



xy

ADVERTISING RATE CARD_NATIONAL

2011

LA PRESSE

ACTIVE, URBAN AND BROAD-MINDED READERS WHO HAVE THE MEANS TO ACHIEVE THEIR GOALS

MAGAZINE SECTIONS

FASHION The «Mode» section offers photo reports that are a reflection of its readers and the fashion currents they plunge into. Style suggestions are inspired by current trends and exploit the typical reader's role as influence leader for your brand.

BEAUTY/HEALTH A reflection of men's growing interest in care and grooming products, the «Beauté» section rounds up and reviews the best services and product lines available on the market.

SUCCESS In each issue, the magazine runs a profile of a local artist, businessman or entrepreneur who has distinguished himself in his field of endeavour.

BUSINESS DESTINATIONS The «Destination Affaires» section takes the reader on an armchair tour of a business destination such as Toronto, New York City or Chicago to discover the best spots in town.

FOOD To satisfy our readers' keen and adventurous palate, each issue's «Gastronomie» section provides them with a recipe worthy of a great chef, complete with photo-enhanced cooking tips.

TECHNOLOGIE La Presse readers being curious by nature and in the vanguard of technological trends, this playful column features sophisticated devices for work, home and leisure use.

OUTDOOR LIVING For readers with a spirit of adventure and for whom health and wellness are essential, we suggest stepping out for some fresh air. Featuring articles on topics ranging from jogging to hunting and fishing, the «Oxygène» section has something for just about everyone.

WORD OF MOUTH Operating much like word-of-mouth or recommendations between friends, the «Entre nous» section lists noteworthy bars, restaurants, hotels, outdoor terraces and other must-visit Montreal establishments

VIBRATIONS Extreme sports, outdoor recreational activities, and powerful vehicles: a combination sure to appeal to XY readers' rough-and-rugged side. Each issue will shed light on a power sport such as motorcycling, trail and ATVing, in order to stimulate readers' adventuresome streak.

DECOR This section of XY magazine brings readers the hottest decorating ideas around. Stylish accessories, decor and furnishings are selected to please all types of masculine tastes.



FOR MEN ONLY

XY

Everyone's been talking about XY since its first publication in 2007. With its sophisticated look, one-of-a-kind format and high-quality content, XY stands out and is aimed at an equally refined audience. It comes as no surprise that this magazine is part of the prestigious La Presse family. Delivered directly to the homes of the daily newspaper's subscribers, XY has the same audience as La Presse. Its readers are well educated and career-minded and they have the means to pursue their ambitions. Even though XY is exclusively dedicated to male readers, women also enjoy this inspiring and informative magazine.

XY TARGETS AUDIENCES PERTINENT TO YOUR INDUSTRY

TARGET: MEN AGED 25-54

	profile	average	index
Executives and professionals	45%	28%	160
University graduates	75%	35%	210
Family income of \$75,000+	72%	46%	156
Family income of \$100,000+	57%	27%	209
Family income of \$125,000+	44%	15%	284

ACTIVE PEOPLE WHO LOOK AFTER THEIR HEALTH

Play golf	37%	30%	124
Practice downhill skiing	44%	28%	157
Play squash or racquetball	20%	15%	138
Work out at a gym	46%	20%	229

PEOPLE WHO CARE ABOUT THEIR APPEARANCE

Purchased fragrance (in past year)	58%	340%	154
Purchased men's suits (in past year)	33%	14%	241
Average amount spent on men's clothing (in past year)	\$1,040	\$791	+20%

XY readers are 129% more likely than the average person to work out at a gym.

TRAVEL FOR BUSINESS AND PLEASURE

Travelled by plane (in past 3 years)	69%	52%	132
Travelled to Europe (in past 3 years)	22%	17%	127
Made a business trip (in past year)	46%	31%	147

EPICURES

Drank wine (in past month)	87%	75%	117
Ate in a fine restaurant (in past month)	66%	6%	108
Ate 4 or more times in a fine restaurant (in past month)	17%	6%	285

MOTOR VEHICLE ENTHUSIASTS

Own 3 or more vehicles	8%	5%	175
Purchased or leased a NEW vehicle	66%	54%	122
Own a LUXURY vehicle	17%	6%	274

XY readers are 47% more likely than the average person to have travelled to Europe in the past three years.

Source: NADbank 2009, Francophone Montreal 18+. Profile of weekday **La Presse** readers, MEN aged 25-54

PUBLICATIONS

APRIL

Publication date: Wednesday, April 6, 2011

Space reservation: Thursday, March 3, 2011

Camera-ready material: Tuesday, March 22, 2011

JUNE

Publication date: Wednesday, June 8, 2011

Space reservation: Thursday, May 5, 2011

Camera-ready material: Tuesday, May 24, 2011

SEPTEMBER

Publication date: Wednesday, Sept. 21, 2011

Space reservation: Thursday, August 18, 2011

Camera-ready material: Tuesday, Sept. 6, 2011

DECEMBER

Publication date: Wednesday, Dec. 7, 2011

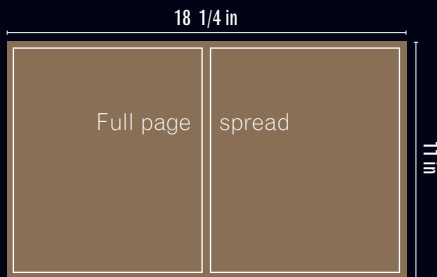
Space reservation: Thursday, Nov. 3, 2011

Camera-ready material: Tuesday, Nov. 23, 2011

NATIONAL RATES

• 1 page:	\$6,860
• 1/2 page:	\$4,000
• 1/3 page:	\$3,325
• Full page spread:	\$13,000
• 1/2 page horizontal spread:	\$7,900
• 1/3 page horizontal spread:	\$6,660
• Back cover:	\$9,260
• Inside front cover:	\$8,950
• Inside back cover:	\$8,640
• 2 pages:	\$13,000

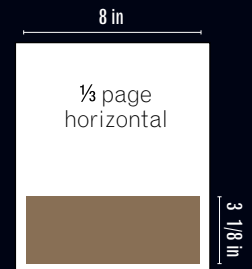
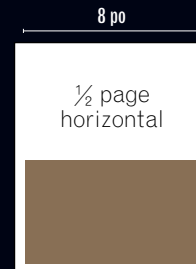
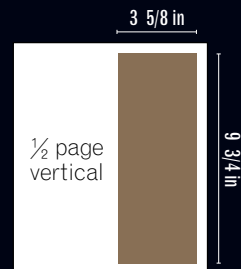
ADVERTISING SIZES



Attention: a safety margin representing 1/4 inch of the finished size must be left



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TECHNICAL SPECIFICATIONS

IMAGE RESOLUTION: 300 dpi

TOTAL INKING: 300

PIXEL IMAGE (Bitmap/Line art): 2400 dpi

SAFETY MARGIN (text only): 1/4 in of finished size

FINISHED SIZE: 9 po X 10 3/4 po

BLEED: 1/8 in

DOT GAIN: 24%

