

08
AGENDA

Publimag



The direct and timely link with thousands of consumers

MEDIA KIT
FOR MORE INFORMATION
CONTACT YOUR SALES REPRESENTATIVE

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June 13th, 2008

Publi-Sac

A constant selling rendezvous with consumers, week after week for over 25 years

Bottom-line impact on sales

By entering every household in Quebec and connecting them with new products and offers from the best retailers in the province.

Driving the economy

With 3 million households reached by its Ad-Bag and 250,000 unique visitors on the web, *Publi-Sac* reaches consumers who visit and buy from our advertisers.

***Publi-Sac*, a high reaching media with a direct impact, influencing buying decisions.**

L'Agenda Publimag

A personalized link with thousands of Quebec consumers

A new consumer guide

Publi-Sac now brings you a little further with *l'Agenda Publimag*, a general and practical consumer guide, a keeper that consumer will love to read to discover new and different products.

Simplifying the life of Quebecers

L'Agenda Publimag talks about decor and renovation, cooking, health and beauty, fashion, relaxation and leisure, sports and travel, electronics, and trends.

Direct impact on your sales

L'Agenda Publimag is a practical and flexible media, offering editorially integrated products and services in a content package that is easy to read.

AUDIENCE

200,000 copies targeting a precise consumer group...

- Average age of 33 years old ²
- 70% francophone ³
- Average household income of \$77,849 ³
- 60% have kids living at home ²



...with spending above the province average

- Total annual spending for consumer goods: index of 125
- Food: index of 116
- Healthcare: index of 121
- Cars: index of 132
- Furniture and household appliances: index of 134
- Travel: index of 139
- Home entertainment goods and services: index of 132
- Clothing and shoes: index of 130

EDITORIAL

DISTINCTIVE SECTIONS

Deco-Reno – **MON ESPACE DE VIE**

An easy guide for the ones who want to update their living spaces, both indoor and outdoor.

Cooking – **À TABLE**

A section that will encourage readers to cook, entertain, discover, taste and try new products and recipes.

Health and beauty – **BIEN DANS MA PEAU**

Solutions and tips to feel better in your head and your body. Covering health, cosmetics and overall well-being.

Relaxation, leisure, sports and travels – **QUOI FAIRE**

Activities to keep you busy and entertained, rain or shine, inside or outside, close to home or far away.

Electronic – **MON UNIVERS**

Today's technology presented and explained with relevance to day-to-day life.

Trends and new products – **QUOI DE NEUF**

To keep up-to-date on trends and to discover the new tips, tricks and products.

AND EDITORIAL THAT SURPRISES

AUGUST, SEPTEMBER, OCTOBER EDITION

Back to school, fall activities, Fitness, Halloween, decorating, automobile, etc.

NOVEMBER, DECEMBER, JANUARY EDITION

Preparation for winter, Christmas, trips, activities, etc.

FEBRUARY, MARCH, APRIL EDITION

St-Valentine's, Easter, arrival of spring, flowers, gardening, lawn, renovations, windows, etc.

MAY, JUNE, JULY EDITION

Vacations, summery activities, pool preparation, gardens, exterior renovations, etc.

A perfect positioning

Inserted in the *Publi-Sac* with a targeted distribution, *L'Agenda Publimag* connects you with your most valuable audience: your clients who buy your products every day.

MARKETING OPPORTUNITIES & VALUE ADDED PROGRAMS

BESIDE ITS REACH AND IMPACT, WHAT DOES L'AGENDA PUBLIMAG HAVE TO OFFER?

CUSTOM MARKETING PROGRAMS

Sponsored sections: Reach your consumers by allowing us to develop the content of a section according to your objectives and by positioning you as the expert.

Product placement: Make your products known and increase your in-store traffic by integrating them elegantly into our clever content.

Contests & promotions: Increase interest in your products by creating a contest using the front page of *l'Agenda Publimag* and the newsletter of *publisac.ca* to promote it.

Product Samplings: Here is your chance to offer samples and to promote them inside *l'Agenda Publimag* or straight on the Ad-Bag.

Coupons: Stimulate your sales, do an irresistible and targeted offer to our readers.

Promotional items: Showcase your brands and products with promotional items that will be advertised in *l'Agenda Publimag*.

Special packages: Creative, customized opportunities developed and implemented for you by our marketing and product integration experts.

Online Marketing

Newsletter: One-to-one marketing to our readers with editorial previews, advertising, sponsorships, sweepstakes, promotions and special offers.

Online marketplace: Linking visitors from our site to yours. Increase your online presence by listing your brands on our site or by making targeted offers in our different sections.

R&D: RESEARCH & DATA

Data analysis, profiling and spending habits of our readers

Understand the motivations and spending habits of your consumers. Access this data globally or geographically to harness the power of this marketing tool.

Consumer localization analysis

Join your sales history with the power of our database to find out who are your best customers, where they are located, and what they buy.

With PMB data on consumption habits, 900 socio-demographic variables from Statistic Canada, and 550 consumer spending data, you can find out where your most valuable prospects live. Trust our experts in geomarketing to help you find them.

2008 - 2009 RATES

	Launch offer					
2/3/4 couleur	1x	3x	1x	4x	6x	8x
Page	\$8,000	\$6,000	\$10,500	\$9,660	\$8,990	\$7,560
½ page	\$5,000	\$4,482	\$7,350	\$6,760	\$6,290	\$5,290
Double page	\$15,120	\$10,500	\$19,845	\$18,260	\$16,990	\$14,290
Double ½ page	\$11,000	\$10,380	\$13,890	\$12,780	\$11,890	\$10,010
IFC (double page)	\$17,200	\$12,800	\$22,575	\$20,770	\$19,325	\$16,250
IBC	\$9,200	\$6,900	\$12,075	\$11,100	\$10,335	\$8,690
OBC	\$10,500	\$10,500	\$13,755	\$12,655	\$11,775	\$9,905
Product placement	\$2,800	\$2,500	\$3,200	\$2,945	\$2,740	\$2,300
Coupon	\$2,250	\$2,250	\$2,250	\$2,250	\$2,250	\$2,250

Circulation comparison

Guaranteed positions: 20% supplement

Published 4 times a year

Distribution Québec

Agenda Publimag

Châtelaine (French edition)

Clin d'œil

200,000 copies

207,880 copies *

83,833 copies *

* Source: ABC 2006

MECHANICAL REQUIREMENTS

Format	Trim size	Bleed size	Margins
Page	7.875 in x 10.75 in	8.125 in x 11 in	0.5 in
DPS	15.75 in x 10.75 in	16.25 in x 11 in	0.5 in

Gutter at 7.875 in

Images

Grayscale or colour: minimum 300 dpi
 Black and white (bitmap): 1,200 dpi
 Line screen: 133 lines per inch
 Model: CMYK (process)
 Press gain: 20% ($\pm 4\%$) on a 50% dot
 Images cannot be supplied RGB or JPEG encoded

Software

Layout: QuarkXPress (US version) or InDesign
 Illustration: Adobe Illustrator (create outlines and .eps)
 Images : Adobe Photoshop, TIFF or EPS format

Electronic transfer

ftpvectora.vectora.ca
 User ID: publimag
 Password: publimag08

Data Media

CD-ROM, DVD
 A printout of the disk's window showing its complete contents
 The disk should include material for the actual ad only. The publisher cannot be expected to choose between several versions.

Shipping Address

Publi-Sac – Publimag
 Co.: Chantal Héroux
 525 boul. Lebeau
 Ville St-Laurent, Quebec, H4N 1S2
 Tel.: 514.832-5099 ext. 4670 / herouxc@transcontinental.ca

MECHANICAL REQUIREMENTS

Required File Formats

PDF-X-1a high-resolution (with crop marks and register marks at an offset of 18 pts)

A good quality contract proof of the ad at actual size (100%) with crop marks (recommended types: Iris, Kodak Approval, Epson, HP)

One Quark Xpress file including:

Every EPS

All scanned pictures, in high resolution; no compression allowed; no RGB accepted; no JPEG files accepted; vector images imported in Quark must be saved in EPS format and use CMYK colours only

Every font used, postscript (Type 1 only) or True Type, including those used within the EPS

A good quality contract proof of the ad at actual size (100%) with crop marks (Recommended types: Iris, Kodak Approval, Epson, HP)

The document and scanned images must be sent in their final version. The advertiser is responsible for the quality of the supplied material, especially as far as the scans and colours are concerned. Please take note that some Pantone® colours may not match exactly the 4 colour processing. Publisher will not be responsible for the reproduction of the ad if a good quality contract proof is not provided. The material should be supplied according to MACS standards.

INFORMATION & CLOSINGS

GENERAL INFORMATION

Special rates: Rates available on request for business reply cards; supplied and non-supplied inserts; cut-outs; pop-ups, scent strips; audio inserts, and other special formats.

Material Shipment: Publi-Sac, Attn. Chantal Héroux, 525 Lebeau Blvd., Ville St-Laurent, Québec, H4N 1S2 Tel.: 514.832-5099 ext. 4670 / email: herouxc@transcontinental.ca

Contracts and orders: Publi-Sac, Attn. Nathalie Dupont, 525 Lebeau Blvd., Ville St-Laurent, Québec, H4N 1S2 Tel.: 514.832-5099 ext. 4617 / email: herouxc@transcontinental.ca

DISCOUNTS

Frequency: Frequency discounts are based on the number of insertions during an annual contract. A spread will count as two insertions.

Frequency exceeding 8X: Additional discounts off the open rate may be earned at levels exceeding 12-times. Contact your sales representative.

Commission and payment terms: 15% to advertising agencies. Payment due 30 days after date of invoice. Invoices are rendered within seven days of publication date.

Maximum discount: The maximum discount that may be earned by an advertiser in a contract year based on frequency discount, retail discount, consecutive page discount or any combination thereof is 30% off the one-time general rate. Any combination of discounts may be taken consecutively, not cumulatively.

Unused discounts and credits: All discounts and credits must be used within six months after the period in which they were earned. Unused discounts will expire six months after the period in which they were earned.

CLOSINGS

<u>Issue</u>	<u>Ad Close</u>	<u>Material Due</u>	<u>Distribution</u>
Aug./Sept./Oct.	June 6	June 25	Aug. 23
Nov./Dec./Jan.	July 25	Sept. 15	Nov. 15
Feb./March/April	Nov. 28	Dec. 12	February 7
May/June/July	Feb. 20	March 6	May 2

TERMS & CONDITIONS

PAYMENT AND LINE OF CREDIT

All invoices will be paid in the currency stipulated in the invoice, at the main place of business of Transcontinental Media GP. Terms are 30 days net. Transcontinental Media GP will advise the customer of the lines of credit offered when the account is opened and may revise them periodically. It is the very essence of this agreement that invoices be paid within the stated time. Transcontinental Media GP will be justified, as the case may be, in withholding orders, suspending any line of credit, or halting production or delivery.

CHOICE OF DOMICILE

The parties choose domicile in the judicial district of Montreal, province of Quebec, Canada, for purposes of closing, construing and interpreting this agreement, which must be interpreted under the laws in force in the province of Quebec, Canada. The parties agree that any legal dispute related to this agreement must be brought and pleaded before courts with jurisdiction in the judicial district of Montreal, province of Quebec, Canada.

INTEREST AND FUTURE CHARGES

It is the very essence of this agreement that invoices be paid within the agreed time. If this time has passed, the applicant will have to pay interest of 1.5% per month, or 18% per year, on any overdue amount. If the customer fails to pay any amount owed under the terms of this agreement, Transcontinental Media GP may demand from the customer any collection fees, legal costs or professional fees resulting from this account being placed with a collection agency or lawyer, as well as any bank charges that may result from checks returned by the customer's bank.

CANCELLATION AND PAYABILITY

Should the customer fail to pay any invoice by the due date, to stay within any credit limit that may be agreed upon, or to respect any other term or condition of this agreement, Transcontinental Media GP may cease publishing or providing services, without notice or penalty.

ORDERS

All orders from the customer by telephone, fax, electronic means or delivery to the Transcontinental Media GP representative will be considered valid, but confirmation by Transcontinental Media GP shall prevail. Furthermore, any order or contract, including any submission, is subject to approval by the credit department.

PRICES

The customer agrees to pay the price that is set out in the price list and that is stipulated in the order confirmation as well as any related taxes or charges. The price list may be revised periodically.

CLAIMS

Any claims from the customer for error or omission of any sort will be considered null and void unless the customer submits the claim in writing within 10 days, again in case of error or omission. Transcontinental Media GP promises only to publish a correction equal in size to the space where the error occurred, with no other responsibility, or at the choice of Transcontinental Media GP to provide a credit equivalent to the portion of advertising space or of the work affected by an error. However, Transcontinental Media GP will in no way be responsible for any error resulting from material supplied by the customer or by the customer's advertising agent nor for any material reproduced from another publication. Moreover, Transcontinental Media GP will in no way be responsible for direct or indirect damages that may result from an error or omission, including non-publication of an advertisement.

COMMITMENT

If the company is a civil partnership, each of the associates agrees and promises to respect the terms of this agreement and accepts that he or she will be jointly and severally responsible for any debt or interest incurred toward Transcontinental Media GP.

INFORMATION

The customer states that all information provided on this application is accurate and Transcontinental Media GP may cancel any agreement if this information is found to be incorrect. The customer promises in addition to advise Transcontinental Media GP of any change in its situation that may affect this agreement. The customer and its shareholders authorize Transcontinental Media GP or those acting on its behalf to obtain, keep or exchange any information useful in establishing the customer's solvency. Similarly, all persons concerned (including the customer's banking institutions) are enjoined to provide all required information completely and diligently and are absolved of any responsibility regarding the effects of such information. The file will be held at the office of Transcontinental Media GP and will be confidential and accessible to the customer as required by law.

DOCUMENTS

Documents sent by fax or by electronic means will be considered as originals. These terms and conditions of credit supersede all others.