



ELLE

QUÉBEC

MEDIA
KIT
2012

*The world's leading authority
on fashion and beauty*

*ELLE is the world's top-selling fashion magazine. Thanks to its unique positioning as a global brand with a local focus, ELLE appeals to the curious, sophisticated, influential and free-spirited young woman. **The world of ELLE is...***

43 *editions*

6.6 *million copies sold*

21 *million readers*

ELLE QUÉBEC was born in 1989, the same year as Elle NETHERLANDS and Elle JAPAN, and two years before Elle TAIWAN, which launched in 1991.

Readership PROFILE

**N° 1 IN
CANADA**
*for fashion
and beauty*

*The only fashion and
beauty magazine that
reaches the French
and English markets.*

Year of Launch 1989
Frequency 12
Cover price \$4.59
*Total circulation 79,087 **
(paid and verified copies)
Total readership 783,000
(Canada total)
Readers per copy 9.1

	POPULATION %	ELLE QUÉBEC composition	reach (000)
sex			
men	49%	19%	118
women	51%	81%	500
age			
18 – 24 Y.O.	10%	21%	132
25 – 34 Y.O.	15%	15%	94
35 – 49 Y.O.	25%	28%	174
50+ Y.O.	42%	25%	154
Average age	45 y.o.	38 y.o.	
education			
University +	19%	26%	162
occupation			
Employed	56%	61%	380
household income			
\$75,000+	35%	38%	236
\$100,000+	20%	23%	143
Average HHI	\$67,444		\$71,647
residence			
Urban (100,000+)	64%	78%	481
marital status			
Single	44%	52%	324
Married/Living together	56%	47%	293

SOURCE: PMB Fall 2011, Québec French – All 12 +
* ABC for the six-month period ending June 30, 2011

In every ISSUE

fashion

The top trends, the hottest designers, new collections from home and abroad, plus shopping ideas from the practical to the glamorous.

beauty

Coverage of all the latest topics and trends in products, treatments, makeup and hair, as well as themed features (perfume, cellulite, hydration, anti-aging, the Beauty Grand Prix and much more).

health and wellness

Nutrition, physical fitness, mental health, personal balance, well-being... all the ways to maintain a healthy mind and body.

arts and entertainment

The top picks in books, movies, music, theatre, visual arts and the most hyped cultural events from all over the world. Trendy bars, jet set soirées and other happenings. International stars and homegrown talent.

women

In-depth features on women who are making their mark, and who make us think, laugh and dream. Interviews, profiles and inspiring encounters that show how today's women are evolving, both here and abroad.

society

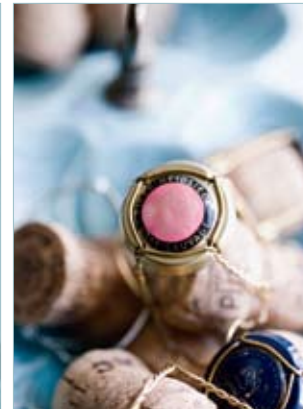
Environment, sexuality, psychology, careers, family, relationships... every aspect of women's lives is addressed in lively features. Once a year, a Men's Special is devoted to our male readers, who make up 20% of overall readership.

travel and lifestyle

Top destinations, the hottest big-city spots, weekend getaways, home decorating trends, smart shopping, gift boutiques, hip bars and cutting-edge restaurants.

*ELLE is totally
on trend!*

ELLE QUÉBEC is renowned for the exceptional quality of both its reporting and its visuals, making it the trendiest and sexiest magazine around. Its engaging mix appeals to fashionistas and beauty buffs alike, while captivating readers who appreciate rich, intelligent content as well as those with a taste for the avant-garde. Fashion, beauty, culture, psychology, food, outings, home decor, travel... ELLE has it all!





ELLE
QUÉBEC

Editorial CONTENTS

2012 CALENDAR

january

Top 2011 Personalities and
their Hopes for the New Year

february

2011 Women of the Year Special
International Spring-Summer
2012-2013 Fashion Trends
Beauty on a Budget

march

The Season's Fashion Looks
Spring-Summer 2012 Hair
and Makeup Trends

april

Anti-aging Skin Care and
Beauty Tips

may

The ELLE QUÉBEC Beauty
Grand Prix

june

The "Naturally Beautiful" Special (TBC)
Elle à table (Special Supplement)

july

Swimsuit Special

august

International Fall-Winter 2012-2013
Fashion Trends
Hair and Make-up Trends

september

The Season's Fashion Looks
Haircut Special

october

What's new for Fall?
(fashion, beauty, home decor,
things to do, etc.)

november

Men's Special Issue

december

Gift guide
Holiday Looks
(fashion, makeup, hair)

the world's leading authority on fashion and beauty

ELLE QUÉBEC *online...* *the fashion world at your fingertips*

ellequebec.com is the go-to online destination for fashionistas

The site generates over 171,000 unique visitors and over 1.3 million page views per month.* It's a place for learning, exchanging and sharing with a stylish, like-minded community:

- *Over 6,366 fans of the Facebook page*
- *Over 2,199 followers on Twitter (in less than a month)*

* **SOURCE:** comScore Media Metrix, Canadian Data, ellequebec.com, 2010



CONTENT THAT
CONNECTS!

- Editors' blogs
- Fashion
- Beauty
- Celebrities
- Shopping
- Relationships
- Talk
- Horoscopes
- Exclusive contests



the world's leading authority on fashion and beauty

ELLE QUÉBEC *mobile* for *iphone* and *Blackberry*



PERSONAL MASS MEDIA

Always carried, always on

Always present at point of purchas

Unique visitors per month

3,500

Number of page views per month

150,000

Discover our new mobile site!

ADVERTISING OPPORTUNITIES

Banners

Pre-roll video

Customized applications



2012 closing schedule

	<i>space reservation*</i>	<i>electronic material</i>	<i>on sale</i>
JANUARY	November 10	November 16	December 16
FEBRUARY	December 8	December 14	January 13
MARCH	January 12	January 18	February 17
APRIL	February 9	February 15	March 16
MAY	March 8	March 14	April 13
JUNE	April 12	April 18	May 18
JULY	May 10	May 16	June 15
AUGUST	June 7	June 13	July 13
SEPTEMBER	July 3	July 9	August 10
OCTOBER	August 2	August 8	September 7
NOVEMBER	September 6	September 12	October 12
DECEMBER	October 4	October 10	November 9

* **FRACTIONAL UNITS** Fractional units must be reserved one week before ad closing deadline.

2012 rates

NATIONAL RATE CARD 2012
Effective January 2012 issue

<i>frequency</i>	<i>1-4x</i>	<i>5-8x</i>	<i>9-12x</i>
COLORS			
1 page	\$10,805	\$10,480	\$9,850
1/2 page	7,290	7,070	6,650
Double 1/2 page	14,575	14,140	13,290
2/3 page	9,350	9,070	8,530
1/3 page	5,940	5,760	5,415
Double page	21,600	20,950	19,690
COVERS			
Inside front cover spread	25,915	25,140	23,630
Inside back cover spread	23,230	22,530	21,180
Inside back cover	12,420	12,050	11,325
Outside back cover	14,575	14,140	13,290

ALL RATES IN GROSS DOLLARS



Mechanical requirements

advertising unit	live area	trim size	bleed size
Full page	7.375 x 10.25 po	7.875 x 10.75 po	8.125 x 11 po
Double page spread	15.25 x 10.25	15.75 x 10.75	16 x 11
1/2 horizontal	7.375 x 4.875	7.875 x 5.375	8.125 x 5.625
1/2 vertical	3.375 x 10.25	3.875 x 10.75	4.125 x 11
1/3 vertical	2.25 x 10.25	2.75 x 10.75	3 x 11
2/3 vertical	4.375 x 10.25	4.875 x 10.75	5.125 x 11

METHOD OF PRODUCTION

- **ELLE Québec** is printed by high-speed web offset at a resolution of 300 ppi/150 lpi, and perfect bound.
- Folding and trimming are subject to variation.
- Please adhere to the live area specifications as stated above.
- Text type should be a minimum of 8 point. Reverse type less than 12 point is not suitable for reproduction. **ELLE Québec** is not responsible for reproduction of type sizes smaller than those mentioned for thin, serif type.
- All material must adhere to MACS standards.
- UCR (295% max.) and Black (95% max.)
- All ads with bleed must have 1/8" bleed on all four sides. Crop/registration marks should also have an offset of 1/4" (18 pts) beyond trim.
- All double page spread ads will be moved out on both sides by 1/8" from the spine due to grind-off.

USING THE FREE ADDIRECT AD PORTAL

All ads must be delivered via Magazines Canada's AdDirect™ ad portal

- 1) **Log into Magazines Canada's AdDirect™ Ad Portal** (<https://addirect.sendmyad.com>). **NOTE:** A user account will have to be set up upon the first visit.
- 2) **Select the publisher/magazine you are advertising with.**
Complete the relevant ad info, then click Upload.
- 3) **Follow the onscreen preflight process.**
- 4) **Approve your ad.**



AD PORTAL TECH SUPPORT

Attn: John Palmeri, Tel: 416-227-8262

john.palmeri@tc.tc*

* Please do not forward ads to this contact.

MATERIAL FOR UPLOADING

- The ad **MUST** be uploaded as a press-ready PDF-X-1a file. Information on creating a proper PDF file is available on the Magazines Canada website (www.magazinescanada.ca).
- Ad Portal **CANNOT** accept TIFFITS, CT LW files or native files such as Microsoft Word, QuarkXPress or Adobe InDesign, Photoshop or Illustrator.
- Do not use spot colours or RGB art. Keep all colours CMYK. Keep any black/grey type as one-colour black (no four-colour black text).

CONTACT INFORMATION

Publicity coordinator: Karine Marceau

1100 René-Lévesque West, 24th floor

Montréal (Québec) H3B 4X9

Tel: (514) 392-9000, ext: 221008

Fax: (514) 848-9779

karine.marceau2@tc.tc

COPY & CONTRACT *requirements*

1. This rate card is an integral part of the advertising agreement between the parties, and no other agreement shall be binding on Transcontinental-Hearst Publications Inc. unless stated in writing and signed by both parties.
2. Services provided by Transcontinental-Hachette Publications Inc. shall be paid in Canadian dollars within the thirty (30) day period following the date of billing. Notwithstanding the above, if the credit of the client or agency is not established to the entire satisfaction of Transcontinental-Hearst Publications Inc., the cost of said services must be paid in full prior to the publication of the advertisement. Any delay in the payment of any amount due will bear a 2% monthly interest rate.
3. In the case of non-payment, Transcontinental-Hearst Publications Inc. may terminate the contract at its discretion without prior notice. If the contract is cancelled, the space used shall be billed and must be paid according to the rates in effect as indicated on the ELLE Québec rate card at the time of cancellation, if the rates referred to in this contract are lower than those listed on the rate card.
4. Fees paid for artwork, layout and any other work performed at the request of the client are to be paid by the client in addition to the rate indicated for advertising space. All taxes related to services provided in accordance with this contract must be paid to Transcontinental-Hearst Publications Inc. Additional cost will be charged to the client for all material requiring corrections in order to respect our requirements.
5. Transcontinental-Hearst Publications Inc. shall not be bound by any other statement, condition or specification appearing upon any document or material presented if such documents do not conform to the practices and requirements of Transcontinental-Hearst Publications Inc. or if such documents are contrary to the clauses of this agreement and the ELLE Québec rate card.
6. Transcontinental-Hearst Publications Inc. has the right, but not the obligation, to examine any advertising material submitted for publication in ELLE Québec.
7. The client or advertising agency accepts full responsibility for any advertisement published in ELLE Québec. The client or representative thereof must ensure that all advertising material published in ELLE Québec or submitted to Les Publications Transcontinental-Hearst inc. for publication conforms to the laws and bylaws in effect in Quebec and Canada, as well as to the code of ethics applicable to the advertising business.
8. In the case of documents that contain names, photographs and/or testimonials submitted for publication, the submission of these documents shall constitute the express acknowledgment by the client and the advertising agency that:
 1. They have obtained the written consent of any individual involved in order to use his/her name, photo and/or testimonial.
 2. The publication of these documents does not infringe upon any law.
9. The client must also ensure that the use of inserts does not infringe upon any Canada Post regulation or any other legislation applicable to inserts.
10. Notwithstanding the above, in the case of any error or omission by Transcontinental-Hearst Publications Inc. in the layout, typesetting or printing that it has carried out, Transcontinental-Hearst Publications Inc. shall reimburse the client. Transcontinental-Hearst Publications Inc.

shall be liable for the least cost of the space reserved or the space that includes the error. All copy included in advertising pages must be written in French for ELLE Québec.

11. The client and advertising agency are responsible for all of the obligations referred to in this contract. The client and advertising agency release Transcontinental-Hearst Publications Inc. from any responsibility regarding the advertisements published in ELLE Québec, and both the client and its representative agree to compensate Transcontinental-Hearst Publications Inc. in the case of damages, fines, penalties or legal fees paid by Transcontinental-Hearst Publications Inc. as a result of the publication of advertising material in ELLE Québec.
12. Transcontinental-Hearst Publications Inc. shall in no way be held liable for the loss of revenue or profit or any other damage inflicted upon the client or agency as a result of the publication or non-publication of the advertising material.
13. All advertisements must be clearly identifiable as such. Those advertisements that, in the opinion of Transcontinental-Hearst Publications Inc., too closely resemble editorial features in the magazine shall bear the mention "Promotional" at the top of the page in 12-point Helvetica Regular font for ELLE Québec.
14. Transcontinental-Hearst Publications Inc. may at any time refuse to publish an advertisement, regardless of whether this advertisement has already been accepted or previously published without prior notice to the client or advertising agency and without liability. If the client or agency refuses to supply another advertisement, Transcontinental-Hearst Publications Inc. may terminate the contract by serving a twenty-four (24) hour notice to the client or agency.
15. The client and advertising agency acting on behalf of the client shall be jointly and wholly responsible for the payment and fulfillment of any other obligation indicated in any insertion order or additional contracts signed by Transcontinental-Hearst Publications Inc. and advertising, as soon as one or the other of the two parties has signed such an agreement.
16. Transcontinental-Hearst Publications Inc. may terminate this contract at any time.

COMMISSION AND CASH DISCOUNT

A 15% commission is provided on gross billing of space, colour and position charges to agencies that Transcontinental-Hearst Publications Inc. accepts as being accredited. Commission is not payable on extra mechanical charges, reprints, etc. Advertising space invoices are rendered every four weeks on the invoice/on-sale date of the publication. Full payment must be received no later than thirty (30) days following the invoice date. Accounts are payable at the office of the publication in Canadian funds. Services provided by the Publisher shall be paid in Canadian Dollars. A two percent (2%) cash discount is allowed for payments received within ten (10) days following the invoice/distribution date.