

LE QUÉBEC ÉCONOMIQUE

2022 media kit



POLITICAL AND ECONOMIC
DECISION-MAKERS
**WELCOME TO THE
POST-PANDEMIC ERA**

**THE MAGAZINE FOR ECONOMIC AND POLITICAL
DECISION-MAKERS IN QUÉBEC**



jbcmedia.ca

THE MUNICIPAL AFFAIRS MAGAZINE
FOCUSED ON DYNAMIC CITIES ACROSS QUÉBEC





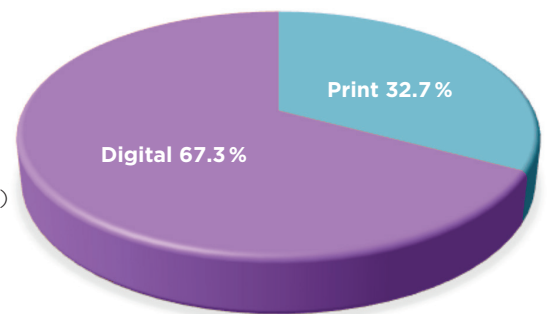
HIGHLIGHTS

- ▶ DIGITAL AND PRINT VERSIONS
- ▶ PRINTED ON CERTIFIED RECYCLED PAPER CONTAINING 100% POST-CONSUMER FIBRE MADE WITH A CHLORINE-FREE PROCESS THAT USES BIOGAS ENERGY
- ▶ ANNUAL SOUVENIR EDITION FOR THE 13th CONSECUTIVE YEAR
- ▶ INFORMATIVE ARTICLES AND QUALITY JOURNALISM
- ▶ COVERS ALL OF QUÉBEC
- ▶ REACHES POLITICAL AND ECONOMIC DECISION-MAKERS ACROSS QUÉBEC

DISTRIBUTION*

- Print version: 7500 copies sent by regular mail
 - Digital version: 15,430 targeted e-mailings
(JBC Média network: 7830 subscribers + UMQ network of 7600 subscribers)
- Total: 22,930

* 2021 edition



NUMBER OF READERS (print copy)

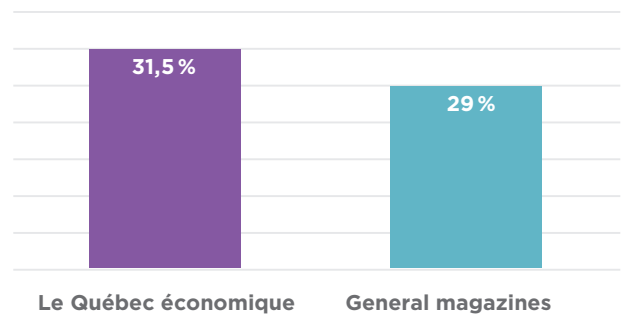
Big advertising agencies usually reach 3.5 readers per copy: 26,250 readers.



CIRCULATION (Penetration rate of digital magazines)

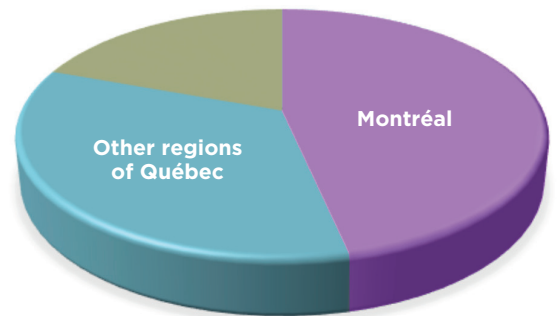
- *Le Québec économique* (digital version)*
- Magazine readership in Canada, Vividata autumn 2021, Adults 18+

* 2021 edition, Cyberimpact + JBC Média share: 32.5% + UMQ network: 30% = Overall penetration rate: 31.35%



GEOGRAPHIC DISTRIBUTION

- Greater Montréal region: 46.6%
- Greater Québec City / Lévis region: 19.4%
- Other regions of Québec: 34%



READERSHIP

- CEOs and corporate executives: 60.85%
- Elected officials (municipal, federal and provincial): 26.7%
- Senior municipal officials and professionals: 6.83%
- Influencers (business leaders and senior managers of associations, civil servants, directors of professional associations, corporate board members): 3.12%
- Teachers, students, librarians: 2.5%





PUBLIC PROFILE

- Partner with the Union des municipalités du Québec (UMQ) since 2011
- Magazine handed out at UMQ annual general meetings since 2011
- Journalistic content under the guidance of the well-known economic journalist René Vézina

EDITORIAL POLICY AND QUALITY OF CONTENT

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

EDITORIAL DIRECTION FOR 2022

The labour shortage lies at the heart of problems to be solved all across Québec, and the sooner it improves the better! In certain regions the lack of housing further complicates matters, as demand for long-awaited new workers must be met. It is not only regional economic vitality that is at stake, but the vitality of Québec as a whole. Intelligent solutions are proposed in this issue by contributors like Charles Milliard, president of the Fédération des chambres de commerce du Québec (FCCQ), Karl Blackburn, president of the Québec Employers Council, and Daniel Côté, president of the Union des municipalités du Québec and mayor of Gaspé. There is, however, also good news, such as the new economic development hubs sprinkled throughout the regions. The economy is no longer dominated by Québec City and Montréal, especially since remote working has opened up a great opportunity for the return of highly qualified personnel across the province.

N.B. As of February 9, 2022. Please note that during the course of the year we may make adjustments to dates or other elements. Consult our Media Kits on jbcmedia.ca for the most recent version available.

DEADLINES

| PUBLICATION | 2022 |
|-------------------------|----------------|
| Volume - number | 12 - 2 |
| Space reservation | April 7, 2022 |
| Material to be produced | April 12, 2022 |
| Material ready to print | April 14, 2022 |
| Distribution | May 2022 |

ADVERTISING RATES

| PARUTION | 1x |
|---|-------------|
| Full page | \$4,500 |
| 2/3 page | \$3,900 |
| 1/2 page island | \$3,000 |
| 1/2 page | \$2,680 |
| 1/3 page square | \$2,080 |
| 1/3 page | \$1,680 |
| 1/4 page | \$1,480 |
| C-2 | SOLD |
| C-3 | \$5,000 |
| C-4 | SOLD |
| SPONSORED CONTENT: FULL PAGE OR DOUBLE PAGE FORMATS ONLY + \$500 per page if we do the writing. | |

PRODUCTION COSTS: 10% if we produce copy for your ad. Surcharge does not apply to appointment notices.

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

Please note that we verify the technical specifications of all ads we receive.

Ads are also reviewed by our language department free of charge.

If necessary, we will inform you of any technical problems or language recommendations.

It's our way of giving you more!

*Material from commissioning 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



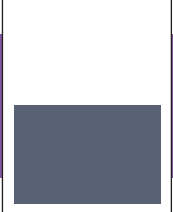


| CUT | SAFETY | LOST MARGINS |
|----------------|--------------|--------------------|
| Width | Width | Width |
| Height | Height | Height |
| 8,5 in X 11 in | 7 in X 10 in | 8,75 in X 11,25 in |

2/3 PAGE

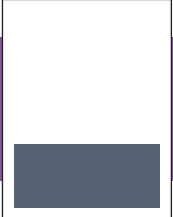




VERTICAL FORMAT
Width Height
5 in X 9,65 in

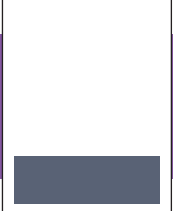
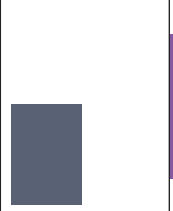
1/2 PAGE

| | | |
|--|---|---|
|  <p>HORIZONTAL FORMAT Width Height 7 in X 4,625 in</p> |  <p>VERTICAL FORMAT Width Height 3,5 in X 9,65 in</p> |  <p>ISLAND FORMAT Width Height 4,75 in X 7,5 in</p> |
|--|---|---|

1/3 PAGE

| | | |
|--|--|---|
|  <p>HORIZONTAL FORMAT Width Height 7 in X 3 in</p> |  <p>VERTICAL FORMAT Width Height 2,33 in X 9,65 in</p> |  <p>SQUARE FORMAT Width Height 4,75 in X 4,625 in</p> |
|--|--|---|

1/4 PAGE

| | |
|---|--|
|  <p>HORIZONTAL FORMAT Width Height 7 in X 2,25 in</p> |  <p>VERTICAL FORMAT Width Height 3,375 in X 4,625 in</p> |
|---|--|

**PLEASE CONTACT US
FOR MORE INFORMATION.**

70, rue De La Barre, bureau 120
Longueuil (Québec) J4K 5J3

MONTRÉAL 450 670-7770

QUÉBEC 418 317-0669

TOLL-FREE 1 866 446-3185

info@jbcmedia.ca

jbcmedia.ca

SALES

Claire Boisvert
Senior Advertising Consultant
claire.boisvert@jbcmedia.ca
Ext. 229

Camille Fréchette
Advertising Assistant
camille.frechette@jbcmedia.ca
Ext. 227

**CLIENT SERVICES AND
ADMINISTRATION**

Edith Lajoie
Managing Director
edith.lajoie@jbcmedia.ca
Ext. 224

SUBSCRIPTIONS

Fatima Reynel
Subscriptions Manager
abonnement@jbcmedia.ca
Ext. 230

EDITOR & PUBLISHER

Jacques Boisvert
jacques.boisvert@jbcmedia.ca
Ext. 222