the last 12 months and attended an average of **8** live cultural events in the last year.

## The only magazine read by **all** communications professionals in Québec

*Infopresse* readers often or always read



Infopresse is more than the magazine; we also offer various advertising platforms to promote your business and your services to communications industry decision-makers:

**Practical annual guides:**

- *Le Guide COM* : a listing of full-service and specialized advertising agencies in Quebec
- *Le Guide MÉDIA* : a full overview of media in Québec

**Seminars:**

- *Les journées Infopresse* : day-long seminars and discussions about matters of concern to the industry

**A daily edition on the Web:**

- *Le Quotidien Infopresse* : an information bulletin sent daily via e-mail to 12,500 subscribers

**Respected and Recognized professional competitions:**

- **Les Prix Média**  
for excellence in media planning strategies
- **Les Prix Créa**  
Best of indoor and outdoor advertising
- **Les Prix Boomerang**  
Interactive communications awards

**Special Issues for the Infopresse contests:**

- Prix Média Special Edition
- Créa Special Edition
- Boomerang Special Edition

**Les Éditions Infopresse also produces:**

- **Infopressejobs** : a job-site for communications professionals
- **Grafika** : Quebec's graphic arts and communications magazine
- **Le guide annuel de la production imprimée**: our annual guide to print production in Quebec
- **Le guide annuel des studios de design**: our annual guide to design studios in Quebec
- **Les Prix Grafika** : the year's best in graphic design
- **Les Prix Lux**: the contest for professional photographers and illustrators
- **Les journées de conférences Grafika**: seminars for designers
- **The Québec Shooting Guide** : a resource guide for foreign movie producers shooting in Quebec
- **The Québec Shooting Guide monthly newsletter**

For more information, please contact our advertising department at (514) 842-5873, extension 249, or [Publicite@Infopresse.com](mailto:Publicite@Infopresse.com)