

# MEDIA KIT 2010

## Editorial Mandate

To inform, inspire and support our readers, women in quest of a balanced and fulfilling life. A practical life guide filled with advice and suggestions for an inspiring and restorative lifestyle, promoting beauty that shines within and without.





# MARIE PLOURDE BECOMES CHIEF-EDITOR OF MIEUX-ÊTRE

## AND THE MAGAZINE GETS A FACE-LIFT

To begin its fifth year on the right foot, *Mieux-Être* magazine has a new look and a new chief-editor, Marie Plourde. This new and improved version of the magazine will be available in newsstands starting on April 30.

Passionate about magazines, Marie Plourde sees this new adventure at the helm of *Mieux-Être* as a natural step in her career. Having been a columnist at Journal de Montréal for 10 years, the well-known media personality considers writing as a special means of expression that leads to reflection and structures thought.

Human and sensitive, Marie Plourde intends to use her talent and her experience to touch the women of her generation in a pertinent and dynamic way. To do so, she has surrounded herself with many new collaborators, such as Jean-Michel Dufaux (travel), Julie DesGroseilliers (nutrition), Julie Pelletier (sexology), Benoît Roberge (humour), and Claudia Larochelle (reports and culture).

And with these changes comes a new look. Besides its new logo, the magazine now has a new uncluttered layout, which reflects the fact topics will be more thoroughly developed. Cleaner graphics and better contents: Everything is a question of balance in *Mieux-Être*.

Issue 39 of the magazine is all about life at forty: Having children at forty, assisted reproduction, the mid-life crisis, physical training, etc. Several dietary myths are also debunked, while those who love travelling will find informed advice on visiting Marseille.

Created in 2006, *Mieux-Être* magazine wants to inform, inspire, and encourage its readers in their quest to find fulfillment and equilibrium. It is a practical guide, filled with advice and suggestions, that seeks to feed beauty, inside and out. ◦

### INFORMATION

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## Our Sections

### LIFESTYLE

Suggestions of places for body and mind care, relaxing getaway ideas for weekends or vacations in Québec or elsewhere. Inspiring real life stories presented as interviews with well-known personalities. Precious tools for a better understanding of oneself. Advice to achieve an emotional and spiritual well-being. Tips for a well organized life and new ways to discover inner happiness.

### BEAUTY

Numerous finds and practical suggestions for healthy skincare; products which are invigorating or soothing and often natural. New trends to attain absolute wellness.

### NUTRITION

Nutritional advice, recipes and aliments to eat healthy without feeling deprived and without any fuss.

### HEALTH

Constructive and effective ideas from experts and specialists. New approaches in alternative and traditional medicines for a better health. Also, physical exercises, sports and other pleasant solutions to stay physically fit.

## Reader's Profile

- Our readers are women aged between 30 and 54. They have completed post-secondary education and are mostly homeowners.
- Their top priority is their well-being. Besides managing their career, relationship and children, they aspire to be at their best.
- They are confident, radiant and abundant in energy.
- They are part of a generation who "wants to know everything", and they appreciate when the reality on each of the topics that matters to them are presented in style and in depth.
- Their secret? Being physically active, having a balanced diet, a peaceful mind and living in a stimulating and healthy environment.

## Distribution

- 30,000 copies
- More than 6,000 outlets in Québec:
  - Drugstores
  - Grocery stores
  - Bookstores
  - Convenience stores
- Subscriptions
- 10 issues per year
- 3 readers per copy



## Advertising Rates (net)

### SIZE

### NUMBER OF ISSUES

	1	2 À 4	5 À 7	8 À 10
Full page	\$3,500	\$3,100	\$2,600	\$2,200
1/2 vertical or horizontal	\$2,275	\$1,950	\$1,675	\$1,450
1/3 vertical or horizontal	\$1,400	\$1,200	\$1,035	\$890
1/4 page	\$1,200	\$1,050	\$900	\$750
1/6 page	\$385	\$335	\$315	\$305
Back Cover (C4)	\$6,300	\$5,450	\$4,650	\$4,000
Inside Front Cover (C2)	\$5,500	\$4,750	\$4,000	\$3,500
Inside Back Cover (C3)	\$4,500	\$3,800	\$3,300	\$2,900
Inside Front Cover (C2) + page 3	\$7,200	\$6,300	\$5,300	\$4,550
Double Page Spread	\$5,600	\$4,800	\$4,150	\$3,550
1/2 Double Page Spread	\$4,100	\$3,550	\$3,000	\$2,600

All prices are net; all applicable taxes extra.  
 Special Cover: on request only.  
 Guaranteed position: + 25%

Inserts and Advitorial: rates available on request.

# 2010 - 2011 Calender

ISSUE	NEWSSTAND DATE	RESERVATION	MATERIAL	SECTION
N°41 August 2010	June 25	May 10	May 17	Nutrition
N°42 September/October 2010	July 30	June 14	June 21	Fall return
N°43 November 2010	October 1 <sup>er</sup>	August 16	August 23	Small renovations to feel better
N°44 Décembre 2010	October 29	September 13	September 20	Stress and sleep
N°45 January 2011	November 26	October 11	October 18	Christmas
N°46 February/March 2011	Décembre 31	November 8	November 15	Beauty
N°47 April 2011	February 25	January 10	January 17	Men

For the "À découvrir" section: Material must be supplied one week prior the regular material deadline.

## Technical Specifications

### FINAL MATERIAL

- From an .eps file, save as a DCS2 file;
- Save the original document as a PDF/X1a;
- Use the ppds of a laser printer or the ppds of AdobePS;
- All fonts and high-resolution images must be included in the final save of the file;
- Images must have a SWOP profile (CMYK or black and white "grayscale") and have a resolution between 250 and 300 dpi;
- Maximum density must not exceed 280%, highlights 5% and shadows 85%;
- The resolution of vectorial elements in a rasterized PDF must be at 2,400 dpi and its elements made of continuous shades at 300 dpi;
- Reverse type and line art should not be less than 7 pts at the thinnest part of a character or rule. Reverse type should use the dominant colour (usually 70% or more) for the shape of letters. Small type and fine serifs should not be used for reverse type;
- The trapping for the images must be included in the final file;
- Include the cutting marks and a bleed of 0.25";
- Do not include cutting marks inside the final format, push them out by 12 points;
- A shade of 10% or less is considered as none when printed.

### MATERIAL

To send your artwork via our FTP site, please contact us via e-mail: [genevieve@magazinemieuxetre.ca](mailto:genevieve@magazinemieuxetre.ca)

Geneviève Désilets, General Coordinator

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### SIZE DIMENSIONS (W X H)

Full page	Trim: 8 in X 10.875 in Bleed: 8.5 in X 11.375 in Live matter area: 6.75 in X 9.75 in
1/2 vertical	Framed: 3.25 in X 9.75 in
1/2 horizontal	Framed: 7 in X 4.625 in
1/3 vertical	Framed: 2.0625 in X 9.75 in
1/3 horizontal	Framed: 7 in X 3.062 in
1/3 page (square)	Framed: 4.375 in X 4.75 in
1/4 horizontal	Framed: 7 in X 2.1875 in
1/4 page (square)	Framed: 3.25 in X 4.8 in
Double Page Spread (add 0.5 in on each side of the spine)	Trim: 16 in X 10.875 in Bleed: 16.5 in X 11.375 in
1/2 Double Page Spread (add 0.5 in on each side of the spine)	Trim: 16 in X 5.375 in Bleed: 16.5 in X 5.875 in