

# Avantages



## 2020 Print Media Planner

### COMPANION PROPERTIES:

Benefits Canada

Canadian Investment Review

Canadian Institutional Investment Network

## 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

- › Defined Benefit Pension Plans/Investment Strategies
- › Defined Contribution/Group RRSP
- › Health Benefits/Group Insurance
- › Drug Plan Management
- › Wellness

### READERSHIP

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



## **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**

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

### **DIGITAL**

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
- Question of the week
- Webinars
- Podcasts

### **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
- The Performers Series
- Investment Insights
- Plan Member Point of View
- Medication Management

### **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

- Employee Health & Wellness Summit
- DC Quebec
- DB Investment Forum

### **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
<b>MARCH</b>	<b>Benefits:</b> Better absence management <b>Pensions:</b> Managing longevity risk in DC plans <b>Investments:</b> Reviewing alternative investment portfolios	Feb 24	Feb 28	Mar 18
<b>MAY</b>	<b>Benefits:</b> Diabetes in the workplace <b>Pensions:</b> Women and retirement <b>Investments:</b> OCIO <b>Special Report:</b> Top 40 Money Managers in Canada	Apr 20	Apr 24	May 13
<b>JUNE</b>	<b>Benefits:</b> New technologies in health and wellbeing <b>Pensions:</b> What's happened to the VRSP <b>Investments:</b> Using profit sharing plans <b>Special Report:</b> Top 30 Pension Plans in Québec	June 8	June 12	July 2
<b>SEPTEMBER</b>	<b>Benefits:</b> Managers and stress <b>Pensions:</b> Focussing on savings instead of retirement <b>Investments:</b> International CAP plan experience <b>Special Report:</b> Top 50 DC Plans in Québec and Canada	Aug 24	Aug 28	Sept 16
<b>NOVEMBER</b>	<b>Benefits:</b> Biosimilars <b>Pensions:</b> What's happening with target benefit plans <b>Investments:</b> Bond portfolio strategies <b>Special Report:</b> Top 40 Money Managers in Canada	Oct 26	Oct 30	Nov 18
<b>DECEMBER</b>	<b>Benefits:</b> How to handle presenteeism <b>Pensions:</b> The limits to mandatory enrolment in CAP plans. <b>Investments:</b> Personalising ESG <b>Special Report:</b> CAP Suppliers	Nov 23	Nov 27	Dec 16

\*Subjects may be changed without notice

## 2020 ADVERTISING RATE CARD

Four-colour	1 x	3 x	6 x
Double page	\$15,621	\$15,071	\$14,485
Full page	\$7,958	\$7,681	\$7,382
2/3 page	\$6,653	\$6,425	\$6,179
1/2 page island	\$6,290	\$6,078	\$5,868
1/2 page	\$5,670	\$5,425	\$5,226
1/3 page	\$4,919	\$4,788	\$4,625
1/4 page	\$4,495	\$4,314	\$4,201

### COVER RATES

Four-colour	1 x	6 x
Outside Back	\$10,751	\$9,194
Inside Front	\$10,352	\$8,716
Inside Back	\$9,954	\$8,357

### APPOINTMENT NOTICES

Four-colour	1 x
1/2 page	\$2,888
1/3 page	\$2,266
1/4 page	\$1,888

### SPECIAL PRINT

Four-colour	1 x
Bellyband	\$9,659
Personalized Mailing Bellyband	\$11,068
Dot Whacker (Cover Sticker)	\$6,395
Sticker Tab (includes full page ad)	\$11,683

Black and white rates less 15%.

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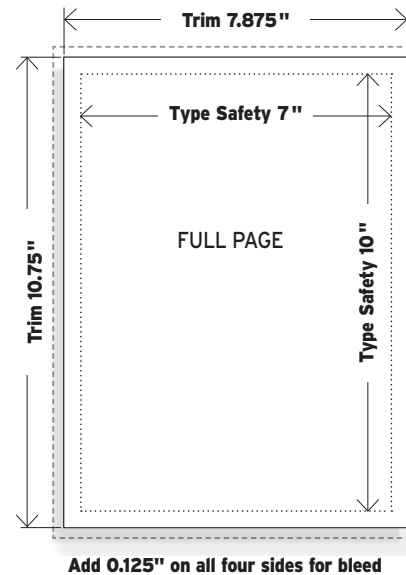
### TERMS AND CONDITIONS

- 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.

## 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	-	-
1/2 page horizontal	7	4.625	-	-
1/2 page vertical	3.375	10	-	-
1/2 page island	4.625	7.5	-	-
1/2 DPS	15.75	4.625	16	4.875
1/3 page horizontal	7	3.125	-	-
1/3 page vertical	2.25	10	-	-
1/3 page square	4.625	4.625	-	-
1/4 page horizontal	7	2.375	-	-
1/4 page square	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.** Log into Magazines Canada's AdDirect™ Ad Portal (<https://addirect.sendmyad.com>).

**Note:** A user account will have to be set up upon the first visit.

**2.** Select the publisher/magazine you are advertising with. Complete the relevant ad info, then click Upload.

**3.** Follow the onscreen preflight process.

**4.** Approve your ad.

**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.

### METHOD OF PRINTING

Offset

### METHOD OF BINDING

Saddle stitch

### INSERTS/POLYBAG

Rates and quantities are available on request.

# Avantages

AVANTAGES.CA



## **2020 Online Media Planner**

### COMPANION PROPERTIES:

BenefitsCanada.com

InvestmentReview.com

CanadianInstitutionalInvestmentNetwork.ca

**Avantages.ca** is Québec's leading online resource for benefits and pension plan managers.

## TARGET

Executive and financial management, pension trustees, pension and benefits professionals, managers and consultants

- Average Monthly Page Views: **17,094**
- Average Monthly Users: **6,281**
- Average eNewsletter Recipients: **3,173**

\*Monthly average based from Jan. 1, 2019 to Oct. 31, 2019

## CONTENT

- daily news information
- breaking industry news
- expert opinions
- perspectives and special online reports
- Question of the Week





# Avantages

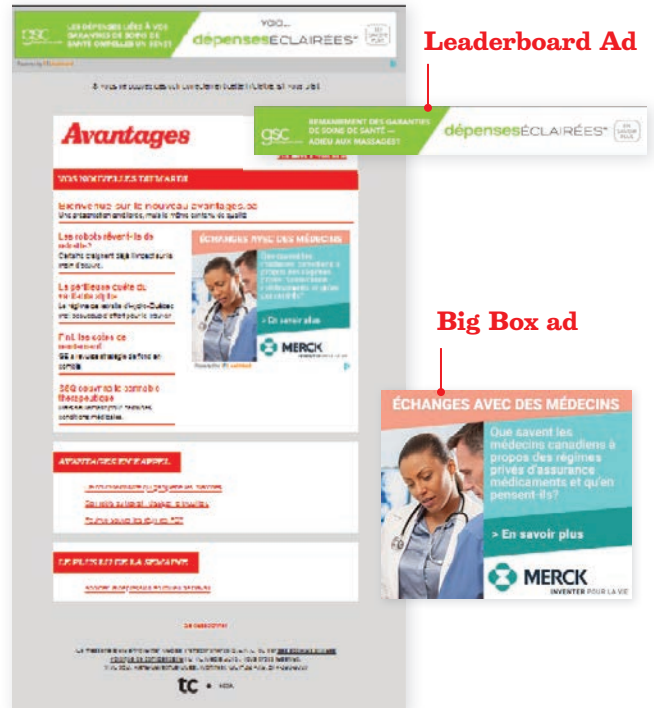
## DISPLAY ADVERTISING

### BULLETIN AD

#### LEADERBOARD AD

Image-Based Ad  
Static image only

- Format: 728x90
- File Type: JPEG or PNG
- Maximum File Size: 40kb



### BIGBOX AD

Image-Based Ad  
Static image only

- Format: 300X250
- File Type: JPEG or PNG
- Maximum File Size: 40kb

## E-DIRECT

### SINGLE SPONSORED EMAILS SENT TO PENSION & BENEFITS EXECUTIVES

- Custom email message including brand, product, educational, event, etc. information
- All content is sponsor created and branded



## ONLINE APPOINTMENT NOTICE

- Photo with 100 words and logo for one month profile in "People Watch" section of site



## 2020 ADVERTISING RATE CARD

<b>Web Media (Big box, billboard, leaderboard, skyscraper)</b>	
1,000 impressions	\$410
2,500 impressions	\$665
5,000 impressions	\$1,296
<b>Biweekly e-Bulletin</b>	
Leaderboard (728 x 90) or Big Box (300 x 250)	\$670
<b>E-direct</b>	
Direct email message to Avantages.ca's registered user list Canada's Anti-Spam Law (CASL) compliant	\$1,900
<b>Question of the Week</b>	
Thought leadership opportunity to profile a key member of your team. Ask a question and provide a 250 word answer and the photo of your thought leader. Your question will be highlighted for one week and live for one year.	\$685
<b>Sponsored Content</b> <b>1 Month</b>	
Homepage badge linking to a piece of custom educational content.	\$1,000
<b>Webinars &amp; Podcasts</b>	
Ask your account manager for information.	
<b>Microsite</b> <b>1 Month</b>	
A customized site, hosted on Avantages.ca with a dedicated homepage button, showcasing white papers, expert opinions and video.	\$1,957
<b>Online Appointment Notice</b> <b>1 x</b>	
Photo with 100 words and logo for one-month profile in "People Watch" section of site.	\$400
<b>Rich Media*</b>	
Site Takeover	\$2,985/per day (2 days max)
Sliver ad, film strip, cat fish, pushdown	\$870/per day (3-5 days max)

\* Some exceptions apply. Please speak with your account manager for more information.

Ask your account manager about customized web programs, branded content opportunities and complete specifications.

**Avantages.ca** is focusing on the unique issues of interest to Québec based pension and benefits decision-makers and helps Québec plan sponsors to stay in-tune with news, legislative changes and the overall market trends

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## DISPLAY ADVERTISING SPECIFICATIONS

### Leaderboard

728w x 90h pixels  
40 kb or less

### Big Box

300w x 250h pixels  
40 kb or less

### Skyscraper/ Double Big Box

300w x 600h pixels  
40 kb or less



### FILE TYPES:

GIF, JPG, PNG and Third Party Ad Tags

### IMPORTANT NOTES:

1. All display advertising units adhere to IAB Canada standard specifications. For additional information, please visit [www.iabcanada.com](http://www.iabcanada.com).
2. eNewsletters can only accommodate GIF or JPG ad formats. Static image only. Animation is not supported.
3. Animated GIFs may loop maximum of 3 times, ending on the last frame or 30 second of animation or less. (ROS only)
4. Third Party Ad Tags are accepted for ROS (run-of-site) only.
5. Clients must supply click-through URL separately.
6. Website ads—only 1 click-through URL can be used per image file.
7. eNewsletter ads—only 1 click-through URL can be used per eNewsletter deployment.

**NOTE:** Ads should not click through to documents such as PDFs or MS Word files or to email addresses.

### LATE CREATIVE:

All material must be submitted with a minimum of 5 business days prior to campaign start date. Late material will result in missed campaign start date with full campaign being charged to advertiser.