

Également  
disponible en  
français

GREATER  
**MONTRÉAL**  
ECONOMIC POWERHOUSE

2024 media kit

**IMPACT  
OF TOURISM  
TO MONTRÉAL**

**NORTHVOLT PLANT  
A 7 BILLION  
ESTABLISHMENT**

**NEXT EDITION  
IN PREPARATION**

**THE MAGAZINE (DIGITAL + PRINT VERSION)  
FOR BUSINESS DECISION-MAKERS HERE AND ELSEWHERE**



[jbcmedia.ca](http://jbcmedia.ca)



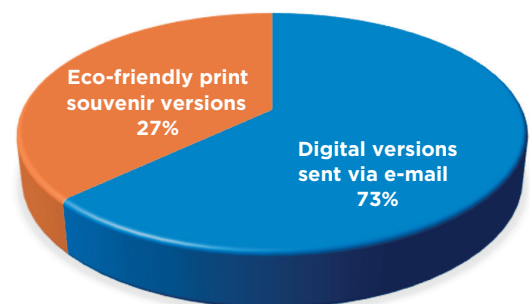


## HIGHLIGHTS

- ▶ DIGITAL AND PRINT VERSIONS
- ▶ PRINTED ON ECOLOGICAL PAPER
- ▶ ANNUAL SOUVENIR EDITION FOR THE 14<sup>th</sup> CONSECUTIVE YEAR
- ▶ INFORMATIVE ARTICLES AND QUALITY JOURNALISM
- ▶ REACHES POLITICAL AND ECONOMIC DECISION-MAKERS ACROSS QUÉBEC PLUS MAJOR PLAYERS IN CANADA

### HIGHLY TARGETED VIP DISTRIBUTION

- ▶ 6500 subscribers who are industry professionals receive the eco-friendly print version (22,750 readers\*).
- ▶ 12,500 subscribers who are industry professionals receive the digital version in French via e-mail.
- ▶ 6900 subscribers who are industry professionals receive the digital version in English via e-mail.



**NUMBER OF READERS: 42,150 + copies shared on social media**

**Eco-friendly print versions:** 22,750 readers (\*3.5 readers per copy)

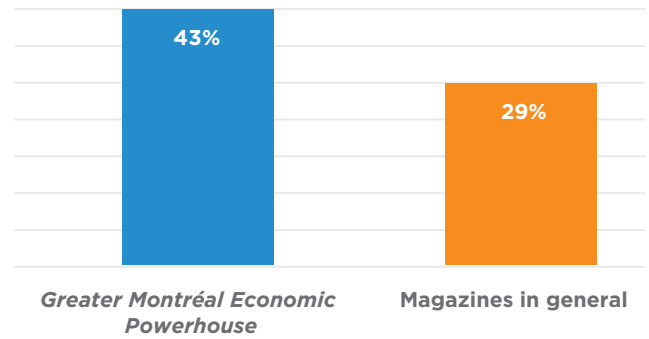
**Versions numériques:** 19,400 + copies shared on social media



**CIRCULATION** (penetration rate of digital magazines)

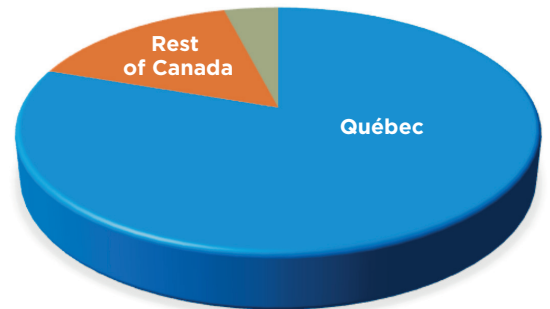
- *Greater Montréal Economic Powerhouse\**
- Magazine readership in Canada, Vividata autumn 2021, Adults 18+

\*2023 edition, Cyberimpact



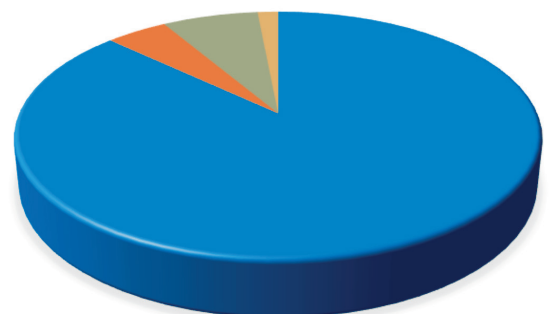
**GEOGRAPHICAL DISTRIBUTION OF READERS**

- Québec: 80.3%
- Rest of Canada: 15.7%
- International: 4%



**READERSHIP**

- CEOs and corporate executives: 87%
- Political decision-makers: 4.5%
- Leading professionals and influencers: 7%
- Libraries and educational institutions: 1.5%



## René Vézina

Editor-in-chief, *Greater Montréal Economic Powerhouse*

Graduate of Laval University in journalism and political science, René Vézina began his career as a journalist on radio and television in Radio-Canada in Gaspésie, before moving to the national network in Montréal.

He then turned to science journalism, which led him to take an interest in economics, which has since become his favorite field.

He spent 20 years working for TC Média, notably as editor-in-chief of the *Commerce* magazine and the newspaper *Les Affaires*.

He remains present in the media, on radio and television, in addition to collaborating with specialized magazines *Le Québec économique*, *Greater Montréal Economic Powerhouse* and *Immobilier commercial* all published by JBC Media.

Earlier, he hosted the shows *Finances*, on the TVA network, and *Déficit Zéro*, on Télé-Québec.

He is co-author of the guide *Comment parler aux médias*, published in 2008 by Éditions Transcontinental, a reference for organizations that want to better communicate with journalists, which has made subject to an update including social networks in winter 2024.

He regularly participates, as a presenter or speaker, in forums and seminars on major contemporary issues. His constant challenge: making the economy understandable as it is experienced on a day-to-day basis.



## EDITORIAL FOCUS

Promote the economic strengths of Greater Montréal and promote its main players to economic and political decision-makers here and elsewhere.

## EDITORIAL POLICY AND QUALITY OF CONTENT

Editorial content is distinct from advertising content. The articles are signed by independent journalists. All advertising content is marked *Promotional Report* or *Sponsored Content*.

- Published by JBC Media, recognized for the quality of its content for 25 years
- Produced in close collaboration with Tourisme Montréal

**Important message:** Update as of June 18, 2024.  
 Please note that we may make adjustments to dates or other changes during the year. Consult the media kits on [jbcmedia.ca](http://jbcmedia.ca) to be sure you have the most recent version.

**DEADLINES**

PUBLICATION	2024
Reserving advertising space	July 12, 2024
Material to be produced	July 18, 2024
Print-ready material	August 9, 2024
Distribution	Fall 2024

**ADVERTISING RATES**  
 FOR BOTH SECTIONS (FRENCH AND ENGLISH)

Full page	\$5995
1/2 page	\$3500
Cover page	SOLD

**YOUR ADVERTISING SPACE**  
 INCLUDES 4 TARGETED PLACEMENTS

- A placement in the eco-friendly print version in French
- A placement in the eco-friendly print version in English
- A placement in the French digital version
- A placement in the English digital version

**PRODUCTION COSTS:** 10% surcharge if we write and produce your ad.

**TERMS OF PAYMENT:** Invoicing on publication. Gross rates\*. Taxes not included.

**Ads are revised free of charge by our language department.**

If necessary, we will inform you of any technical problems or language recommendations. It's our way of giving you more!

\*Advertising material sent to us by ad agencies must be print-ready.

**ADVERTISING FORMATS**

**FULL PAGE**

CUT	SAFETY	LOST MARGINS	
Width	Height	Width	Height
8.5 in	11 in	7 in	10 in
		8.75 in	11.25 in

**1/2 PAGE**

HORIZONTAL FORMAT	VERTICAL FORMAT		
Width	Height	Width	Height
7 in	4.625 in	3.5 in	9.65 in

**SOFTWARE**  
 InDesign, Photoshop or Illustrator (MAC)

**FILE FORMATS - HIGH RESOLUTION PDF**

Images must be in CMYK, at 300 dpi at 100%.

No RGB or PANTONE color

If you nevertheless send us a file in RGB or PANTONE mode, it will necessarily be transformed into CMYK. Conversion to CMYK may modify the colors compared to the rendering on screen.

**Make sure cut marks do not fall in lost margins.**

**FOR MORE INFORMATION,  
PLEASE CONTACT US.**

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