



weddingbells **25**
years
weddingbells.ca

MARIAGE QUÉBEC
mariagequebec.com



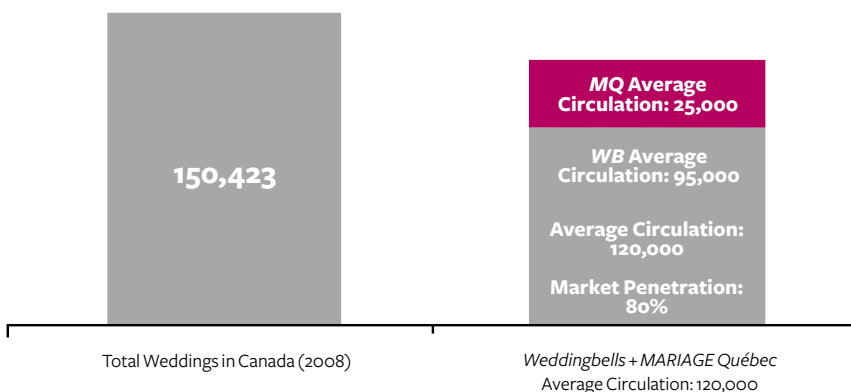
Reach Your Dream Market

with *Weddingbells* and *MARIAGE Québec*

Reach big earners, big spenders, it's a dream market: 29-year-old female spendaholics—also known as Canadian brides-to-be. Our average reader spends almost \$24,000 on her wedding, in addition to the countless purchases she influences. For one year and a half on average, *Weddingbells* and *MARIAGE Québec* are her best companions. *Weddingbells* and *MARIAGE Québec* reach Canada's top-spending women aged 18-34—readers who are building brand loyalty (brands they decide on are brands they stick with after their weddings), and we reach new readers every month.

Weddingbells' 25th anniversary provides us with the opportunity to look back and to look ahead to the future of *Weddingbells* while celebrating our special occasion with our readers. We will celebrate some of our favourite all-time classic wedding ideas, everything from the best dresses, best beauty looks, to top registry picks and the best honeymoons.

TOTAL WEDDINGS IN CANADA VS. CIRCULATION



Source: *Weddingbells* 2006/2007/2008/2009 Reader Survey
 Statistics Canada 2007

*Source: RPC = Publishers estimate based on the average of MRI (U.S.) bridal books.

General Stats

DISTRIBUTION Canada

Weddingbells (WB): National English

MARIAGE Québec (MQ): French in Quebec and Ottawa

FIVE EDITIONS

British Columbia

Calgary & Edmonton

Manitoba & Saskatchewan

Toronto & Southwestern Ontario

Ottawa, Montreal & Atlantic Canada

FREQUENCY Two issues per year

TOTAL READERS*

WB: 1,605,500 readers

MQ: 422,500 readers

READERS PER COPY 16.9 (ESTIMATED)

AVERAGE CIRCULATION

WB: 95,000

MQ: 25,000

AVERAGE TIME SPENT READING 124 MINS

AVERAGE AGE 29

EMPLOYED 89% (FULL- OR PART-TIME)

MARITAL STATUS

43% OF READERS WILL MARRY WITHIN 6 MONTHS

21% ARE A YEAR OR MORE AWAY FROM THEIR WEDDING

AVERAGE HOUSEHOLD INCOME AFTER MARRIAGE \$82,092

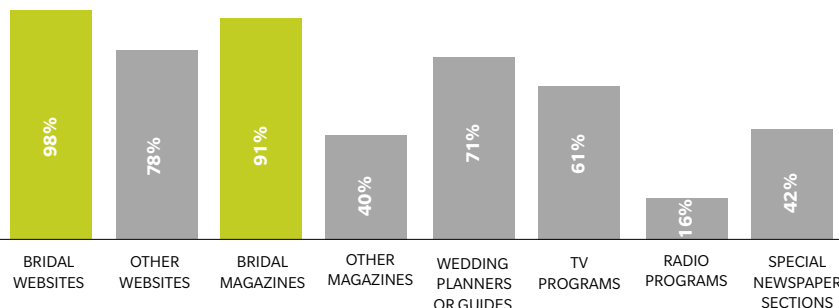


Facts & Stats

How brides are spending, registering and informing themselves.

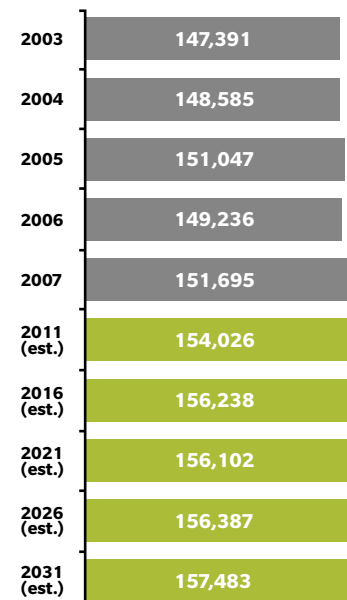
- **91%** of respondents say bridal magazines are an important source for wedding planning
- The average bride purchases over four bridal magazines a year
- More than a third of all brides purchase over five bridal magazines a year
- **26%** of *Weddingbells* readers do not read any other bridal magazines
- **65%** of brides read *Weddingbells* within the past 30 days (up 14% since 2008)
- **85%** of brides read *Weddingbells* within the past 3 months
- **86%** of respondents visited weddingbells.ca in the past 30 days, 5% in the past week (up 28% since 2008)
- **82%** view weddingbells.ca as a vital resource when making wedding plans

IMPORTANT MEDIA SOURCES FOR WEDDING PLANNING



Source: Weddingbells 2006/2007/2008/2009 Reader Survey
Statistics Canada 2007

ESTIMATED NUMBER OF WEDDINGS IN CANADA



What's on the Registry?

- 83%** will register for **cookware**
- 82%** will register for **small appliances**
- 81%** will register for **bedding/linens**
- 77%** will register for **everyday tableware**
- 43%** will register for **large appliances**
- 41%** will register for **formal tableware**

What are engaged women spending money on each month?

*compared to women married over two years

- 63%** will be purchasing **a health club membership**
- 54%** are currently on a **weight loss or maintenance plan**
- 51%** will consider **dental treatments**
- 26%** more on **skin-care products**
- 22%** more on **fragrances**
- 14%** more on **cosmetics**



Online Advertising Opportunities

When surveyed, 92% of engaged women considered websites important when making wedding decisions

Weddingbells.ca and mariagequebec.com offer the ultimate online destinations for every bride's wedding-day needs—from choosing invitations to picking the right ceremony and reception venue to assistance with registry selections, plus fashion and beauty tips, honeymoon travel planning advice and even information on how to live together after the big day. This one-stop resource guide is packed with great ideas, valuable advice and beautiful inspiration.

Other web opportunities

Weddingbells.ca and mariagequebec.com offer many unique opportunities to capture the attention of our loyal female audience, from microsites, sponsored surveys, integrated content, slideshows, quizzes, video, custom or preroll video packages and more. All can be customized to suit your specific marketing needs.

weddingbells.ca

- 200,000 total monthly unique visitors
- 5,200,000 average monthly page views*

mariagequebec.com

- 7,000 total monthly unique visitors
- 34,000 average monthly page views*

*Source: Google Analytics (2009 Average)

National Opportunities and Net Rates

DISPLAY MEDIA

- Leaderboard \$30 CPM
- Big Box \$30 CPM
- Lower Big Box \$20
- Ear Lug \$1,200/mth
- Button ads \$500/mth
- Text link \$350/mth

E-NEWSLETTER AD INSERTION

\$70 CPM

E-BLAST \$125 CPM

(MINIMUM INVESTMENT OF \$500)

Advertiser-specific email sent to our targeted opt-in subscribers featuring your messaging.

CONTEST PROGRAM

(\$2,000 PER 30 DAYS)*

Includes customized contest page in the WIN section of weddingbells.ca and mariagequebec.com with optional three survey questions and entry opt-in feature; hyperlink to your website; global text link under contests and 600X100 contest banner; promotion in one e-newsletter; data capture at end of contest. Upgrade options available.

* subsequent maintenance may apply after 30 days

Rates & SCHEDULE

2010 National Rates

COMBINED RATES FOR WEDDINGBELLS AND MARIAGE QUÉBEC

| | 1X | 2X |
|-----------------------|--------|--------|
| FULL PAGE | 26,045 | 21,710 |
| 2/3 | 21,500 | 17,910 |
| 1/2 VERTICAL | 19,415 | 16,190 |
| 1/2 HORIZONTAL | 17,200 | 14,340 |
| 1/3 | 13,140 | 10,945 |

WEDDINGBELLS

| | 1X | 2X |
|-----------------------|--------|--------|
| FULL PAGE | 19,600 | 16,335 |
| 2/3 | 16,135 | 13,365 |
| 1/2 VERTICAL | 14,515 | 12,110 |
| 1/2 HORIZONTAL | 13,135 | 10,945 |
| 1/3 | 9,860 | 8,210 |

MARIAGE QUÉBEC

| | 1X | 2X |
|-----------------------|-------|-------|
| FULL PAGE | 7,160 | 5,970 |
| 2/3 | 5,965 | 4,975 |
| 1/2 VERTICAL | 5,450 | 4,540 |
| 1/2 HORIZONTAL | 4,520 | 3,775 |
| 1/3 | 3,650 | 3,045 |

Publishing Schedule

FALL/WINTER 2010

AD CLOSING: MAY 21, 2010

MATERIAL DUE: MAY 27, 2010

NEWSSTAND: WEEK OF JULY 19, 2010

2010 CIRCULATION

Weddingbells serves the National English population and has an average circulation of 95,000. *MARIAGE Québec* serves the French-speaking population in the province of Quebec and in Ottawa (25,000 copies).

FOR MORE INFORMATION, CONTACT:

TORONTO OFFICE

416-364-3333 EXT 4009
OR TOLL FREE AT 1-800-387-9877

MONTREAL OFFICE

514-284-2552 EXT 221
OR TOLL FREE: 1-877-284-5570

Advertiser and Advertising Agency are jointly and severally liable for payment. The publisher will not release advertising agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.





Weddingbells Fall & Winter 2010

When the first issue of *Weddingbells* hit newsstands in 1985 Canadian brides had a new best friend.

Someone they could trust to help them plan every aspect of their wedding such as finding the perfect gown, cake, reception venue, registry essentials and honeymoon location.

Fast-forward 25 years, and we're still a bride's best friend. Our aim remains the same as it did with the launch of our first issue: to deliver both inspiration and practical information to our readers in a beautifully wrapped package.

Alison McGill, Editor-in-Chief
amcgill@weddingbells.ca

Fall & Winter 2010 Editorial Highlights

THE BIG WEDDING GIVEAWAY

Weddingbells' 25th anniversary celebrations continue this issue, and we are giving away more than \$25,000 worth of prizes to our readers! *Weddingbells'* editors will be selecting some of their favourite things from the issue to give away. Prizes include everything from wedding dresses to beauty essentials, registry goodies and a luxury honeymoon.

CELEBRATION

We pay homage to our home and native land with a gorgeous cakes and flowers shoot themed "Canadiana Chic." Red is the hot colour for reception decor. Other pretty party essentials on our radar: whimsical stationery, cookie cakes and non-traditional wedding florals. We also dish on trends that are hot today and will be timeless 25 years from now!

BEAUTY

What is the prettiest makeup palette for brides? Pink! We've fallen in love with this feminine shade and showcase our favourite ways to wear it. Other beautiful ideas: fresh wedding fragrances, celebrity-inspired hair and makeup looks that work for brides and our editor's choice for the 10 must-have bridal beauty products.

FASHION

For 25 years, *Weddingbells* has been the best friend to Canadian brides and the bridal style authority from coast to coast. In a love letter to our beautiful country, we took our show on the road to the wilds of British Columbia, the streets of Toronto and the shores of Newfoundland, shooting the season's hottest gowns against Canada's diverse landscapes.

HOME & REGISTRY

Must-haves on our registry wish list: metallic accented dinnerware, cool breakfast housewares, country chic linens and quilted decor pieces for your newlywed nest.

TRAVEL

From Morocco to Argentina, the editors at *Weddingbells* have been travelling to some of the world's sexiest locales. Find out which places make our list of the 25 most exotic honeymoon escapes.



MARIAGE Québec Fall & Winter 2010

For the fall & winter 2010 issue, *MARIAGE Québec* inspires its readers with the best fashion, beauty, decor and travel trends for a memorable fairy-tale wedding!

This issue is full of ideas for a unique reception, from the venue to the decor, the stationery, the flowers and the cake. Not to mention a Photo Special, with tips on how to pose like a pro and a list of must-take pictures!

Beauty reveals the latest makeup trends with how-to steps and must-have products, plus suggestions for daring and colourful nail colours. And since a wedding is not complete without a good registry, we list a variety of items perfect for trendy newlyweds. Looking to spice up the honeymoon? We'll give you the scoop on the hottest destinations and the sexiest lingerie.

Fall & Winter 2010 MARIAGE Québec Editorial Highlights

EDITOR'S NOTE

My favourites: makeup, flowers, jewellery, perfume & beautiful objects

RECEPTION AND LOCAL WEDDINGS

- **AMBIENCE:** decor ideas for a dream reception
- **PLANNING:** photo special
- **STATIONERY:** latest trends
- **FLOWERS/CAKES:** classic theme of black and white
- **NEWS:** new venues, ideas for favours, floral suggestions, etc.

REAL WEDDINGS

- Testimonials from inspiring newlyweds

FASHION & BEAUTY

- **CELEBRITY:** our star presents the most beautiful dresses and accessories
- **FASHION:** beautiful and trendy dresses
- **BRIDAL PARTY:** flower girl, best man, mother, bridesmaid outfits
- **FASHION NEWS:** green dresses, personal stylist services, superb jewellery
- **MAKEUP:** makeup trends and nail colour suggestions
- **SHOPPING:** selections of products for women and men
- **BEAUTY NEWS:** products perfect for the big day, a new spa, an unusual spa treatment, etc.

REGISTRY

- The most beautiful objects for every room
- **IN BRIEF:** a new knife collection, a new coffee machine, etc.

DESTINATIONS

- **BORDEAUX:** a romantic and gastronomic journey
- **JAMAICA:** a five-star romantic getaway
- **VERMONT:** an original destination with unique activities
- **FASHION:** sensual lingerie
- **NEWS:** honeymoon suggestions, fun suitcases, interesting products



MARIAGE Québec Automne/Hiver 2010

Pour le numéro automne-hiver 2010, MARIAGE Québec inspire ses lectrices avec les dernières tendances mode, beauté, déco et voyage pour un mariage mémorable des plus féériques!

Dans notre section Réception, nous proposons des idées pour une réception unique, du décor à l'emplacement en passant par les faire-part, les fleurs et le gâteau. Et que dire du Spécial Photos avec ses conseils pour poser comme une pro et sa liste des photos incontournables! Côté beauté, nous présentons les tendances maquillage avec les bonnes étapes et produits pour les réaliser, ainsi que des suggestions de manucures osées et colorées. Et parce qu'un mariage n'est pas complet sans une liste-cadeaux, nous offrons une variété d'objets parfaits pour les nouveaux mariés. Sans oublier les alléchantes destinations et suggestions lingerie pour pimenter la lune de miel!

Automne/Hiver 2010 MARIAGE Québec Contenu Éditorial

ENTRE NOUS

MES COUPS DE CŒUR: maquillage, fleurs, bijoux, parfums et beaux objets

RÉCEPTION

- **AMBIANCE:** des idées de décor pour une réception de rêve
- **PLANIFIER:** spécial photos
- **FAIRE-PART:** dernières tendances
- **FLEURS/GÂTEAUX:** inspirations en noir et blanc
- **EN BREF:** lieu de cérémonie, idées cadeaux d'invités, et conseils floraux

MARIAGE D'ICI

- Témoignages de mariés inspirants

MODE

- **CÉLÉBRITÉ:** notre star présente les plus belles robes et accessoires
- **ÉDITO:** les plus belles robes à la mode
- **CORTÈGE:** tenues pour bouquetière, mère, et dame et garçon d'honneur
- **EN BREF:** robe écolo, service de stylisme, superbes bijoux, etc.

BEAUTÉ

- **MAQUILLAGE:** tendances maquillage et suggestions manucure
- **SHOPPING:** assortiments de produits pour femme et homme
- **EN BREF:** un nouveau spa, un soin inusité, un produit parfait pour le jour J.

LISTE DE MARIAGE

- Les plus beaux objets présentés par pièce (cuisine, salon, etc.)
- **EN BREF:** nouvelle collection de couteaux, de petits appareils, etc.

LUNE DE MIEL

- **BORDEAU:** parcours romantique et gastronomique
- **JAMAÏQUE:** séjour 5 étoiles en amoureux
- **VERMONT:** destination originale aux activités uniques
- **ÉDITO:** lingerie sensuelle
- **EN BREF:** suggestions d'endroits pour voyage de noces, achat de valises, produits intéressants, etc.

Brands Are Essential to a Future Bride

Percentage of engaged women who say a specific brand is important to them on their wedding day:

- **88%** DEODORANT
- **81%** FACIAL MOISTURIZER
- **80%** SHAMPOO/CONDITIONER
- **78%** FRAGRANCE
- **78%** MASCARA
- **69%** LIPSTICK
- **69%** TOOTHPASTE

On Her Wedding Day—and Beyond

Percentage of married women who still use the same brand used on their wedding day:

- **79%** DEODORANT
- **78%** TOOTHPASTE
- **71%** FRAGRANCE
- **66%** FACIAL MOISTURIZER
- **65%** SHAMPOO/CONDITIONER
- **62%** LIPSTICK
- **58%** MASCARA

Getting Help from Professionals

- **89%** of brides will use a professional hairstylist on their wedding day
- **67%** of them have the same stylist do their bridal parties
- **61%** decide on their stylist five or more months in advance
- **54%** of engaged readers have visited a spa in the past 12 months

Where Brides Turn for Advice

- **92%** say magazine ads are somewhat or very helpful when selecting a dress
- **59%** of brides say magazines are the most useful medium for selecting a dress
- **69%** say magazine ads are somewhat or very helpful when selecting formalwear
- **57%** of brides turn to magazines in selecting the groom's formalwear
- **78%** say magazine ads are somewhat or very helpful when selecting lingerie
- **55%** of brides turn to magazines in selecting bridal lingerie
- **65%** say magazine ads are somewhat or very helpful when selecting wedding bands/rings
- **44%** of brides turn to magazines in selecting wedding bands/rings

Source: Weddingbells 2006/2007/2008/2009 Reader Survey

fashion
& BEAUTY



Home & Registry

Choosing a registry

- **69%** of readers say *magazine advertising is somewhat or very helpful in making their registry choice.*
- **66%** register at **two or more stores**
- **62%** of engaged readers make their **registry choices more than 3 months in advance of their ceremony**
- **42%** turn to the **Internet for assistance in choosing a registry**

What they're registering for

- cookware: **83%**
- small appliances: **82%**
- bedding/linens: **81%**
- everyday tableware: **77%**
- formal tableware: **57%**
- large appliances: **43%**
- personal electronics: **38%**
- household electronics: **38%**
- tools: **35%**
- furniture: **23%**

Buying for herself in the next 12 months:

- **71%** of engaged readers expect to purchase **furniture**
- **59%** expect to purchase **personal electronics**
- **48%** expect to purchase **large appliances**

In the driver's seat

- **54%** expect to buy or lease a new vehicle
- **40%** of engaged readers expect to buy a vehicle **in the next 24 months**
- Average amount they expect to spend on a new vehicle: **\$26,450**

Moving and Improving

In the next 12 months:

- **59%** expect to **decorate**
- **47%** expect to **landscape**
- **45%** expect to move to a newly **purchased residence**
- **37%** expect to purchase **new flooring or carpeting**
- Average amount engaged readers expect to spend:
 - on home improvements: **\$6,327**
 - on furniture: **\$1,776**

For richer...

In the next 12 months:

- Number of engaged women who will obtain a mortgage in the next 12 months: **37,000**
- **52%** of engaged readers expect to **obtain or increase their mortgage**
- **38%** of engaged readers expect to **obtain or increase their RRSPs**
- **22%** of engaged readers expect to **obtain or increase their line of credit**
- **22%** of engaged readers expect to **obtain or increase their car loan**
- **16%** of engaged readers expect to **obtain or increase their mutual funds investment**

honeymoon & TRAVEL



Weddings = Travel

- Average number of guests who will **require hotel reservations: 36**
- **25%** of wedding guests will **require hotel reservations**
- **23%** of engaged readers are planning to be wed at **a location that will require travel planning**

After the Wedding, the Honeymoon!

- **90%** of engaged readers expect to spend **at least one night away from home for their honeymoon**
- **71%** plan to **honeymoon outside of Canada**
- **59%** say magazine advertising is **somewhat or very useful in choosing a destination**
- **43%** plan to use a **travel agent to help them select and/or book their honeymoon**
- **39%** of engaged readers plan to **book at least part of their honeymoon online**
- **19%** plan to **honeymoon in Canada**
- Average **length of honeymoon: 8.7 nights**
- Average amount expected to **spend on a honeymoon: \$4,126**

Travel in the year ahead

- **92%** of engaged readers plan to spend at least **one night on holiday within Canada in the next year**
- Average length of stay **within Canada: 11.4 nights**
- **68%** of engaged readers plan to spend at least **one night on holiday outside of Canada in the next year**
- Average length of stay **outside Canada: 11.6 nights**
- Average amount expected to **spend on travel in the next year: \$3,569**
- **47%** plan to **use a travel agent in the next year**

Source: Weddingbells 2006/2007/2008/2009 Reader Survey

Weddingbells Works:

"It has been a wonderful experience working with *Weddingbells*. Our goal was to identify a Canadian bridal publication that could help us bring visibility to the Islands of the Bahamas as the ideal place to host destination weddings and honeymoons. *Weddingbells* put us in the spotlight with a honeymoon contest. At the end of the 6-month promotion, more than 10,000 people had signed up to win our honeymoon package. We got the exposure needed to push the Bahamas to the very top of Canada's visibility chart. Kudos to the *Weddingbells* family for a job well done."

—Bahamas Tourist Office

DIGITAL FILE SPECIFICATIONS



Digital Requirements for Advertising Material

St. Joseph Media will not assume any responsibility for advertising reproductions that do not conform to the mechanical specifications listed here. All ads must be supplied digitally.

- We will ONLY accept PDF/X-1a files (ensure that files are 300 dpi).
- Include 1/8 bleed trim on all sides for pages built to bleed trim specs.
- Images should be a minimum resolution of 300 dpi @ 100% size.
- All RGB images must be converted to CMYK.
- All spot colours (Pantone) must be converted to CMYK.
- Type should be a minimum of 8 point. Reverse type less than 12 point is not suitable for reproduction. St. Joseph Media is not responsible for reproduction of type in sizes smaller than those mentioned above.
- Ink density for all four process colours must not exceed 300%.
- Ad material must be supplied via the AdDirect ad portal and be accompanied by a colour proof (see proofing requirements) generated from the supplied PDF/X-1a file.
- Please be sure to include trim, crop marks and bleed on your proof.
- Production charges will apply for any in-house design services. Contact Account Manager for rates.
- Advertisers and/or advertising agencies assume full responsibility for all content of advertisements and any claim made against St. Joseph Media because of such content.
- St. Joseph Media reserves the right to refuse any or all copy deemed by St. Joseph Media to be unsuitable.
- All advertising materials will be destroyed by St. Joseph Media if not requested within one year.

Advertising Mechanical Requirements

| | NON-BLEED TRIM | BLEED TRIM* WxD |
|--------------------------------------|-----------------------|---------------------|
| DPS** (To be submitted as DPS only.) | 15" x 10.375" | 16" x 10.875" |
| Full page | 7.5" x 10.375" | 8.0" x 10.875" |
| 2/3 Page Vertical | 4.6875" x 9.875" | 5.1875" x 10.875" |
| 1/2 Page Vertical (Island) | 4.625" x 7.4375" | N/A |
| 1/2 Page Horizontal | 7.5" x 4.875" | 8" x 5.375" |
| 1/2 Page Spread | 7.5" x 4.875" ea. pg. | 8" x 5.375" ea. pg. |
| 1/3 Page Vertical | 2.25" x 9.875" | 2.75" x 10.875" |
| 1/3 Page Square | 4.625" x 4.875" | N/A |
| 1/6 Page Vertical | 2.25" x 4.875" | N/A |
| 1/6 Page Horizontal | 4.625" x 2.375" | N/A |
| 1/4 Directory (standard) | 3.375" x 4.75" | N/A |
| 1/6 Honeymoon Getaways | 2.1875" x 4.3125" | N/A |

* All critical matter must be kept within 1/4" from trim edges.
 ** Allow 1/8" on each side of the gutter for type safety.

TRIM: Actual size of magazine page.

* **BLEED:** Area outside of magazine page printed to ensure full coverage.

Allow 1/8" on each side of the gutter for type safety

* **SAFETY (non-bleed):** Area within which all copy, logos, borders or other graphic elements should appear. All critical material must be kept within the non-bleed dimension. Partials that do not bleed should be built to safety size.

Proof Requirements

- St. Joseph Media will only be responsible for ad reproduction if a proof conforming to DMAC standards is supplied.
- SWOP certified hard-copy proofs such as EPSON or FUJI are required as a colour accurate guide for reproduction (PDF, tear sheets, colour laser or inkjet printer proofs are NOT acceptable for reference).
- Hard-copy proofs are also required for ads submitted via AdDirect portal.
- NOTE: ANY AND ALL COLOUR PROOFS ARE ONLY AN APPROXIMATION OF COLOUR REPRODUCTION.
- Refer to DMAC standards for further requirements.
 Visit: <http://magazinescanada.ca/dmacs.php?cat=dmacs>
- EPSON proofs are available at \$50 each.

WB Office: 111 Queen St. E., Suite 320, Toronto, ON, M5C 1S2,
 Attention: Production Department



ADIRECT UPLOAD INFORMATION

Visit the AdDirect homepage to take a tour on how to upload your ad using the preflight portal system.

adirect.sendmyad.com

SPÉCIFICATIONS TECHNIQUES DIGITALES



Spécifications Techniques Digitales pour Matériel Publicitaire

Média St-Joseph n'endosse aucune responsabilité quant à la reproduction d'annonces publicitaires qui ne se conformeraient pas aux spécifications techniques mentionnées ci-dessous. Toutes les annonces doivent nous être fournies de façon numérique.

- Nous accepterons SEULEMENT des fichiers PDF/X-1a (veuillez vous assurer que les fichiers sont en 300dpi).
- Le document doit être conçu afin de respecter le 1/8" pour le rognage.
- Les images doivent être au moins à une résolution de 300dpi @ 100% grandeur.
- Les images RGB doivent être converties en CMYK
- Toutes les couleurs Pantone doivent être converties en CMYK.
- La typographie doit être un minimum de 8 points. Typo renversée de moins de 12points n'est pas idéale pour la reproduction. Média St-Joseph n'est pas responsable pour une reproduction de typographie plus petite que celles mentionnées ci-haut.
- Le densité de la couleur pour des impressions quatre couleurs ne doit pas excéder 300%.
- Le matériel fourni via AdDirect doit être accompagné d'une épreuve couleur (voir spécifications pour les épreuves ci-dessous) générée du fichier PDF/X-1a.
- Veuillez vous assurer d'indiquer le rognage, les marques de coupe ainsi que la marge perdue sur votre épreuve.
- Des frais de production maison vous seront facturés pour toute modification. Veuillez contacter votre représentant pour les tarifs.
- Les annonceurs ainsi que les agences de publicité assument pleine responsabilité pour le contenu des annonces et toute réclamation faite à Média St-Joseph sur ledit contenu.
- Média St-Joseph se réserve le droit de refuser tout texte ou une partie de texte si jugée inacceptable par Média St-Joseph. Tout matériel publicitaire sera détruit par Média St-Joseph si aucune demande de retour n'a été faite dans l'année suivant la remise

Données Mécaniques Requises

| | ROGNAGE | MARGE PERDUE* WxD |
|---------------------------------|-----------------------|----------------------|
| Double Page** | 15" x 10.375" | 16" x 10.875" |
| Pleine Page | 7.5" x 10.375" | 8.0" x 10.875" |
| 2/3 Page Vertical | 4.6875" x 9.875" | 5.1875" x 10.875" |
| 1/2 Page Vertical (îlot) | 4.625" x 7.4375" | N/A |
| 1/2 Page Horizontal | 7.5" x 4.875" | 8" x 5.375" |
| 1/2 Page double | 7.5" x 4.875" ea. pg. | 8" x 5.375" ea. pg. |
| 1/3 Page Vertical | 2.25" x 9.875" | 2.75" x 10.875" |
| 1/3 Page Carré | 4.625" x 4.875" | N/A |
| 1/6 Page Vertical | 2.25" x 4.875" | N/A |
| 1/6 Page Horizontal | 4.625" x 2.375" | N/A |
| 1/4 Annuaire (régulier) | 3.375" x 4.75" | N/A |

* Tout espace critique doit être tenu à au moins 1/4" de tous les cotés pour le rognage.

* * Veuillez allouer 1/8" de chaque coté de l'épave pour mesure de sécurité.

ROGNAGE: taille rognée des pages d'un magazine.

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