

*Également  
disponible en  
français*

**GREATER**  
**MONTREAL**  
**ECONOMIC POWERHOUSE**

2023 media kit

**PROMOTING THE ECONOMY  
OF GREATER MONTREAL**

**GREATER MONTREAL  
ECONOMY A STANDOUT  
IN NORTH AMERICA**



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



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

Good news!

***MONTRÉAL ECONOMIC POWERHOUSE IS NOW  
GREATER MONTRÉAL ECONOMIC POWERHOUSE,  
A MAGAZINE THAT RAISES THE PROFILE  
OF GREATER MONTRÉAL'S DYNAMIC ECONOMY!***



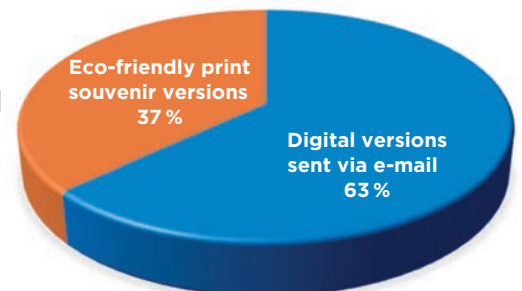


## HIGHLIGHTS

- ▶ DIGITAL AND PRINT VERSIONS
- ▶ PRINTER ON CERTIFIED RECYCLED PAPER CONTAINING 100% POST-CONSUMER FIBRE MADE WITH A CHLORINE-FREE PROCESS THAT USES BIOGAS ENERGY
- ▶ ANNUAL SOUVENIR EDITION FOR THE 13<sup>th</sup> CONSECUTIVE YEAR
- ▶ INFORMATIVE ARTICLES AND QUALITY JOURNALISM
- ▶ REACHES POLITICAL AND ECONOMIC DECISION-MAKERS ACROSS QUÉBEC PLUS MAJOR PLAYERS IN CANADA AND ABROAD
- ▶ DISTRIBUTED AT THE ANNUAL MIPIM EVENT IN CANNES, FRANCE

## TARGETED DISTRIBUTION

- ▶ 6500 subscribers who are industry professionals receive the eco-friendly print version in French.
- ▶ 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.
- ▶ 500 international investors with an interest in Greater Montréal will receive a hand-delivered eco-friendly print souvenir VIP version in English at MIPIM in Cannes in March 2024.



## NUMBER OF READERS: 43,900 + copies shared on social media

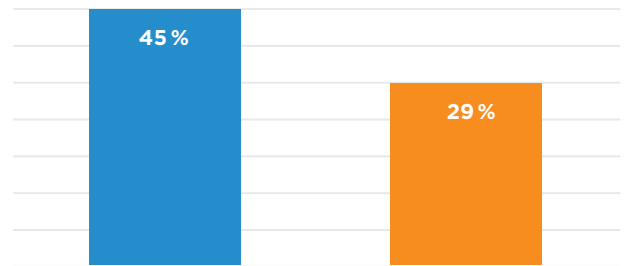
**Eco-friendly print versions:** 24,500 readers (3.5 readers per copy)

**Digital versions:** 19,400 + copies shared on social media

## CIRCULATION (penetration rate of digital magazines)

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

\*2022 edition 2022, Cyberimpact

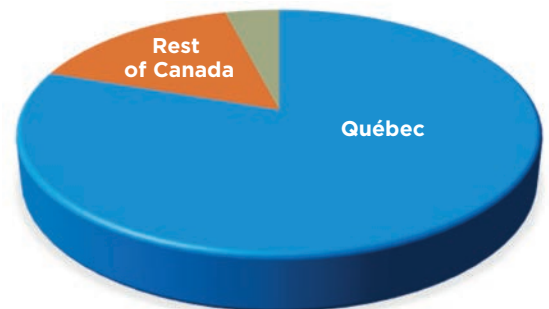


Montréal Economic Powerhouse    Magazines in general

## GEOGRAPHIC DISTRIBUTION

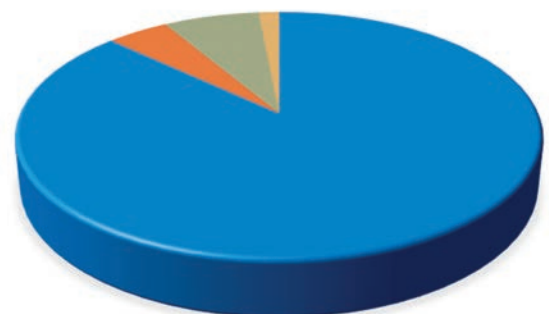
- Québec: 80,3 %
- Rest of Canada: 15,7 %
- International\*: 4 %

\*VIP copies hand-delivered to leading investors at the MIPIM event in Cannes. Copies shared on social media not counted in above figures.



## READERSHIP

- CEOs and corporate executives: 87 %
- Political decision-makers: 4,5 %
- Leading professionals and influencers: 7 %
- Libraries and educational institutions: 1,5 %



## **PUBLIC PROFILE**

- Articles and editorial content under the guidance and supervision of the well-known business journalist René Vézina
- Present at MIPIM in Cannes for 13 years, promoting the dynamic economy of Greater Montréal
- Published by JBC Média, renowned for the quality of its content over the past 25 years

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## **EDITORIAL POLICY AND QUALITY OF CONTENT**

Editorial content is independent of advertising content. Articles are written by independent journalists. All promotional content is labelled as either Promotional Feature or Sponsored Content.

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## **EDITORIAL FOCUS**

Promote the economic strengths of Greater Montréal.

**Important message:** *Update as of October 12, 2023.*  
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 FOR AVAILABLE ADVERTISING SPACE.**  
**SOME SPECIAL FEATURES ARE PRODUCED IN ADVANCE AND HAVE DIFFERENT DEADLINES.**

PUBLICATION	2023
Reserving ad/copy space	November 2, 2023
Material to be produced	November 6, 2023
Print-ready cop	November 8, 2023
Distribution	End of november

### ADVERTISING RATES

Full page ad	\$5,295
2/3 page	\$4,525
1/2 page big box ad	\$3,495
1/2 page ad	\$3,165
1/3 square page	\$2,495
1/3 page	\$1,995
1/4 page	\$1,475
Cover page 2	\$6,195
Cover page 3	\$5,855
Cover page 4	SOLD

### YOUR AD WILL APPEAR IN 4 TARGETED ISSUES

**The eco-friendly print version in French**

**The eco-friendly VIP print version in English**

**The French digital version**

**The English digital version**

**PRODUCTION COSTS:** 10% surcharge if we write and produce your ad. Free if you reserve your ad space before October 6, 2023.

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

**Note that we verify the technical specifications of all advertisements we receive.**

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

**SOFTWARE:** InDesign, Photoshop ou Illustrator (MAC)

**FILE FORMATS: PDF: PDF/X-1A or Presse**

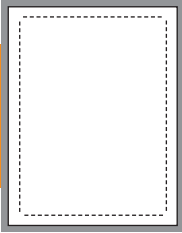
Images must be in CMYK at 300 ppp 100%.

Use ISO Coated v 300 % (ECI) print profile.

No RGB or PANTONE colours, no JPEGs.

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

FULL  
PAGE



CUT

Width Height

8,5 in X 11 in

SAFETY

Width Height

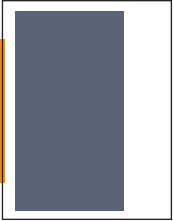
7 in X 10 in

LOST MARGINS

Width Height

8,75 in X 11,25 in

2/3  
PAGE

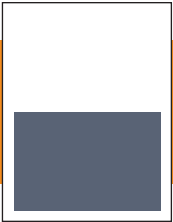


VERTICAL FORMAT

Width Height

5 in X 9,65 in


1/2  
PAGE



HORIZONTAL FORMAT

Width Height

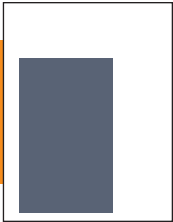
7 in X 4,625 in



VERTICAL FORMAT

Width Height

3,5 in X 9,65 in

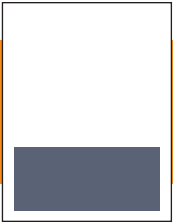


ISLAND FORMAT

Width Height

4,75 in X 7,5 in

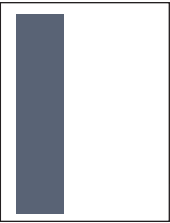
1/3  
PAGE



HORIZONTAL FORMAT

Width Height

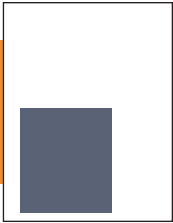
7 in X 3 in



VERTICAL FORMAT

Width Height

2,33 in X 9,65 in

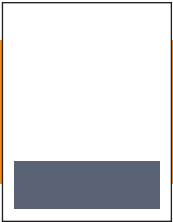


SQUARE FORMAT

Width Height

4,75 in X 4,625 in

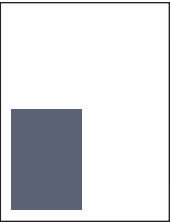
1/4  
PAGE



HORIZONTAL FORMAT

Width Height

7 in X 2,25 in

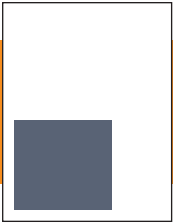


VERTICAL FORMAT

Width Height

3,375 in X 4,625 in

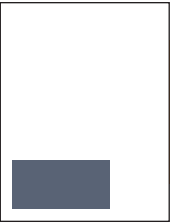
NOTICE



FORMAT A  
MAX. 150 words

Width Height

4,90 in X 4,50 in



FORMAT B  
MAX. 60 words

Width Height

4,90 in X 2,45 in

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

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