

MONTREAL

ECONOMIC POWERHOUSE

2022 media kit

**ACTING FOR A REVITALIZED DOWNTOWN CORE
SUSTAINABLE URBAN DEVELOPMENT
POWER OF ATTRACTION OF CMM CITIES**



STÉPHAN POULIN

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



jbcmedia.ca

**ANNUAL SOUVENIR EDITION FOCUSED ON
THE ECONOMIC, CULTURAL AND SOCIAL STRENGTHS
OF GREATER MONTRÉAL**



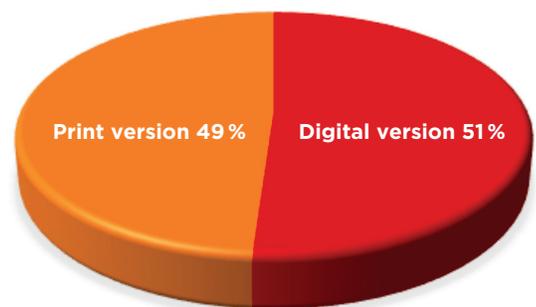


HIGHLIGHTS

- ▶ 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 12th CONSECUTIVE YEAR
- ▶ INFORMATIVE ARTICLES AND QUALITY JOURNALISM
- ▶ REACHES ECONOMIC AND POLITICAL DECISION-MAKERS IN QUÉBEC, AND MAJOR INDUSTRY PLAYERS ACROSS CANADA AND ABROAD
- ▶ MEDIA PARTNER WITH MIPIM AT THE ANNUAL EVENT IN CANNES

TARGETED DISTRIBUTION

- Print version: 7500 copies (6500 sent by mail + 1000 hand-delivered during special events)
- Digital version: 7830 targeted e-mailings + shared on social media



NUMBER OF READERS (print copies)

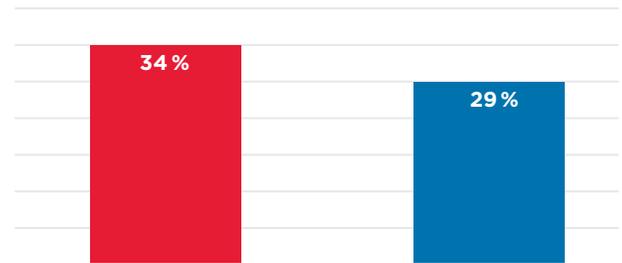
Big advertising agencies usually reach 3.5 readers per copy: 26,250 readers (17,050 Francophones and 9,200 Anglophones)

CIRCULATION (penetration rate of digital magazines)

■ *Montréal Economic Powerhouse** digital version

■ Magazine readership in Canada, Vividata autumn 2021, Adults 18+

*2021 edition, Cyberimpact



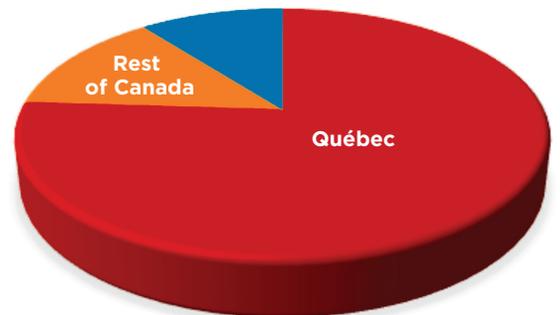
Montréal Economic Powerhouse Magazines in general

GEOGRAPHIC DISTRIBUTION

■ Québec: 76 %

■ Rest of Canada: 13,5 %

■ Internationally: 10,5 %



READERSHIP (breakdown for 2022)

- CEOs and corporate executives: 4386 copies
- Municipal, federal and National Assembly officials: 638 copies
- Influencers (business leaders and senior managers, senior civil servants, corporate board members): 375 copies
- Commercial real estate promoters, developers, investors, visitors at MIPIM event: 1766 copies
- Teachers, students, libraries: 185 copies
- Promotional handouts: 150 copies



2022 media kit

PUBLIC PROFILE

- Journalistic content supervised by the well-known economic journalist René Vézina
 - Presence at MIPIM in Cannes (12 years to date), promoting Montréal among a crowd of major international investors
 - Published by JBC Média, renowned for its quality real estate magazines since 1998.
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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.

EDITORIAL DIRECTION FOR 2022 IN BRIEF

Responsible real estate development, social values, GHG reduction, attracting labor and businesses, the strength and complementarity of the grouped cities of Greater Montréal are themes that will be addressed this year.

Important message: Updated September 1, 2022.

Please note that we may make adjustments to dates or other changes during the course of the year. Check the media kits on jbcmedia.ca to make sure you have the most recent version.

DATES ACCORDING TO AVAILABILITY OF SPACES

PUBLICATION	2022
Volume - Issue	12 - 2
Reserving ad space	October 27, 2022
Material to be produced	October 31, 2022
Material ready to print	November 2, 2022
Distribution	November 2022

ADVERTISING RATES

FOR BOTH SECTIONS (FRENCH & ENGLISH)

Full page X2	\$4,500
2/3 page X2	\$3,900
1/2 page island X2	\$3,000
1/2 page X2	\$2,680
1/3 page square X2	\$2,080
1/3 page X2	\$1,480
1/4 page X2	\$1,480
COVER 2 X2	SOLD

PROMOTIONAL REPORTS

Ask us about our attractive packages of promotional reports, which can consist of several pages.

The magazine is produced one section at a time. To find out the deadline for the section that you are interested, please contact your advertising consultant.

The magazine includes a section in English. Upon request, the French space includes a second ad in the same format in English, at no extra cost.

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

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

Note that we verify the technical specifications of all ads received.

These are also reviewed by our language department at no charge. 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		ISLAND FORMAT Width Height 4,75 in X 7,5 in
1/3 PAGE		HORIZONTAL FORMAT Width Height 7 in X 3 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		
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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