

L'ACTUALITÉ MÉDICALE

**YOUR
MEDIA
PLANNER**

2010



L'actualité médicale :
**30 years young
and as relevant
as ever!**

ROGERS™
HealthcareGroup

Share the tools.

THE MEDICAL POST | PHARMACY PRACTICE | DRUGSTORE CANADA | CANADIAN HEALTHCARE MANAGER
L'ACTUALITÉ MÉDICALE | QUÉBEC PHARMACIE | L'ACTUALITÉ PHARMACEUTIQUE | GESTION SANTÉ
CANADIANHEALTHCARENETWORK.CA | PROFESSIONSANTE.CA

Shape the future.

L'ACTUALITÉ médicale

L'ACTUALITÉ MÉDICALE IS THE DEFINITIVE MAGAZINE

FOR FRENCH-SPEAKING PHYSICIANS. COVERING A BROAD

RANGE OF SUBJECTS FROM POLITICS AND SOCIAL ISSUES TO SCIENCE AND CLINICAL PRACTICE.

IT ALSO FEATURES PEER-REVIEWED CONTINUING EDUCATION ARTICLES, AS WELL AS HUMAN

INTEREST AND LEISURE PIECES ON TOPICS OF MORE PERSONAL INTEREST TO READERS.

L'ACTUALITÉ MÉDICALE IS:

- News on politics and social issues
- Articles on science and clinical practice
- Reports on scientific conferences in Québec and the rest of Canada

IT'S ALSO:

Les Cahiers de MedActuel, peer-reviewed continuing education articles

AS WELL AS:

- Information on pharmaceutical products and the pharmaceutical industry
- Supplements on the latest discoveries and applied medical research
- Finance and technology information

ABOVE ALL, L'ACTUALITÉ MÉDICALE IS:

A way to connect with our readers

- Regular newsletters from five medical associations representing residents, GPs, and specialists.
- Periodic surveys by an online research group, identifying our readers' needs and level of satisfaction.
- Content planning meetings with our scientific writing consultants.

TARGET AUDIENCE:

All Québec physicians (GPs, specialists and residents)

FREQUENCY AND CIRCULATION:

21 times/year

18,800

L'actualité médicale online home is **ProfessionSante.ca**. This unique gated healthcare portal is a community for doctors, pharmacists, nurse practitioners/nurses and healthcare managers where each professional group will derive value from content solely for them, but will also learn from and interact with fellow professionals. Please see the **ProfessionSante.ca** Web Media Kit for more information.

“Our magazine, *L'actualité médicale*, is very interesting and provides lively reading on a wide variety of topics.”

Dr. Jean-Marie Pitre, Bonaventure

READERSHIP

2009 PRINT MEASUREMENT BUREAU MEDICAL MEDIA STUDY
READERSHIP RESULTS *L'ACTUALITÉ MÉDICALE* IS STILL #1 AMONG
FRENCH PHYSICIANS

89% of Québec physicians read
L'actualité médicale.

Maximum exposure: Our exposure and readership, acquired through our years on the market, make advertising with us part of a smart marketing strategy.

Unique format: Tabloid news format,
4/colour throughout,
including prescribing information pages.

Over 52 minutes : spent each month, by French physicians
reading *L'actualité médicale*.

Among total French physicians
L'actualité médicale is number one
where it counts !

READERSHIP

#1 total French physicians
#1 French specialists

EXPOSURE

#1 total French physicians
#1 French specialists

THE QUÉBEC MARKET REPRESENTS:

25 % of Canadian physicians

4 faculties of medicine

26 % prescriptions

\$4,5 billion

1. PMB Medical Media Study 2009 Readers and Page Exposure

L'ACTUALITÉ
médicale

"We believe it is healthy for physicians to express themselves and hear their colleagues' opinions. *L'actualité médicale* has very good exposure in the profession."

DR ANDRÉ BOURQUE, VERDUN

CLINICAL PRACTICE GUIDES

Our targeted, themed journals focusing on key therapeutic categories bring together news, feature articles, Q&A, and much more. Targeted circulation too: Primary Care GP/FMs and related specialists.

THEMES AND PUBLISHING DATES

	ISSUE DATE	SPACE + MATERIAL CLOSE
Dermatology	March 24	Jan. 15
Cardiology	Sept. 8	May 7
Diabetes	Dec. 15	Oct. 1

**2010 CLINICAL PRACTICE GUIDE RATE CARD
RATES, GROSS**

One page tabloid size 4 colour	\$ 3,500
One page magazine size 4 colour	\$ 2,700

FORMAT AND CIRCULATION

- Tabloid format supplement coated stock in the center of the book.
- GPs/FMs plus related specialty for each themed supplement.

**OTHER PLANNED EDITORIAL
SPECIAL REPORTS**

February 10	Should physicians have a group pension plan?
March 24	Why aren't young doctors in private practice?
April 21	Physicians and home care
May 19	Billing
July 14	Physicians and the environment
August 18	Medical experts
September 22	The loss of clinical meaning
November 17	Physicians and their health

**MANAGING PATIENT
COMMUNICATIONS SERIES FOR
GPs/FMs AND PHARMACISTS****ISSUE & DATES**

	Allergy/ Asthma	Pain Management
The Medical Post	Apr 6	Aug 3
L'actualité médicale	Apr 7	Aug 4
Pharmacy Practice	Apr/May	July/Aug
Québec Pharmacie	Apr/May	July/Aug
Space & material	Jan 25	May 17

RATES, GROSS

	English	French
1 mag page/4C	\$ 6,475	\$ 4,260
1 mag page B&W	\$ 4,300	\$ 2,640
2/3 page/B&W	\$ 3,685	\$ 2,290
1/2 page/B&W	\$ 2,760	\$ 1,650
1/3 page/B&W	\$ 2,115	\$ 1,275
1/4 page/B&W	\$ 1,670	\$ 985
REACH	47,000	17,000
	GPs/FMs and Pharmacists	

**“In my opinion, it is a balanced magazine,
both serious and entertaining.”**

Dr. Marie-Josée Lord, Québec City

CUSTOM PUBLISHING



SPECIAL CUSTOM PUBLISHING OPPORTUNITIES AND TURN-KEY SOLUTIONS. OUR GUARANTEE: KNOWLEDGEABLE AND EXPERIENCED PROJECT MANAGEMENT AND AN EXPERIENCED TEAM OF MEDICAL EDITORS AND DESIGNERS.

Meeting Reports

Sponsored medical meeting and conference reports from around the world and around the corner. Timely updates reported with balance and authority.

Clinical Focus

Proven editorial process ensures balance, timeliness and credibility. Specialists and primary care contributors along with case studies and resource information. Targeted focus, targeted reach.

Colloquium

Virtual roundtable discussion among leading specialists. Emerging trends on clinical issues; balanced editorial.

Rx Q&A

A unique marketing option that allows manufacturers to answer physicians questions most frequently asked about their drug brand. Includes 4 colour content/writing, design, and PAAB approval. PI extra.

Includes Web posting for 3 months.

PLUS

- Polybag Outserts and Visual Aids
- Online Research
- Posters for Waiting Rooms and Physician Offices
- Reprints of Articles

Extend your custom project with ENGLISH translation, additional online hosting and web capabilities and additional reach to pharmacists.

We have you covered...by extension!

L'ACTUALITÉ **médicale**

**Most of our readers believe :
 "L'actualité médicale's strength is the diversity
 of its content."**

2010 PUBLISHING SCHEDULE AND ADVERTISING RATES

ISSUE	SPACE + MATERIAL CLOSE
January 13	December 18
February 10	January 22
Should physicians have a group pension plan?	
February 24	February 5
March 10	February 19
March 24	March 5
Why aren't young doctors in private practice?	
Dermatology Supplement	January 15
April 7	March 19
Allergy/Asthma Supplement	January 25
(GPs/FMs and pharmacist)	
April 21	→ ← April 1
Physicians and home care	
May 5	April 16
May 19	April 30
Billing	
June 2	May 14
June 16	May 28

→ ← Indicates early closing

ISSUE	SPACE + MATERIAL CLOSE
July 14	→ ← June 23
Physicians and the environment	
August 4	July 16
Pain Management Supplement	May 17
(GPs / FMs and pharmacist)	
August 18	July 30
Medical experts	
September 8	August 20
Cardiology	May 7
September 22	September 3
The loss of clinical meaning	
October 6	September 17
October 20	October 1
November 3	October 15
November 17	October 29
Physicians and their health	
December 15	November 26
Diabetes	October 1

2010 AD SIZES/GROSS RATES (B/W)

For any ad unit not listed below, please call your sales representative

	1x	13x	32x	52x	82x	112x	156x	201x	235x	268x	298x
Full tabloid	\$4,245	\$3,843	\$3,556	\$3,270	\$3,121	\$2,973	\$2,823	\$2,673	\$2,445	\$2,216	\$2,053
Magazine	\$2,395	\$2,168	\$2,007	\$1,845	\$1,761	\$1,678	\$1,593	\$1,508	\$1,380	\$1,251	\$1,159
1/2 tabloid, hor.	\$2,122	\$1,921	\$1,778	\$1,635	\$1,561	\$1,486	\$1,412	\$1,337	\$1,222	\$1,108	\$1,027
1/2 tabloid, vert.	\$2,122	\$1,921	\$1,778	\$1,635	\$1,561	\$1,486	\$1,412	\$1,337	\$1,222	\$1,108	\$1,027
1/3 tabloid, hor.	\$1,415	\$1,281	\$1,185	\$1,090	\$1,040	\$991	\$941	\$891	\$815	\$739	\$684
1/2 magazine, hor.	\$1,198	\$1,084	\$1,003	\$922	\$881	\$839	\$797	\$754	\$690	\$625	\$579
1/2 magazine vertical	\$1,198	\$1,084	\$1,003	\$922	\$881	\$839	\$797	\$754	\$690	\$625	\$579
1/4 tabloid, hor.	\$1,061	\$961	\$889	\$817	\$780	\$743	\$706	\$668	\$611	\$554	\$513
1/5 tabloid, vert.	\$849	\$769	\$711	\$654	\$624	\$595	\$565	\$535	\$489	\$443	\$411

- Based on combined volume with *The Medical Post*
- PI pages of two or more tabloid pages 10% discount

**ADDITIONAL RATE BUNDLE
DISCOUNTS BY BRAND**

Discounts on booked advertisements in the same month Web minimums applicable (impressions/month)

COLOURS RATES

Four colour, per page	\$1 083
2nd colour (25% discount),	\$813
Matched colour, per page	\$508
Process colour, per page	\$404

Add colour on PI page(s) at no extra cost.

L'actualité médicale 10% OFF

- + *The Medical Post*
- + *Physician web* (French and English)

L'actualité médicale

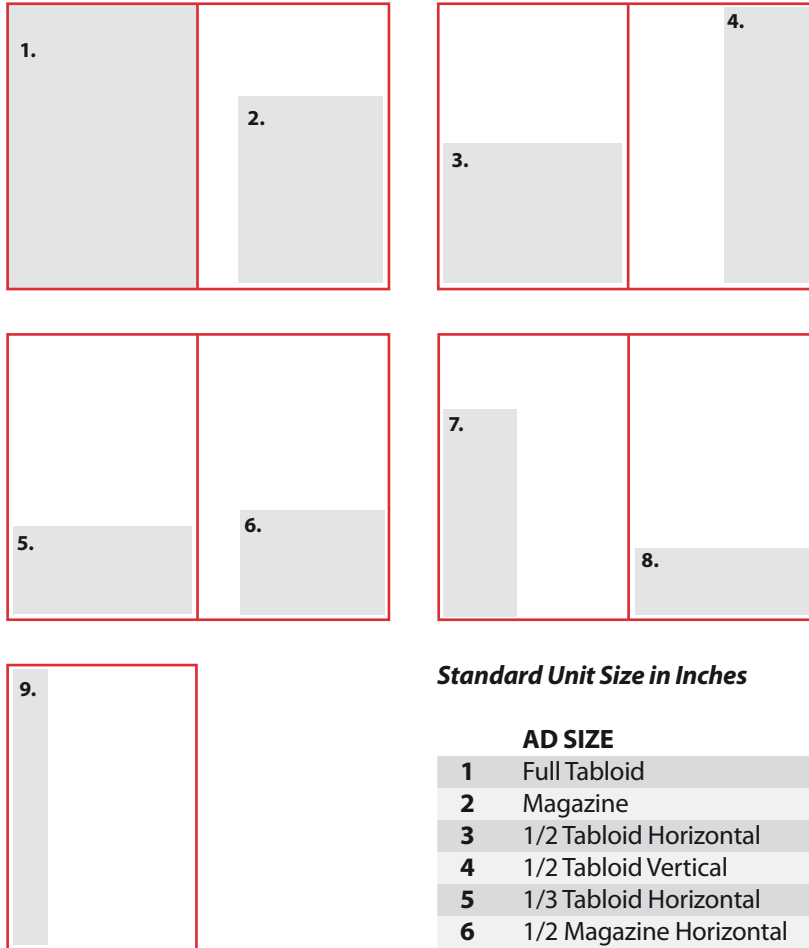
- + *The Medical Post*
- + *Québec Pharmacie*
- + *Pharmacy Practice*
- + *Physician and pharmacist web* (French and English)

15% OFF**L'actualité médicale**

- + *The Medical Post*
- + *Québec Pharmacie* **or** *L'actualité pharmaceutique*
- + *Drugstore Canada* **or** *Pharmacy Practice*
- + *Canadian Healthcare Manager*
- + *Physician, pharmacist, nursing and healthcare managers web* (French and English)

20% OFF

MECHANICAL SPECIFICATIONS



Standard Unit Size in Inches

	AD SIZE	WIDTH	DEPTH
1	Full Tabloid	10-13/16"	16-5/8"
2	Magazine	7-7/8"	10-3/4"
3	1/2 Tabloid Horizontal	10"	8"
4	1/2 Tabloid Vertical	5"	15-5/8"
5	1/3 Tabloid Horizontal	10"	5-1/2"
6	1/2 Magazine Horizontal	8-1/8"	5-1/2"
7	1/2 Magazine Vertical	4"	11-1/4"
8	1/4 Tabloid Horizontal	10"	4"
9	1/5 Tabloid Vertical	1-7/8"	15-5/8"

Tabloid Trim Size:

10-13/16"

16-5/8"

MECHANICAL SPECIFICATIONS (2)

FOR FULL PAGE ADVERTISERS:

- Allow 1/4" (6 mm) bleed on all four sides of full page ad (if applicable)
- Single page ad size including bleed measures 11"W x 16-7/8"D
- Double page ad size including bleed measures 21-7/8"W x 16-7/8"D

TYPE SAFETY

All type matter of illustration material not intended to bleed to be kept 3/8" from publication trim. Double page spreads hold 1/4" from gutter or each page. Publisher is NOT responsible for line-up of type or images running through the gutter on spreads or single page to adjacent insert. Running type or image through the gutter is STRONGLY discouraged.

METHOD OF PRINTING

Offset / halftone screen is 133 lines

METHOD OF BINDING

Saddle stitch / binds to the head

SHIP FILES TO:

L'actualité médicale
Attention: Maria Tomasino
1200, avenue McGill College,
Suite 800
Montréal (Québec)
H3B 4G7

STORING OF THE PHYSICAL MATERIAL

The publisher reserves the right to destroy all supplied physical material if not requested within 3 months from the last time of use.

DIGITAL FILE ADVERTISING SPECIFICATIONS

PDF/X-1a or a generic PDF created to Rogers Publishing specifications sent online using Magazines Canada AdDirect at www.addirect.sendmyad.com. Check www.rogersdigitalads.com or contact the Production Manager for details. Rogers Publishing does not accept responsibility for material content, or colour-trapping. Production charges apply for material not to specifications or for alterations.

SUPPLIED INSERTS

- Inserting charge: \$1,100 (non-commissionable)
- Single leaf inserts – minimum paper weight is 70lb. and maximum is 80lb.(text) (between forms)
- Multiple page inserts – minimum paper weight is 45lb. and maximum weight is 70lb.
- Contact Production Manager for insert specifications and shipping instructions.

GATEFOLD/REGIONAL/SPECIALITY ADVERTISING/POLYBAGGING/PRINTING

Contact your Sales Representative for information on these and other special requirements.

ENVIRONMENTAL POLICY

For details on the Rogers Publishing environmental policy, please visit www.rogerspublishing.ca/environmental

COMMISSIONS

- Agency Commission: 15% of gross billing allowed on space, colour, position, and charges for special insert stock, to recognized agencies only.
- Prices are subject to additional sales tax where applicable.
- Accounts payable at office of publication in Canadian funds or equivalent funds at the rate of exchange prevailing at time of payment.

CONTRACT AND COPY REGULATIONS

- Rates subject to change without notice.
- Advertisers and agencies assume liability for all content (text, representation, and illustrations) or advertisements printed, and also assume responsibility for any claims arising there from against the publisher.
- Preferred positions, contracted for 12 months, non-cancellable.

GENERAL

- Advertiser and agency agree that *L'actualité médicale* shall be under no liability for its failure for any cause to insert any advertisement.
- Publisher will not be responsible for production of colour advertisements unless a MAC standard proof is supplied.
- All digital material will be destroyed one year after last use.
- Publisher is entitled to payment as herein provided, upon having completed the printing of advertising and having taken reasonable steps to see the publication will be distributed.
- Advertisements resembling editorial format will carry the word "Advertisement" in at least 10 pt. type at the top of the page.

Published by

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ROGERS™ HealthcareGroup

The Medical Post

pharmacy
practice

Drugstore
Canada

Canadian
Healthcare
manager

Canadian
HealthcareNetwork.ca

L'ACTUALITÉ
médicale

Québec Pharmacie

L'actualité
pharmaceutique

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ProfessionSanté.ca

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médicale