

Avantages



2016 Print Media Planner

COMPANION PROPERTIES:

Benefits Canada

InvestmentReview.com

CanadianInstitutionalInvestmentNetwork.ca

Required reading for pension, benefits and investment executives

EDITORIAL OVERVIEW

Avantages is the only French-language magazine dedicated to providing in-depth analysis to the Québec pension and benefits community. It focuses on the unique issues of interest to pension and benefits decision-makers, helps plan sponsors stay in tune with new trends, legislative changes and overall market environment. It also speaks to HR specific issues such as recruitment, staff retention, disability management and absenteeism.

TOP 5 AREAS OF INTEREST

1. Defined Benefit Pension Plans/Investment Strategies
2. Defined Contribution/Group RRSP
3. Health Benefits/Group Insurance
4. Drug Plan Management
5. Wellness

KEY FACTS

2nd largest centre of pension assets in Canada representing some \$245 billion (Canada \$900 billion).

25% of companies with 500 + employees are located in the province of Québec.

81% of recipients read both the magazine and the website.

94% of readers take action based on what they saw or read in the magazine.

99% of readers feel **Avantages** is the authoritative voice of the industry.

READERSHIP

Executive and financial management of Québec's largest employers, pension board trustees, benefits professionals, human resource managers, consultants and other industry specialists.

REACH

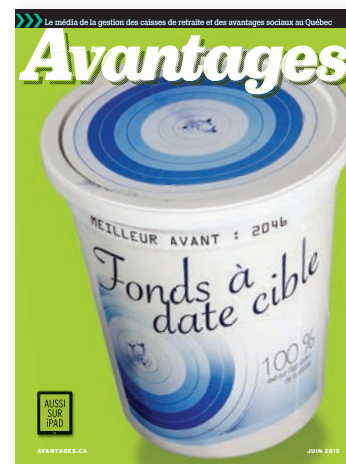
22,625

FREQUENCY

6 times a year

CIRCULATION

5,056



MULTI-MEDIA MARKETING OPPORTUNITIES

The Québec market—a fertile ground to introduce innovative products and services



Québec's most influential source of pension and benefits information

PRINT PUBLICATIONS

Specifically designed to meet and exceed the needs of Canada's pension and benefits community

- Display advertising
- Inserts
- Outserts
- Special directory opportunities
- Appointment notices/Announcements

ONLINE - WEBSITES

Exclusive website providing the Canadian pension and benefits community with information and real-time solutions relative to their individual needs and markets

- Banner and big-box advertising
- Twice weekly email bulletins
- Research commentary and white paper postings
- Direct emails

CUSTOM PUBLISHING

Creative development and execution of print and online communication vehicles in support of products, programs and services offered by our advertisers and other partners to ensure broadened reach, greater program synergy and economy

- Q&As
- White Papers
- Manager Profiles
- Guidebooks
- Roundtables

CONFERENCES

From industry-leading vision and analysis to practical problem-solving workshops, we provide the content, the forums and access to industry experts that the community knows and trusts

- Employer Health & Wellness Summit
- DC Quebec
- Defined Benefit Summit

RESEARCH

Customized research relative to the financial communities we serve, with a view to fostering greater understanding, the spread of knowledge and the development of more precisely targeted tools

EDITORIAL CALENDAR

Issue	Features	Closing	Material	Mailing
FEBRUARY/ MARCH	Benefits: Designing the ideal office! How workspace affects employee health Pensions: Montréal, global centre for retirement expertise? Investments: Derivatives and risk management Conference Coverage: DC Summit 2015	Feb 11	Feb 16	Mar 14
MAY	Benefits: Helping employees with diabetes Pensions: Should the safe harbour rule be introduced in Québec? Investments: Are pension plans sufficiently aware of the risks associated with alternatives? Special Report: Top 40 Money Managers in Canada	Apr 1	Apr 15	May 3
JUNE	Benefits: Technological innovations in health and well being Pensions: To what extent should plan sponsors help retired former employees? Investments: Do pension plans make the best use of hedge funds? Special Report: Top 30 Pension Plans in Québec	May 19	May 24	June 20
SEPTEMBER	Benefits: Personalising group benefits and health testing Pensions: The limits of financial education: should plans be more paternalistic? Investments: A better DC default option Special Report: Top 50 DC Plans in Québec and Canada	July 28	Aug 2	Aug 29
OCTOBER/ NOVEMBER	Benefits: Finding savings in drug plan management Pensions: Does the 70% rule still work? Investments: What's the added value from active management? Special Report: Top 40 Money Managers in Canada Special Report: CAP Member Report	Oct 14	Oct 18	Nov 14
DECEMBER	Benefits: How to better deal with presenteeism Pensions: Intergenerational equity in pension plans Investments: The element of chance in portfolio management Special Report: CAP Suppliers	Nov 11	Nov 15	Dec 12

*Subjects may be changed without notice

2016 ADVERTISING RATE CARD

Four-colour	1 x	3 x	6 x
Double page	\$13,879	\$13,390	\$12,869
»» Full page + iPad	\$7,071	\$6,824	\$6,558
2/3 page	\$5,911	\$5,709	\$5,489
1/2 page island	\$5,589	\$5,400	\$5,214
1/2 page	\$5,038	\$4,820	\$4,644
1/3 page	\$4,371	\$4,255	\$4,109
1/4 page	\$3,994	\$3,833	\$3,733

COVER RATES

Four-colour	1 x	6 x
Outside Back + iPad	\$9,552	\$8,169
Inside Front + iPad	\$9,197	\$7,745
Inside Back + iPad	\$8,845	\$7,426

APPOINTMENT NOTICES

Four-colour	1 x
1/2 page	\$2,566
1/3 page	\$2,014
1/4 page	\$1,678

SPECIAL PRINT

Four-colour	1 x
Bellyband	\$8,583
Personalized Mailing Bellyband	\$9,834
Dot Whacker (Cover Sticker)	\$5,737
Sticker Tab (includes full page ad)	\$10,381

Black and white rates less 15%.

TERMS AND CONDITIONS

- Prices are subject to sales taxes where applicable.
- Prices are subject to change.
- Accounts are payable at the office of publication in Canadian funds or their equivalent at the prevailing rate of exchange at the time of payment.

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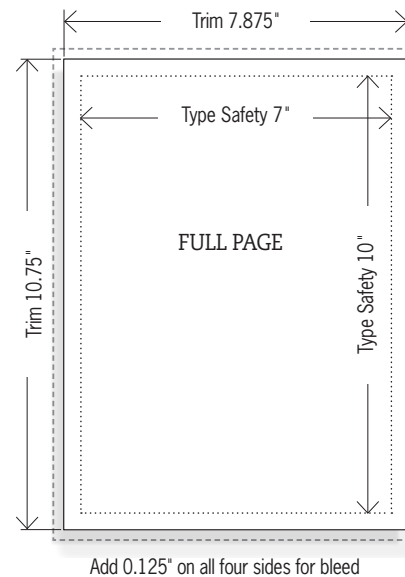
HEAD OFFICE

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MECHANICAL SPECIFICATIONS

STANDARDS UNIT SIZE IN INCHES

	TRIM SIZE		BLEED SIZE	
	Width	Height	Width	Height
Full page	7.875	10.75	8.125	11
DPS	15.75	10.75	16	11
2/3 page	4.625	10	4.625	10
1/2 page horizontal	7	4.625	7	4.875
1/2 page vertical	3.375	10	3.375	10
1/2 page island	4.625	7.5	4.825	7.5
1/2 DPS	15.75	4.625	16	4.875
1/3 page horizontal	7	3.125	7	3.125
1/3 page vertical	2.25	10	2.25	10
1/3 page square	4.625	4.625	4.625	4.625
1/4 page horizontal	7	2.375	7	2.375
1/4 page square	3.375	4.875	3.375	4.875



DIGITAL FILES ADVERTISING SPECIFICATIONS

Magazines Canada AdDirect is a free web-based ad portal designed to streamline the ad delivery process.

1. Go to <https://addirect.sendmyad.com>
2. Upload, preflight and review your ad
3. Approve your ad, and it is automatically sent

METHOD OF PRINTING

Offset

METHOD OF BINDING

Saddle stitch

INSERTS/POLYBAG

Rates and quantities are available on request.

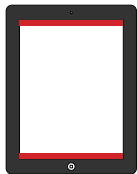
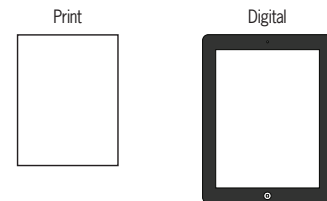
NOTE: Publisher is NOT RESPONSIBLE for lineup of type or image running through the gutter on spreads or single page to adjacent insert. Running type or image through the gutter is STRONGLY discouraged.

MECHANICAL SPECIFICATIONS

TABLET/MOBILE AD SPECS:

- All apps operate on Adobe Digital Publishing Suite (DPS), viewer version 27
- Full-page tablet ad size is 768px by 1024px
- Only portrait orientation is supported
- For multiple-page ads, vertical or horizontal ordering is possible; please include preference, where relevant, in the delivery package as plain text instructions (as a TXT file)
- Banner/partial ads size should be determined on a case-by-case basis, as multiple sizes can be accommodated

SINGLE PAGE



Red zone is reserved for folio navigation and will override any interactive elements placed in the layout: 40px bands top and bottom

Optimal Image and Asset Settings:

Images: PDF or PNG with resolution no lower than 108ppi

Text: PDF with any interactive states set to vector, minimum recommended point size is 12pt

Video: MP4 format with .h264 encoding, 8-10MB per minute of video

GRAPHIC AND TEXT:

- For ads with dynamic/interactive elements, material must be provided as a full InDesign package (all fonts and links included), saved for compatibility with Adobe InDesign 6.0
- Multi-state objects (ie. image galleries, hotspots) and embedded video/audio clips may be included (see DPS tools site <https://digitalpublishing.acrobat.com/welcome.html> for more information)
- If these elements are not built into the layout using DPS tools, please include all necessary resources in the delivery package with plain text instructions (as a TXT file)
- Please refer to figure 2.0 for interactive areas on page
- PDFs may be provided only for fully static ads
- All graphics and content should be left as vector and not rasterized, wherever possible; assets may be left at print-ready resolution and in their respective colour settings
- Please consider text legibility on tablet; body text should be larger than print (eg. 9pt in print should translate to approx. 14-18pt on tablet, depending on font/style)
- Please refer to Optimal Image and Asset Settings

URLS, ANALYTICS:

- URLs/links to web may be embedded in the layout using DPS tools (see DPS tools site <http://helpx.adobe.com/digital-publishing-suite/help/installing-digital-publishing-tools.html> for more information)
- If URLs/links are not embedded using DPS tools, please include full URLs and embedding/placement instructions in the delivery package in plain text (as a TXT file)
- Third-party tracking/tracking pixels cannot be supported at this time

HTML ADS:

- HTML-coded ads may also be provided, up to full-page size
- Please conform to latest iOS standards
- If an HTML environment negates the user's ability to navigate away from the page or access the navigation bar, then alternative navigation must be incorporated in the page layout (via a 40px space at the bottom of the page)
- Please include a static full-page image of any HTML ad to be used as a thumbnail in issue navigation
- An HTML ad should also be delivered as a full InDesign package, with the HTML content placed in the layout using DPS

tools (for more information, visit <http://www.adobe.com/ca/products/digital-publishing-suite-pro.html>)

- If the HTML content cannot be placed in a layout, please include all HTML files and resources, as well as an InDesign layout sized to full-page with the required static full-page image, in the delivery package
- Please note that HTML ads are only available on iOS devices

ASSET DELIVERY:

- Please note that material deadlines for tablet are always identical to material close/deadline for the corresponding print issue (where relevant)
- All assets should be submitted as an archive (ZIP file) via our AdDirect site (<https://addirect.sendmyad.com/>)
- Additional information/instructions should be included in the delivery package as a TXT file, but may also be sent via email to: Frédérick Parenteau, Digital publishing associate (frederick.parenteau@rci.rogers.com)