

QUÉBEC PHARMACIE

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MEDIA
PLANNER**

2010



**The unique
continuing education
journal for Quebec
pharmacists!**

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MISSION, DISTRIBUTION, AND READERSHIP

FIRST PUBLISHED IN 1953, QUÉBEC PHARMACIE IS THE DEFINITIVE CONTINUING EDUCATION JOURNAL FOR THE 7,450 PHARMACISTS IN QUEBEC. IT IS ALSO THE ONLY FRENCH-LANGUAGE CONTINUING EDUCATION PUBLICATION IN NORTH AMERICA.

- *Québec Pharmacie* publishes high-level scientific articles consistent with modern pharmacy practice. *Québec Pharmacie* adapts its content as often as needed to reflect the evolution of the profession brought on by legislative changes modifying practice. Every article is written by a pharmacist, and all articles are peer-reviewed before publication.
- *Québec Pharmacie's* main mission is continuing education. Each issue contains a CE questionnaire, and pharmacists who complete it are granted 2.8 CE credits from the Ordre des pharmaciens du Québec. *Québec Pharmacie's* continuing education is available online through *ProfessionSanteQuebec.ca*
- Distributed to all pharmacists registered with the Ordre des pharmaciens du Québec, *Québec Pharmacie* is also used daily as a reference by professors and students in the two university pharmacy faculties in Quebec.
- The talent and professionalism of the *Québec Pharmacie* team is well rewarded, with **88%** of Quebec pharmacists reading this unique journal and referring to it on a regular basis.*

READERSHIP

Québec Pharmacie is the #1 read publication by Québec pharmacists

- #1 – 88% readership* (French, community and hospital pharmacists)
- #1 – 90% readership* (French, hospital pharmacists)
- #1 – 90% readership with high volume retail pharmacies (French)
- #1 – 56 minutes: time spent reading (French, community pharmacists)
- #1 – 51 minutes: time spent reading (French, hospital pharmacists)
- Frequency: 8 times per year
- Circulation : 8,500 (French, community and hospital pharmacists)

* PMB, Pharmacy Media Study, 2008

“Québec Pharmacie is ‘essential reading’ for the French-speaking pharmacists of Quebec. It also offers them a great scientific training and expression forum in French!”

Jean-François Bussières,

Head of Pharmacy Department, CHU Sainte-Justine

EDITORIAL LINEUP

ENTIRELY WRITTEN BY PHARMACISTS, QUÉBEC PHARMACIE'S CONTENT HINGES ON SEVERAL DIFFERENT COLUMNS. WITH EACH ONE, A NEW ASPECT OF CONTINUING EDUCATION CAN BE APPROACHED FROM A UNIQUE POINT OF VIEW.

À vos soins ("To your health")

This short feature column is about practical common clinical cases for which a solution must be found using pharmaceutical care principles. Its objective is to encourage pharmacists to write pharmaceutical opinions.

Place aux questions ("Question time")

This two-page column is based on questions asked by clinical pharmacists. The authors' answers rely on evidence-based data.

De la mère au nourrisson ("From mother to newborn")

Written by pharmacists practising obstetrics, the articles in this column present updates on diseases or health conditions concerning pregnant women, new mothers and their babies.

À votre service sans ordonnance ("At your service without a prescription")

This column is one of the only references to OTC drugs, featuring complete articles on the subject.

Les pages bleues ("The Blue Pages")

In its classic 8-page format, "Les pages bleues" features a complete review on a particular disease or health condition. This is the perfect tool for updates on a given topic.

Pharmacovigilance

This column informs pharmacists on the adverse effects of drugs while providing a general review of a particular patient's health problems (case study).

Avez-vous entendu parler de... (Did you hear about...?)

Articles in this column focus on the newest drugs available in the Canadian market.

Inforoute ("Infoway")

Shows how the Internet can be a valuable tool for finding answers to common and not so common clinical situations.

D'une page à l'autre ("From one page to the other")

This column sums up studies linked to pharmacy practice and published in scientific journals. The conclusions of these studies are put into context according to Quebec practice.

Santé publique ("Public health")

This section deals with a large variety of subjects concerning public health.

SUPPLEMENTS CLOSINGS

	Issue date	Space + material closing
Diabetes	June	January 28
Health & Disease Management	September	April 17
Men's/Women's Health	November	August 13
Pharmacy Student Career Guide	November	September 16

Managing Patient Communications Series for Physicians and Pharmacists*

	Issue date	Space + material closing
Allergy/Asthma	April/May	January 25
Pain Management	July/August	May 17

* A series distributed with *The Medical Post*, *L'actualité médicale*, *Pharmacy Practice* and *Québec Pharmacie*

Québec Pharmacie online home is ProfessionSante.ca.

This unique gated healthcare portal is a community for pharmacists, doctors, 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.

Québec Pharmacie

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SPECIAL PROJECTS

DETAILED PROPOSALS FOR EACH SPECIAL PROJECT AVAILABLE UPON REQUEST

CUSTOM PROGRAM DEVELOPMENT AVAILABLE UPON REQUEST

RX Q&A A unique marketing opportunity that allows manufacturers to respond to pharmacists frequently asked questions about their Rx drug products. Includes website posting for 3 months.

PRINT AND ONLINE CE LESSON A CCCEP-approved, 8-page print (polybagged for maximum reach and exposure) and online (with online answering and immediate certification/accreditation) continuing education lesson. Posted for 32 months online.

DIABETES SUPPLEMENT (June) In-depth information on diabetes care and new products relating to diabetes. Québec Workshop, Print & Online CE Program Ensure your brand is top of mind with Québec Pharmacists with the added element of a workshop event with a print and online CE.

GESTION THÉRAPEUTIQUE/HEALTH AND DISEASE MANAGEMENT SUPPLEMENT (September) An exclusive sponsorship opportunity for brands to align themselves with a specific disease state – one brand/sponsor per disease category. Includes website posting for 3 months.

MEN'S/WOMEN'S HEALTH SUPPLEMENT (November) A series of clinical updates on what's new in men's and women's health. An exclusive opportunity for ad placement of your brands.

THERAPEUTIC FOCUS A sponsored 4-page editorial report designed to be a learning tool aimed at expanding community and hospital pharmacists' knowledge about a particular disease state or condition. A leading pharmacist and physician will outline key concepts/perspectives in the treatment of the condition, including a case study. Includes website posting for 3 months.

MANAGING PATIENT COMMUNICATIONS SERIES FOR PHYSICIANS AND PHARMACISTS Doctors and pharmacists are challenged daily by more informed and demanding patients seeking empowerment in their personal health decision making. Now available - a series exploring patient issues/concerns and the physician/pharmacist roles in diagnosis, treatment, education and adherence. Two critical areas - Allergy/Asthma, followed by Pain Management.

CONFERENCE ORGANIZATION Whether you want to hold an evening event or a complete continuing education weekend, we take care of everything to maximize OPQ credits. All you do is take credit for such a well run event. It can be a single event or a conference series.

PATIENT TEAR-OFF PADS Polybagged with *Québec Pharmacie*, these 5.5" x 8.5" pads enable pharmacists to give patients information quickly on a specific drug or disease state.

ONLINE RESEARCH PANEL A representative sample of Québec/Canada pharmacists opinions and insights available to conduct online research based on your brand or company's strategic goals.

CAREER FORWARD A virtual job fair geared to pharmacists, physicians and nurses looking to make a move or get some expert career advice.

"Québec Pharmacie's strength lies in the fact that it is written by pharmacists who are passionate about their work, by local professionals speaking to other local professionals."

Hélène-M. Blanchette, B. Pharm.,

Community Pharmacist and Managing Editor of Québec Pharmacie

2010 PUBLISHING SCHEDULE AND ADVERTISING RATES

ISSUE	AD CLOSING	MATERIAL	MAILING DATE
February/March	January 14	→ ← January 19	→ ← February 16
April/May	March 25	March 30	April 26
June	May 27	June 1	June 28
July/August	→ ← June 23	June 29	July 26
September	August 26	August 31	September 27
October	September 23	September 28	October 25
November	October 21	October 26	November 22
December/January 2011	November 18	November 23	December 20

→ ← Indicates early closing

→ ← Indicate later mailing

B&W	1x	4x	8x
1 page	\$2,450	\$2,340	\$2,235
2/3 page	\$2,125	\$2,025	\$1,930
1/2 page	\$1,530	\$1,470	\$1,395
1/3 page	\$1,185	\$1,125	\$1,055
1/4 page	\$915	\$870	\$825

COLOUR RATES

Four colour	\$1,585
Four colour on DPS	\$2,855
Standard colour	\$765

Covers and preferred positions are non-cancellable for duration of contract.

RX Q&A

DPS \$13,465. Includes 4 colour, content/writing, design, website posting for 3 months and PAAB approval. PI extra.

APPOINTMENT NOTICES

\$220 net per column inch, non-commissionable.

SUPPLIED INSERTS

Charged at earned b&w rate, plus \$1,635 gross.

SUPPLIED OUTSERTS

Outsert rates net, supplied pieces.
Ideal to distribute detail aids, educational materials, "Dear Pharmacist" letters, brochures, etc.
Other circulation and size options available.

	1 PG/2 SIDES	2 PGS/4 SIDES	3 PGS/6 SIDES
Option 1	\$4,080	\$4,590	\$5,305
Québec Pharmacie French 7,300			
Option 2	\$9,665	\$10,905	\$13,875
One per Pharmacist Québec Pharmacie (French 7,300) plus Pharmacy Practice (English 17,000)			
Option 3	\$5,295	\$5,920	\$7,275
One per Pharmacy Site (community & hospital) Québec Pharmacie (French 1,800) plus Pharmacy Practice (English 7,000)			

Many more marketing & advertising options available.
See the "special projects" page.

ADDITIONAL RATE BUNDLE DISCOUNTS BY BRAND

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

Québec Pharmacie
+ Pharmacy Practice
+ Pharmacist Web (French and English) **10% OFF**

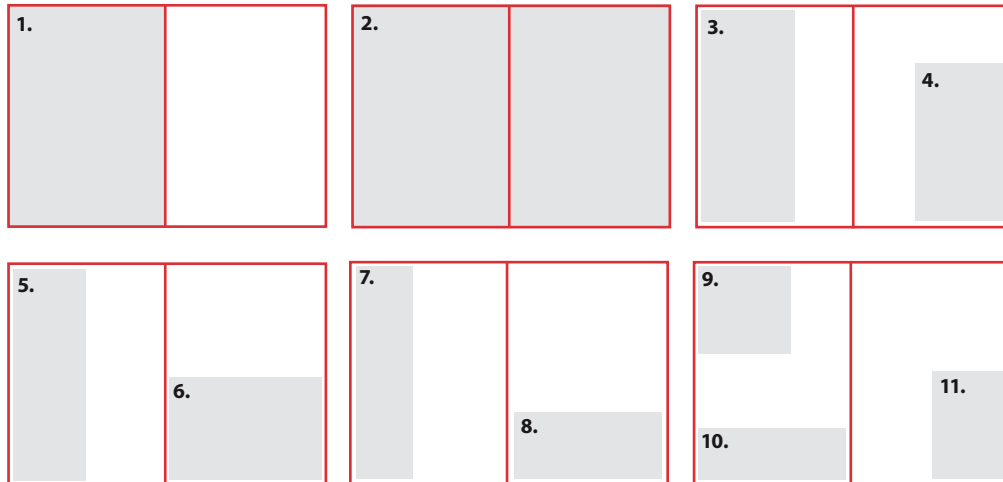
Québec Pharmacie
+ L'actualité médicale
+ Pharmacy Practice
+ The Medical Post
+ Pharmacist and physician Web
(French and English) **15% OFF**

Québec Pharmacie
+ L'actualité médicale
+ The Medical Post **20% OFF**

+ Drugstore Canada or
Pharmacy Practice
+ L'actualité pharmaceutique
+ Canadian Healthcare Manager
+ Pharmacist, physician, healthcare managers
and nursing Web
(French and English)

Québec Pharmacie

MECHANICAL SPECIFICATIONS



Standard Unit Size in Inches

	AD SIZE	WIDTH	DEPTH
1	Full Page	7-7/8"	10-3/4"
2	DPS	15-3/4"	10-3/4"
3	2/3 Page Vertical	4-5/8"	10"
4	1/2 Page Island	4-5/8"	7-1/2"
5	1/2 Page Vertical	3-3/8"	10"
6	1/2 Page Horizontal	7"	4-5/8"
7	1/3 Page Vertical	2-1/4"	10"
8	1/3 Page Horizontal	7"	3-1/8"
9	1/3 Page Square	4-5/8"	4-5/8"
10	1/4 Page Horizontal	7"	2-3/8"
11	1/4 Page Square	3-3/8"	4-7/8"

Magazine Trim Size :

7-7/8"

10-3/4"

MECHANICAL SPECIFICATIONS (2)

FOR FULL PAGE ADVERTISERS

- Allow 1/4" (6mm) bleed on all four sides of full page ad (if applicable)
- Single page ad size including bleed measures 8-3/8"W × 11-1/4"D (213 mm x 286 mm)
- Double page ad size including bleed measures 16-1/4"W × 11-1/4"D (413 mm x 286 mm)

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.

SHIP FILES TO

Québec Pharmacie
Attention: Rosalina Lento
1200, avenue McGill College
Bureau 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.

METHOD OF PRINTING

Offset

METHOD OF BINDING

Saddle Stitch

INSERT/POLYBAG

Rates and quantities are available upon request.

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 *Québec Pharmacie* 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.

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 Québec Pharmacie

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QuébecPharmacie

L'actualité
pharmaceutique

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ProfessionSanté.ca

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