



LE MONDE DE
DANIEL LAMARRE
SUR LA PISTE D'UN PATRON
GLOBE-TROTTER

LA PRESSE AFFAIRES MAGAZINE

LA PRESSE 2011 DES GENS, DES STRATÉGIES, DE L'INNOVATION

PLANÈTE BRÉSIL



**STONYFIELD
FARM**

Un géant rentable et écolo

VINS

Impressionner sans se ruiner

LEADERSHIP

Des idées venues de l'Antarctique

LA PRESSE DES GENS, DES STRATÉGIES, DE L'INNOVATION



La Presse Affaires journalists and contributors will be busy working on the magazine's exclusive content. Each issue will contain a feature article on a key business figure, one or two special reports and an in-depth look at a local company's structure. Various columns aimed at business people will also be included:

NOTRE ÉQUIPE



MAXIME BERGERON
Journaliste



PHILIPPE MERCURE
Journaliste



MARTIN VALLIÈRES
Journaliste
Analyse boursière



VINCENT BROUSSEAU-POULIOT
Journaliste



CLAUDE PICHER
Journaliste
Chroniqueur



MARTIN CHAMBERLAND
Photographe



SOPHIE COUSINEAU
Journaliste
Chroniqueur



MARC TISON
Journaliste
Marketing



FRANÇOIS ROY
Photographe



STÉPHANIE GRAMMOND
Journaliste
Finances personnelles



MARIE TISON
Journaliste



IVANOH DEMERS
Photographe

Rising stars in Montreal's web scene

Tailor-made stylist

Devinci and Bixi bikes; from Saguenay to the world

Travel: Norway

Mario Côté, Quebec's hog market mogul

Stock investor profile

Personal finances

Column and analysis

Trendy venues

Cocktail

Technology

Cars



La Presse Affaires magazine, to reach the Quebec Province business community.

A magazine aimed at managers and professionals, decision-makers and investors who are always on the look-out for the latest developments. Innovations, challenges, success stories, networking: *La Presse Affaires magazine* is packed with relevant content and hot topics for the business community.

Inserted in the Monday edition of *La Presse*, *La Presse Affaires magazine* reaches on average a quality audience of 384,000 readers. With four publications per year, *La Presse Affaires magazine* is THE new standard in the business world.

La Presse Affaires magazine, to reach business people...

- 89,200 are managers and professionals
- 205,400 hold a university degree
- 134,400 have travelled on business in the past year

La Presse Affaires magazine, to reach decision-makers

- 102,100 are personally involved in their company's business decisions (purchase or lease agreements)
- The average value of the agreements signed by these decision-makers in the past 12 months: \$118,829 or 111% more than the Montreal average.

Source: NADbank 2009, Montreal CMA, 18 +, *La Presse* weekly readership

La Presse Affaires magazine, to reach the Greater Montreal business community.

- 299,900 are homeowners
- 157,900 have a household income of more than \$100,000
- More than 100,000 have a household income of \$125,000 +
- 120,700 have an investment portfolio of over \$50,000
- 139,500 have sought financial/financial planning advice in the past year

Source: NADbank 2009, Montreal CMA, 18 +, *La Presse* weekly readership



Publication

Reservation

Material

Monday, March 14, 2011

Wednesday, February 16, 2011

Wednesday, February 23, 2011

Monday, May 30, 2011

Wednesday, May 4, 2011

Wednesday, May 11, 2011

Monday, September 26, 2011

Wednesday, August 31, 2011

Wednesday, September 7, 2011

Monday, November 28, 2011

Wednesday, November 2, 2011

Wednesday, November 9, 2011

National

Technical specifications

Finished size:
8 in. x 10 3/4 in.

Bleed: 1/8 in.

Safety margin
(text only): 1/4 in.
of finished size

Image resolution:
300 dpi

Pixel image
(Bitmap/Line art):
2,400 dpi

Dot gain: 24%

Total inking:
300 maximum

2011 advertising sizes and rates

	1 st publication	2 nd publication	3 rd publication	4 th publication
Page	\$13,500	\$12,000	\$11,000	\$10,500
Spread	\$22,000	\$20,000	\$18,000	\$17,500
1/2 spread	\$15,000	\$13,500	\$12,000	\$11,500
1/2 page	\$7,500	\$6,500	\$6,000	\$5,500
1/3 page	\$6,000	\$5,000	\$4,500	\$4,000
Front spread*	\$25,000	\$23,000	\$20,000	\$19,500
Inside back cover*	\$16,000	\$14,500	\$13,000	\$12,500
Back cover*	\$18,000	\$16,500	\$15,000	\$14,500

*On a first-come first-served basis

