

# MONTREAL

## ECONOMIC POWERHOUSE

VILLES D'AVENIR COLLECTION

2021

2021 MEDIA KIT

MONTREAL'S  
POST-COVID  
RELAUNCH



JBC MÉDIA

PP 41614528





# MONTREAL

**ECONOMIC POWERHOUSE**

2021 media kit

**Montréal économique  
(Montréal Economic Powerhouse)**

**it is...**

The Montréal économique magazine (Montréal Economic Powerhouse) has been offered annually for over 10 years to carefully selected readers, among economic and political decision-makers in Québec and in an even more targeted manner, in the rest of Canada and abroad.

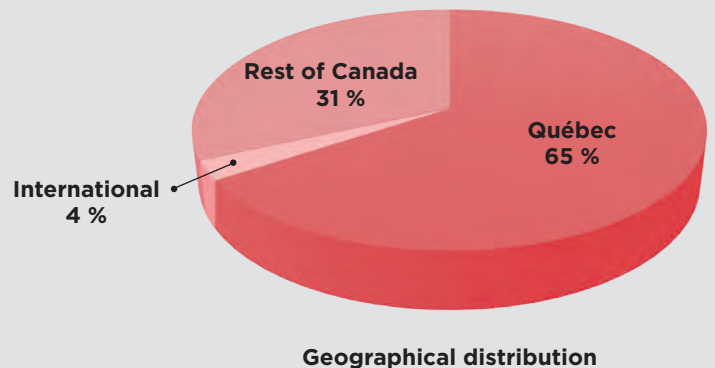
The mission of Montréal Economic Powerhouse magazine is to assert the main strengths of Montréal, from an economic, cultural and social point of view.

With a view to sustainable development, we aim to reduce the number of paper copies by 50% within the next three years. However, in order to maintain the magazine's reach, one hard copy will be replaced by the addition of four digital copies, sent by email, in a very targeted manner, in compliance with Bill C-28.

# INFLUENTIAL READERS HANDPICKED, AMONG THE COUNTRY'S ECONOMIC AND POLICY MAKERS

- 12,000 copies distributed to handpicked readers
- 42,000 readers\* including
  - 28,000 French speakers
  - 14,000 English speakers

\* Advertising agencies usually grant a minimum of 3.5 readers per copy for this type of publication, which circulates in offices and waiting rooms.



## DETAILED BREAKDOWN OF BROADCASTING IN 2021

**Presidents and senior executives of companies:** 4,590 copies **(38.25%)**

**Private sector managers:** 1,830 copies **(15.25%)**

**Public sector managers:** 429 copies **(3.57%)**

**Elected to the National Assembly:** 125 copies **(1.04%)**

**Municipal elected officials:** 135 copies **(1.12%)**

**Federal elected representatives:** 378 copies **(3.15%)**

**Managers and senior staff of associations:** 543 copies **(4.52%)**

**Consultants / professionals:** 574 copies **(4.78%)**

**Partner copies:** 625 copies **(5.20%)**

**Event copies:** 500 copies **(4.16%)**

**Promo copies:** 200 copies **(1.66%)**

**Developers, commercial real estate investors:** 546 copies **(4.55%)**

**Chambers of commerce:** 1 525 copies **(12.70%)**



Digital version emailed to over 8,000 subscribers  
Targeted distribution by partners

## ADVERTISING RATES

FOR THE TWO SECTIONS (FRENCH AND ENGLISH)

Full page X2	\$5,980
2/3 page X2	\$4,980
1/2 page island X2	\$4,380
1/2 page X2	\$3,980
1/3 page square X2	\$3,280
1/3 page X2	\$2,880
1/4 page X2	\$2,280
COVER 2	<b>SOLD</b>
PAGE 3	<b>SOLD</b>

**PRODUCTION FEES:**

15 % extra if we produce your ad.

**PAYMENT TERMS:**

Billing on publication.  
Gross rates. Taxes extra.

## DEADLINES

2021 EDITION

The publication is produced one theme at a time. Each section has its own deadlines. To find out the deadline for the section for which you are asked, please refer to the email accompanying the media kit.

**Distribution : May 2021**

## TECHNICAL SPECIFICATIONS

### FORMATS

		Width		Height
Full page	Cut:	8.5 in	x	11 in
	Security:	7 in	x	10 in
	Bleed:	8.75 in	x	11.25 in
2/3 page (vertical format)		5 in	x	9.65 in
1/2 page ilot (vertical format)		4.75 in	x	7.5 in
1/2 page (horizontal format)		7 in	x	4.625 in
1/2 page (vertical format)		3.5 in	x	9.65 in
1/3 page (square format)		4.75 in	x	4.625 in
1/3 page (horizontal format)		7 in	x	3 in
1/3 page (vertical format)		2.33 in	x	9.65 in
1/4 page (horizontal format)		7 in	x	2.25 in
1/4 page (vertical format)		3.375 in	x	4.625 in

> SOFTWARE:  
InDesign, Photoshop or Illustrator (MAC)

> FILE TYPE:  
**PDF: PDF/X-1A oR Press**  
Images must be in CMYK, at 300 dpi at 100%.  
Use the ISO Coated v 300% (ECI) print profile.  
No RGB or PANTONE color, no JPEG.

**Make sure the cut marks are not within the bleed.**

The publisher reserves the right to refuse the insertion of any advertisement, without providing reasons.

Please note that we check the technical specifications of all the advertising we receive. These are also revised free of charge by our language service. If applicable, we will notify you of any technical issues or linguistic recommendations. This is our way of giving you more!

# **MONTREAL**

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