

L'ACTUALITÉ PHARMACEUTIQUE

**YOUR
MEDIA
PLANNER**

2010



*L'actualité
pharmaceutique,
the voice of Québec
pharmacists.*

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L'actualité pharmaceutique

L'ACTUALITÉ PHARMACEUTIQUE IS TO BRING ALL QUÉBEC PHARMACISTS NEWS ABOUT THEIR PROFESSION, PROVIDE CLINICAL INFORMATION AND ADDRESS ISSUES RELEVANT TO THEIR PRACTICE.

Ten times a year, *L'actualité pharmaceutique* fulfills that mission, offering readers:

- Hard-hitting coverage of the issues relevant to community and institutional pharmacists and their professional relationships with doctors and nurses;
- Clinical articles on pharmacotherapy in various therapeutic fields;
- Varied and topical articles;
- A practical, convenient continuing education section.

Our editorial team benefits from the guidance of a panel of editorial consultants composed of pharmacists who are committed to ensure content quality.

L'actualité pharmaceutique also supports and encourages pharmacy students by awarding bursaries to bachelor's degree students in the two pharmacy faculties in Quebec: Montréal University and Laval University

Practicing pharmacists are also given their fair due. In 1999, *L'actualité pharmaceutique* created the **Pharmaciens de cœur et d'action** award. Given out every year, it recognizes pharmacists who have displayed a genuine professional and social commitment to their patients and to the general public. *L'actualité pharmaceutique* publishes profiles of the winners in its September issue.

The effort and dedication our entire team puts into preparing each issue is well rewarded, with **87%*** of Quebec pharmacists reading *L'actualité pharmaceutique*.

READERSHIP

- 87% readership* (French, community and hospital pharmacists)
- 88% readership* among high-volume pharmacies (French)
- 43 minutes*: time spent reading (French, community pharmacists)
- Frequency: 10 issues a year. Circulation: 8,500 (Francophone community and hospital pharmacists)

*PMB, Pharmacy Media Study, 2008

"It's always a pleasure to receive my copy of *L'actualité pharmaceutique* because I know that I'll always find interesting articles in it. The content of the magazine is varied and pleases everyone, and the articles and columns are well written."

JACQUES A. NADEAU, SALARIED COMMUNITY PHARMACIST

2010 EDITORIAL CALENDAR*

FEBRUARY

- Evolution of the role of pharmacists: Province-by-province overview
- CE: Acute coronary syndrome

MARCH

- Smoking cessation
- CE: Pediatric constipation

APRIL

- Seasonal and perennial allergic conjunctivitis
 - CE: Vaccination in elderly people
- SUPPLEMENT: Pharmacist's Guide to Natural Health Products**

MAY

- Annual survey on OTC products
- CE: Update on blood glucose monitors

JUNE/JULY

- Chains and banners report
- CE: Nausea and vomiting during pregnancy

AUGUST

- Special report on patients
- CE: Sleep apnea

SEPTEMBER

- Pharmaciens de cœur et d'action
 - CE: Everything you ever wanted to know about vitamin D
- SUPPLEMENT: Pharmacist's Guide to OTC Health Management**

OCTOBER

- The flu vaccine: a progress report
- CE: Developments in high blood pressure

NOVEMBER

- CE: Cancer prevention: The role of nutrition, physical activity, and weight management
- SUPPLEMENTS:**
- The regions
 - Pharmacist's Guide to Skin Care
 - Pharmacist Student Guide

DECEMBER 2010/JANUARY 2011

- 2000-2010 retrospective in pharmacy
- CE: Breast cancer

* Editorial lineup subject to change

SUPPLEMENTS CLOSINGS

	ISSUE DATE	SPACE + MATERIAL CLOSING
Pharmacist's Guide to Natural Health Products	April	January 15
OTC Market Report	May	February 28
Pharmacist's Guide to OTC Health Management	September	June 9
Pharmacist's Guide to Skin care	November	July 15
The regions	November	September 15
Pharmacy Student Career Guide	November	September 16

"I love the continuing education insert, as well as the articles about the changes in our profession. Articles are easy and pleasant to read."

YEN NGUYEN, PHARMACY OWNER

**L'actualité
pharmaceutique**

SPECIAL REPORTS

DETAILED PROPOSALS FOR EACH SPECIAL PROJECT AVAILABLE UPON REQUEST
CUSTOM PROGRAM DEVELOPMENT AVAILABLE UPON REQUEST

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

PHARMACIST'S GUIDE TO NHP'S (April) This special supplement provides pharmacists with the information they need to provide counselling on NHP's. One brand sponsor per NHP category.

OTC REPORT/ANNUAL OTC SURVEY (May) A special opportunity that only occurs once a year: May is the month when *L'actualité pharmaceutique* publishes the Québec results of the National Survey on OTC Counselling & Recommendations.

CHAINS AND BANNERS REPORT (June/July) A special advertising section which serves as a vehicle to give all pharmacy chains and banners a unique opportunity to promote themselves and their career opportunities for Québec pharmacists.

PHARMACISTS GUIDE TO OTC HEALTH MANAGEMENT (September) An exclusive sponsorship opportunity for OTC brands to align themselves with a specific condition: One brand/sponsor per disease category.

PRIX PHARMACIENS DE CŒUR ET D'ACTION (September) Be a sponsor of Québec's premier awards program recognizing excellence among Québec pharmacists in 9 categories.

PHARMACISTS' NATURAL HEALTH PRODUCTS SYMPOSIUM (October) This one-day conference will provide pharmacists with solid, current, research-based information on today's most popular natural health products.

PHARMACY STUDENT CAREER GUIDE (November) Circulated to all pharmacy students in Québec (as well as to all pharmacy faculties and associations) this is designed to provide career-minded students with all the resources they need in their job search.

CATEGORY SOLUTIONS Showcase your brand's category with this custom written and designed full page featuring key category and merchandising information.

ONLINE RESEARCH PANEL A nationally representative (or Québec-only) sample of pharmacists' opinions and insights.

CE OTC COUNSELLOR A sponsored 8 page print (polybag) and online accredited continuing education program, specific to OTC and NHP categories.

TRI-PROFESSIONAL CONFERENCE A Québec-based, one-day accredited conference with pharmacists, physicians and nurses, with a focus on a collaborative care approach to the provision of healthcare treatment. Clinical disease-specific sessions throughout will focus on interdisciplinary approaches to treatment. A full national print and online report to follow conference.

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

L'actualité pharmaceutique's online home is **ProfessionSante.ca**. This unique gated healthcare portal is a community for pharmacists, doctors, 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".

Because of lack of time, I have had to make a decision to read only a publication that I was looking forward to receive. My choice was easy to make: *L'actualité pharmaceutique*.

MARC VALLÉE, DIRECTOR PHARMACY DEPARTMENT,
CENTRE HOSPITALIER UNIVERSITAIRE DE SHERBROOKE

2010 PUBLISHING SCHEDULE AND ADVERTISING RATES

ISSUE	AD CLOSING	MATERIAL	MAILING DATE
February	January 7	→ ← January 8	February 1
March	February 4	February 9	March 8
April	March 11	March 16	April 12
May	April 8	April 13	May 10
June/July	June 10	June 15	July 12
August	July 8	July 13	August 9
September	August 12	August 17	September 13
October	September 9	September 14	October 12
November	October 7	October 12	November 8
December/January 2011	November 4	November 9	December 6

→ ← Early closing

AD SIZES/RATES

(Based on casual line rate) all rates are gross

AD SIZES / GROSS (B/W)*	1x	6x	10x
Full tabloid	\$3,696	\$3,416	\$3,315
Magazine	\$2,086	\$1,928	\$1,871
1/2 tabloid, horizontal	\$1,848	\$1,708	\$1,658
1/2 tabloid, vertical	\$1,848	\$1,708	\$1,658
1/3 tabloid, horizontal	\$1,232	\$1,139	\$1,105
1/2 magazine, horizontal	\$1,043	\$964	\$936
1/2 magazine, vertical			
1/4 tabloid, horizontal	\$924	\$854	\$829

COLOUR RATES

Four colour	\$1,685
DPS in 4 colour	\$3,050
Standard colour	\$870

PREMIUM POSITIONS

Preferred positions charged at 15% on space over earned b&w rate
Covers and preferred positions are non-cancellable
for duration of contract.

OTC Q&A

One tabloid page \$9,240.
Includes 4 colour content/writing, design, website posting for
3 months and PAAB approval. PI extra.

SUPPLIED INSERTS

Charged at earned b&w rate, plus \$1,100 gross inserting charge.
Contact sales representative for specifications.

SUPPLIED OUTSERTS

Outsert rates net, supplied pieces.

	1 PG/2 SIDES	2 PGS/4 SIDES	3 PGS/6 SIDES
Option 1	\$4,080	\$4,590	\$5,305
<i>L'actualité pharmaceutique</i> (French 7,300)			

Option 2	\$9,485	\$10,500	\$13,245
<i>L'actualité pharmaceutique</i> (French 7,300) plus <i>Drugstore Canada</i> (English 16,500)			
Total circulation: 23,800			

Option 3	\$4,635	\$5,185	\$6,180
One per Pharmacy Site (community only, att'n: owner/manager) <i>L'actualité pharmaceutique</i> (French 1,600) plus <i>Drugstore Canada</i> (English 6,500)			
Total circulation: 8,100			

ADDITIONAL RATE BUNDLE DISCOUNTS BY BRAND

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

L'actualité pharmaceutique

- + *Drugstore Canada*
- + *Pharmacist Web* (French and English) **10% OFF**

L'actualité pharmaceutique

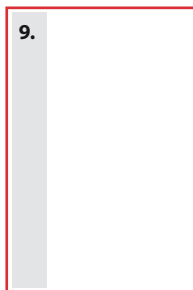
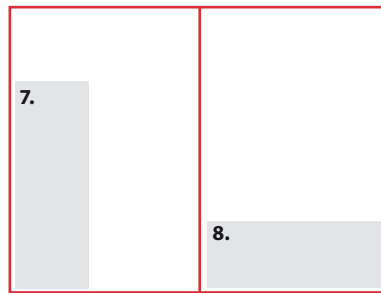
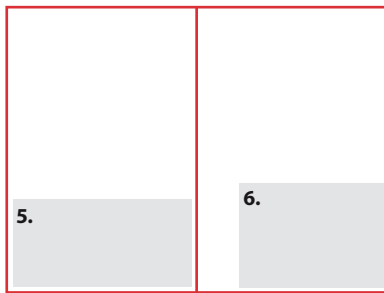
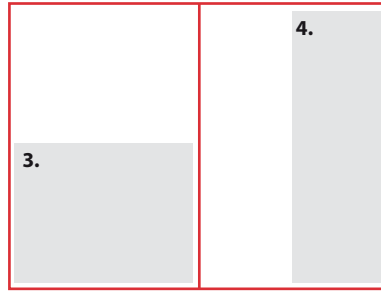
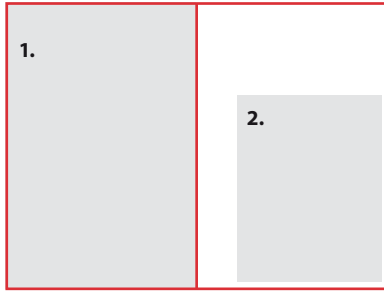
- + *Drugstore Canada*
- + *L'actualité médicale*
- + *The Medical Post*
- + *Pharmacist and physician Web* (French and English) **15% OFF**

L'actualité pharmaceutique

- + *L'actualité médicale*
- + *The Medical Post*
- + *Pharmacy Practice* or **20% OFF**
Drugstore Canada
- + *Québec Pharmacie*
- + *Canadian Healthcare Manager*
- + *Pharmacist, physician, nursing and healthcare managers Web* (French and English)

L'actualité
pharmaceutique

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 pharmaceutique
Attention: Maria Tomassino
1200 avenue McGill College
Bureau 800,
Montréal (Québec)
H3B 4G7

STORING OF THE PHYSICAL MATERIAL

The publisher reserves the right to destroy all physical material supplied 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 pharmaceutique* 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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1200, avenue McGill College
Bureau 800
Montréal (Québec)
H3B 4G7
Tel.: 514 845-5141

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pharmaceutique

CONTACT INFORMATION

MONTRÉAL SENIOR ACCOUNT MANAGERS

Josée Plante
(514) 843-2953
 josee.plante@rci.rogers.com

Pauline Shanks
(514) 843-2558
 pauline.shanks@rci.rogers.com

Toll free: 1 866 408-4455

CAREERS AND CLASSIFIEDS

Sylvie-Anne Breton
(514) 843-2132
Toll free: 1 866 415-2579
 sylvieanne.breton@rci.rogers.com

TORONTO SENIOR ACCOUNT MANAGERS

Teresa Tsuji
(416) 764-3905
 teresa.tsuji@rci.rogers.com

Norman Cook
(416) 764-3845
 norman.cook@rci.rogers.com

Sarah Mills
(416) 764-4150
 sarah.mills@rci.rogers.com

Stephen Kranabetter
(416) 764-3822
 stephen.kranabetter@rci.rogers.com

EXECUTIVE PUBLISHER, ROGERS HEALTHCARE GROUP

Janet Smith
(416) 764-3920
 janet.smith@rci.rogers.com

PUBLISHER QUÉBEC HEALTHCARE GROUP

Caroline Bélisle
(514) 843-2569
 caroline.belisle@rci.rogers.com

EDITOR

Caroline Baril
(514) 843-2573
 caroline.baril@rci.rogers.com

PRODUCTION COORDINATOR

Maria Tomasino
(514) 843-2147
 maria.tomasino@rci.rogers.com

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GESTIONSANTÉ

ProfessionSanté.ca

MONTRÉAL OFFICE

Le groupe des publications d'affaires
 et professionnelles Rogers
 1200, avenue McGill College, Bureau 800
 Montréal (Québec) H3B 4G7
 Tel.: **(514) 845-5141**
 Fax: **(514) 843-2183**

TORONTO OFFICE

Rogers Business and Professional
 Publishing Group
 One Mount Pleasant Road
 Toronto, Ontario M4Y 2Y5
 Tel.: **(416) 764-2000**
 Fax: **(416) 764-1207**