

The magazine
les affaires plus

The only magazine in Quebec
that is dedicated exclusively
to the **stock market** and
personal finances

The magazine **les affaires** plus

Financial intelligence

Readership: **356,000**

- Published since **1978**
 - Circulation: **48,333** (AAM, June 2022)
 - Inserted in *Les Affaires*
 - **4 issues a year**
-

Reach readers who are interested in investment and personal finance.



By virtue of our mission to share “financial intelligence” with our readers, *Les Affaires Plus* popularizes the concepts of investments, personal finance and taxation. The articles help middle and upper income households make better investment decisions and manage their wealth better.

***Les Affaires Plus* saves time and money to readers.**

We provide essential information for managing personal financial resources.

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Taking full advantage of a unique niche

Our readers have:

- A personal income **20%** higher than the average
- Total securities and savings **21%** higher than the average

Source : Vividata Fall 2022,
Province of Quebec, 18+, Print



Demographic data

Average age: **44**

Sex:

Men: 65%

Women: 35%

Senior executives/owners:

32,000

Average personal income
\$75,000 and more

34%

Average personal income:

+ \$72,255

Saving portfolio of
\$100,000 or more :

30%

All of the solutions you need to carry out your strategy:

- A variety of advertising formats available
- Partner Content
- Inserts

Partners Contents

An advertorial allows an advertiser to promote his products and services in much greater detail than traditional advertising. Inspired by the publishing world, the partner content can take a variety of forms, including editorials, videos, computer graphics or events.

OUR OFFER

In addition to permitting the dissemination of advertorials throughout its platforms (newspaper, website, databases, events), *Les Affaires Plus* now offers companies a specialized service involving the production of customized content, including partners contents. The topic and treatment of a partner content are at the discretion of the advertiser, therefore, *Les Affaires* journalists are not involved in the production of this type of content.

The benefits of a partner content in *Les Affaires Plus*

- Take advantage of superior quality production of promotional content. *Les Affaires Plus* has put together a team that is dedicated to the production of partners contents intended for the business community in all formats (editorials, videos, computer graphics and events).
- Reap the benefits of multiplatform dissemination within a high-quality environment exclusively dedicated to business. (Newspaper, lesaffaires.com, events, database)

Specifications:

In an partner content, the word PARTNER CONTENT must appear in the upper right corner in 12 point capital letters. The typeface used in a partner content cannot be the same as the font used in the publication (Poynter, Flama and Guardian). Fractional page advertorials (measuring less than one full page) must be bordered by a rule of 0.5 pt. or more. The partner content must be at the client's image and distinguish from the newspaper's image.

Full page



1/2 page



1/3 page



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Sizes

Ad size	Type page	Final size	Bleed size
	Width x Depth	Width x Depth	Width x Depth
Page	7.375" x 10.25"	7.875" x 10.75"	8.125" x 11"
Double Page Spread	15.25" x 10.25"	15.75" x 10.75"	16" x 11"
1/2 horizontal	7.375" x 4.875"	7.875" x 5.375"	8.125" x 5.625"
1/2 horizontal double	15.25" x 4.875"	15.75" x 5.375"	16" x 5.625"
1/2 vertical	3.375" x 10.25"	3.875" x 10.75"	4.125" x 11"
1/2 island	4.375" x 6.625"	4.875" x 7.125"	5.125" x 7.375"
1/3 horizontal	7.375" x 3"	7.875" x 3.5"	8.125" x 3.75"
1/3 vertical	2.25" x 10.25"	2.75" x 10.75"	3" x 11"
1/3 square	4.375" x 4.875"	4.875" x 5.375"	5.125" x 5.625"
2/3 vertical	4.375" x 10.25"	4.875" x 10.75"	5.125" x 11"
1/4 square	3.25" x 4.875"	N/D	N/D
1/6 vertical	2.125" x 4.875"	N/D	N/D

Closing Dates

2024 Issues	Space booking	Final Material	Inserted in <i>Les Affaires</i>
March	February 19	February 22	March 20
June	May 27	May 30	June 19
October	September 16	September 19	October 9
December	November 18	November 21	December 11

No cancellations accepted after booking deadline

Technical specifications

Method of production

- Les Affaires Plus is printed by high-speed web offset at a resolution of 300 ppi/150 lpi, and Saddle Stitched.
- Folding and trimming are subject to variation.
- Please adhere to the live area specifications as stated above.
- Text type should be a minimum of 8 point. Reverse type less than 12 point is not suitable for reproduction. Printing of text type smaller than those mentioned above is not guaranteed.
- All material must adhere to dMACS standards (digital Magazine Advertising Canadian Specifications). Information on dMACS standards is available on the Magazines Canada website (www.magazinescanada.ca).
- UCR (295% max.) and Black (95% max.)
- All ads with bleed must have 1/8" bleed on all four sides. Crop/Registration marks should have an offset of 1/4" (18 pts) beyond Trim.
- For all spread ads, please leave 3/8" (27 pts) type safety on each side of the gutter.
- We reserve the right to make technical changes as necessary.

Delivery

Send your ad by email to your campaign manager

If the filesize of your PDF is bigger than 10 MB, please use a file sharing service (Dropbox, WeTransfer or others).

Important to know

- Ads must be sent as a high resolution PDF file.
- Color space: CMYK
- Do not use RGB colors
- Do not use spot colors

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