

MAISON Direct

3 distribution sources

45 000 copies



1



2



3

DIFFUMAG

- The **Exclusive network** for IGA, Metro and Jean Coutu.
- Diffumag also distributes in pharmacies, food chains and financial institutions.
- Maison Direct, Condo Direct and Maisons neuves.com are the only home magazines distributed by this network.

DECORMAG

- **Maison Direct** is inserted into Decormag magazine.
- Aimed at Montreal, South Shore and North Shore subscribers. Total number of **228 000 readers**.
- 81% of subscribers are between the ages of 25 and 54.
- According to the latest CMHC statistics, the average value of homes owned by Decormag readers has been estimated at **\$318,000**.

PUBLI-SAC

- **Maison Direct** is inserted into Publi-sac bags.
- In the Laval, North Shore, Laurentians and Lanaudiere sectors.
- These targeted residents have an average household income of **\$70,000 or more**.
- A far-reaching promotional vehicle, Publi-sac bags are consulted by **89%** of those who receive them.

Reach an exclusive clientele with an interest in the home market!

MAISON Direct Volume 18

Housing Guide distributed in the Greater Montreal area 40 000 copies.
Free distribution in Drugstores, Supermarkets, Banks, Renovation centers, etc.

N°	FINAL MATERIAL	DISTRIBUTION
	FRIDAY	THURSDAY
1	December 12, 2008	January 8, 2009
2	January 9, 2009	January 22, 2009
3	January 23, 2009	February 5, 2009
4	February 6, 2009	February 19, 2009
5	February 20, 2009	March 5, 2009
6	March 6, 2009	March 19, 2009
7	March 20, 2009	April 2, 2009
8	April 3, 2009	April 16, 2009
9	April 17, 2009	April 30, 2009
10	May 1, 2009	May 14, 2009
11	May 15, 2009	May 28, 2009

N°	FINAL MATERIAL	DISTRIBUTION
	FRIDAY	THURSDAY
12	May 29, 2009	June 11, 2009 (4 weeks)
13	June 26, 2009	July 9, 2009 (6 weeks)
14	August 7, 2009	August 20, 2009
15	August 21, 2009	September 3, 2009
16	September 4, 2009	September 17, 2009
17	September 18, 2009	October 1, 2009
18	October 2, 2009	October 15, 2009
19	October 16, 2009	October 29, 2009
20	October 30, 2009	November 12, 2009
21	November 13, 2009	November 26, 2009
22	November 27, 2009	December 10, 2009 (4 weeks)

Distributed at The National Home Show of Montreal Distributed in Publi-Sac Distributed with DÉCORMAG magazine

CONDO Direct Volume 6

Housing Guide distributed in the Greater Montreal area 40 000 copies.
Free distribution in Drugstores, Supermarkets, Banks, Renovation centers, etc.

N°	FINAL MATERIAL	DISTRIBUTION
	FRIDAY	THURSDAY
1	January 9, 2009	January 22, 2009
2	January 23, 2009	February 5, 2009
3	February 6, 2009	February 19, 2009
4	February 20, 2009	March 5, 2009
5	March 6, 2009	March 19, 2009 (4 weeks)
6	April 3, 2009	April 16, 2009 (4 weeks)
7	May 1, 2009	May 14, 2009 (4 weeks)
8	May 29, 2009	June 11, 2009 (4 weeks)

N°	FINAL MATERIAL	DISTRIBUTION
	FRIDAY	THURSDAY
9	June 26, 2009	July 9, 2009 (4 weeks)
10	July 3, 2009	August 6, 2009 (4 weeks)
11	August 21, 2009	September 3, 2009
12	September 4, 2009	September 17, 2009
13	September 18, 2009	October 1, 2009
14	October 2, 2009	October 15, 2009 (4 weeks)
15	October 30, 2009	November 12, 2009 (4 weeks)
16	November 27, 2009	December 10, 2009 (4 weeks)

Distributed at The National Home Show of Montreal Distributed at The Salon de la copropriété

MAISONS Neuves.com Volume 11

Housing Guide distributed in the Greater Montreal area 25 000 copies.
Free distribution in Drugstores, Supermarkets, Banks, Renovation centers, etc.

N°	FINAL MATERIAL	DISTRIBUTION
	FRIDAY	THURSDAY
1	December 12, 2008	January 8, 2009
2	January 23, 2009	February 5, 2009
3	February 20, 2009	March 5, 2009
4	March 20, 2009	April 2, 2009
5	April 17, 2009	April 30, 2009
6	May 15, 2009	May 28, 2009

N°	FINAL MATERIAL	DISTRIBUTION
	FRIDAY	THURSDAY
7	July 3, 2009	August 6, 2009
8	August 21, 2009	September 3, 2009
9	September 18, 2009	October 1, 2009
10	October 16, 2009	October 29, 2009
11	November 13, 2009	November 26, 2009

Distributed at The National Home Show of Montreal

MAISON Direct

Volume 18

A home buyers' guide for those seeking new homes in Greater Montreal and its surroundings.

- Free distribution of 40,000 copies at 1000 points of service, including the Renaud-Bray, Starbucks, Second Cup, Windsor Station, the Stock Exchange Tower, the Palais de justice, financial institutions, pharmacies and food markets.

FORMAT (4 colors)	2 ISSUES	6 ISSUES	12 ISSUES
DOUBLE PAGE (SPREAD)	\$3 605	\$3 125	\$2 705
1 PAGE	\$1 900	\$1 645	\$1 430
1/2 PAGE	\$1 100	\$990	\$870
ADVERTORIAL 5 PAGES	\$5 295		
SURCHARGE: Guaranteed position: 20% extra; RHP position: 15% extra; THE PRICES INDICATED ARE PER ISSUE AND ISSUES ARE CONSECUTIVE; GST and QST are not included.			

CONDO Direct

Volume 6

A home buyers' guide for those seeking condominiums or lofts in Greater Montreal and its surroundings.

- Free distribution of 40,000 copies at 1000 points of service, including the Renaud-Bray, Starbucks, Second Cup, Windsor Station, the Stock Exchange Tower, the Palais de justice, financial institutions, pharmacies and food markets.

FORMAT (4 colors)	2 ISSUES	6 ISSUES	12 ISSUES
DOUBLE PAGE (SPREAD)	\$3 605	\$3 125	\$2 705
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1/2 PAGE	\$1 100	\$990	\$870
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MAISONS Neuves.com

Volume 11

A home buyers' guide for those seeking constructions on the South Shore of Montreal.

- Free distribution of 25,000 copies at 1000 points of service, including the Renaud-Bray, Starbucks, Second Cup, Windsor Station, the Stock Exchange Tower, the Palais de justice, financial institutions, pharmacies and food markets.

FORMAT (4 colors)	1 ISSUE	3 ISSUES	6 ISSUES	11 ISSUES
DOUBLE PAGE (SPREAD)	\$2 795	\$2 455	\$2 310	\$1 795
1 PAGE	\$1 575	\$1 450	\$1 330	\$1 050
1/2 PAGE	\$1 025	\$950	\$865	\$815
ADVERTORIAL 5 PAGES	\$2 590			
THE PRICES INDICATED ARE PER ISSUE AND ISSUES ARE CONSECUTIVE; GST and QST are not included.				