

MIEUX · ÊTRE

Inspiring and healthy living

MEDIA KIT
2009

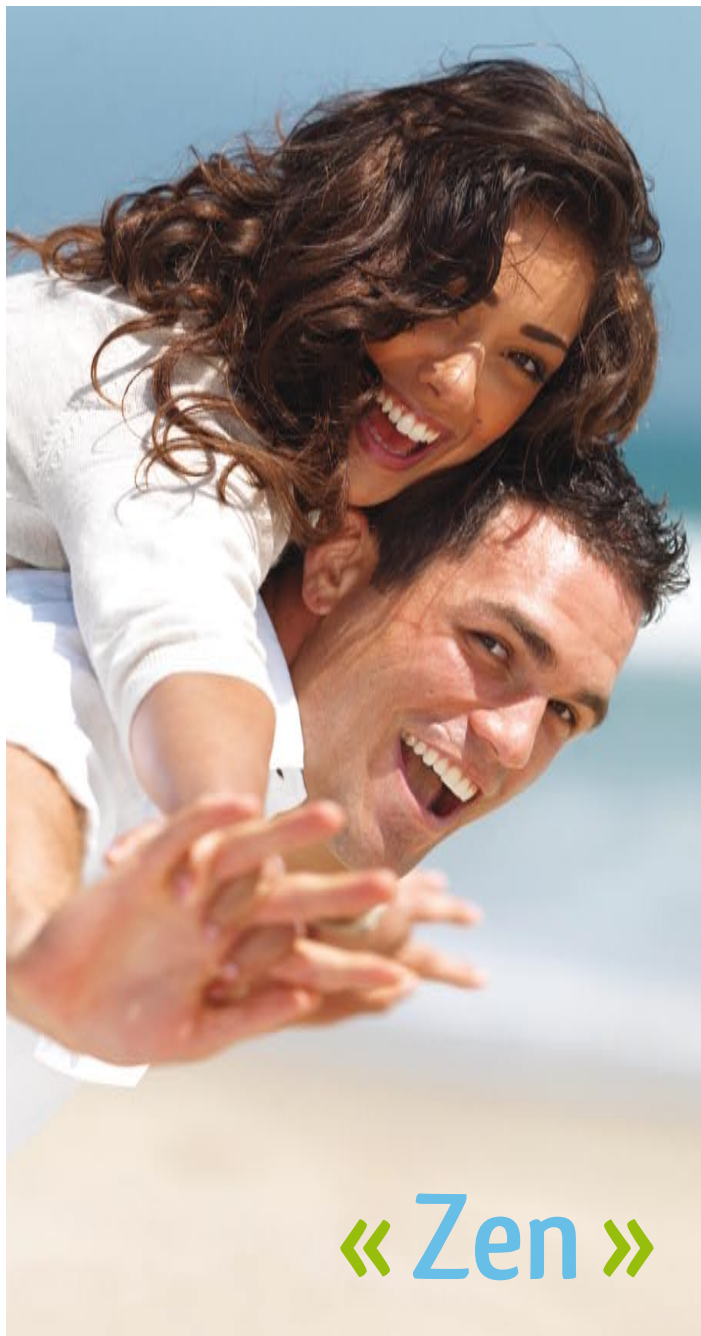


Editorial Mandate

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.

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.



Our Sections

Beauty

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

Health

The latest discoveries and research that allows to live fully and develop greater vitality. 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.

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.

Nutrition

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

« Inspiring »

Distribution

- ◆ 50,000 copies
- ◆ CCAB Certification
- ◆ More than 6,000 outlets in Québec:
 - Newsstands
 - Drugstores
 - Grocery stores
 - Bookstores
 - Convenience stores
- ◆ Targeted distribution
- ◆ Subscriptions
- ◆ 10 issues per year
- ◆ 3 readers per copy



Advertising Rates (net)

Size	Number of Issues			
	1	2 to 4	5 to 7	8 to 10
Full page	\$3,500	\$3,100	\$2,600	\$2,200
1/2 vertical or horizontal	\$2,550	\$2,200	\$1,850	\$1,600
1/3 vertical or horizontal	\$1,900	\$1,650	\$1,400	\$1,200
1/4 horizontal	\$1,200	\$1,050	\$900	\$750
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.

15 % rebate when combined with *Au Naturel* magazine (media kit available on request).

Guaranteed position: + 25 %

Inserts: rates available on request.

2009 Calendar

ISSUE	NEWSSTAND DATE	RESERVATION	MATERIAL	THEMES
N°26 March 2009	January 30	December 15	December 22	Yoga events calendar + Top 10 Spas in America
N°27 April 2009	February 27	January 19	January 26	Supplement guide + Harmfull vegetables for your health
N°28 May 2009	March 27	February 16	February 23	Save time, money and the planet + Spring's body cleans
N°29 June 2009	May 1	March 23	March 30	Fighting allergies + Getaway: Hiking and cycling
N°30 July 2009	May 29	April 20	April 27	Your healthy summer + Top 10 Yoga retreats
N°31 August/September 2009	July 3	May 25	June 1	Ideas for vacation's destinations + Summer BBQ recipes
N°32 October 2009	August 28	July 13	July 20	Food supplements + Top 50 week-end trips
N°33 November 2009	October 2	August 24	August 31	Breads, Wines and Cheeses + Ways to prevent influenza
N°34 December 2009	October 30	September 21	September 28	Spa getaway
N°35 January/February 2010	December 4	October 26	November 2	Healthy gastronomy for the Holidays + Christmas gift ideas

Themes may be changed without notice.

Technical Specifications

Final Material

Only electronic files will be accepted. Accepted formats: JPEG, EPS, PDF.

Resolution: 300 DPI real format (100 %), CMYK.

Proofs: To insure quality control, please include a PDF file of your final document or, better still, send us a colour proof by mail. Ads without colour proof will be accepted at the advertiser's risk.

Medium: We accept CD-ROM

Note: The magazine is perfect bound.

Important: For the safety area, consider 0.25 in inside the trim size on each side. Crop marks must not appear inside the trim.

Material

Send your artwork via our FTP site, please contact us via e-mail: genevieve@magazinemieuxetre.com

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Size

Full page

Trim: 8 in X 10.875 in
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1/2 vertical

Trim: 3.875 in X 10.875 in
 Bleed: 4.375 in X 11.375 in
 Live matter area: 3.25 in X 9.75 in

1/2 horizontal

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 Bleed: 8.5 in X 5.875 in
 Live matter area: 6.75 in X 4.625 in

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 Bleed: 3.25 in X 11.375 in
 Live matter area: 2.0625 in X 9.75 in

1/3 horizontal

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 Live matter area: 7 in X 3.062 in

1/4 horizontal

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