

CONSEIL QUÉBÉCOIS DU COMMERCE DE DÉTAIL

WHO ARE WE?

The **Conseil québécois du commerce de détail** has been a proud **promoter, representative and advocate of the retail business and the Quebec retail community for more than 25 years, and has contributed to the sector's healthy development and prosperity.**

The Conseil québécois du commerce de détail represents over **70% of the retail activities in Quebec**, which makes it the largest retail representative in the province, and the business field's most worthy advocate. Government and the media are aware of this fact and take into account the Conseil's comments and position.

The Conseil québécois du commerce de détail, through the participation of its members, **organizes important functions** to which are invited key stakeholders in the retail field:

- The retail sector annual convention;
- Retail Week;
- The retail business Order of Merit;
- Crime prevention week;
- Annual golf tournament.

Expert in its field, the Conseil québécois du commerce de détail **offers training programs** and shares information that introduces solutions to the problems and concerns of the retail community.

The Conseil québécois du commerce de détail **also offers economic incentives to its members** by negotiating preferential and very competitive rates on their behalf with various service providers like Desjardins Electronic Payroll Service, Planète Courrier (messenger services), Énergie Cardio (physical training), Dale Parizeau LM (insurance), GlobalPayments, Paymentech, Esso card, Avis, Keyfacts (employment), Nebs (printed matter, etc.), Coop HEC (Montreal University), etc.

Le détaillant

The official publication of the Quebec retail council



LE DÉTAILLANT MAGAZINE ...

Le détaillant, published by the Conseil québécois du commerce de détail, **is the only French business magazine that deals specifically with the various aspects and concerns of the retail community.**

This 4 issue per year publication is intended for :

- independent store owners and franchisees,
- senior management and decision-makers of chain stores and large department stores,
- shopping centre administrators,
- retail business decision-makers.

It offers interviews with public figures from the Quebec retail world.

It presents an in-depth look at the hottest topics.

It informs readers through **articles on the various aspects of managing a retail business :**

- Customer service
- Inventory management
- Merchandising
- Human Resources
- Financing
- Asset protection
- Consumer trends
- Sales
- e-commerce
- Energy savings
- and much more!

WHO ARE OUR READERS ?

- 1) 65% of our readers are men and 35% are women
- 2) a) 19% are aged between 25-34
b) 55% are aged between 35-49
c) 26% are aged between 50-64
- 3) 56% of the readers are located in the greater Montreal area
- 4) They are buyers of your services

It reaches directly those who buy and recommend your goods and services.

It has a circulation of 8,000 copies (4 issues) – 8 500 copies (March Annual Conference issue)

Conseil québécois du commerce de détail

Téléphone : (514) 842-6681 • 1 800 364-6766 • Télécopieur : (514) 842-7627 • Courriel : cqcd@cqcd.org
630, rue Sherbrooke Ouest • bureau 910 • Montréal (Québec) H3A 1E4 • Internet : www.cqcd.org

2009 editorial features calendar

Distribution : 8 000 copies	SPRING (convention edition : 8 500 copies)	SUMMER	FALL	WINTER
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Advertising & Editorial space reservation deadline	February 13th	May 15th	August 21st	October 30th
Complete advertising material deadline	February 20 th	May 22 nd	August 28 th	November 10 th
Distribution date	March 13 th	June 12 th	September 18 th	December 4 th

ISSUE FEATURES	• ECONOMY - HOME MARKET CONSUMPTION	CAREER DEVELOPMENT WITHIN RETAIL	FRAUD PROTECTION	NEW ARCHITECTURAL DESIGN CONCEPTS
A retailer's success	To come	To come	To come	To come
Subject 1	Economy	<ul style="list-style-type: none"> • New family management • Retaining employees 	<ul style="list-style-type: none"> • Internet frauds • Internal store thefts 	Shopping centers and individual store designs
Subject 2	<ul style="list-style-type: none"> • Legal advice • 08 Report and 2009 perspective 	<ul style="list-style-type: none"> • Hiring strategies • Immigrants integration 	<ul style="list-style-type: none"> • Loss prevention practical & best policies 	<ul style="list-style-type: none"> • Parking problems & solutions • Parking meters • Public transportation
Subject 3	Quebec survey on buying habits	Environmental policies	<ul style="list-style-type: none"> • Loss prevention conference • Retail loss survey 	Store leases negotiations
Columnist corner	News releases & people on the move	News releases & people on the move	News releases & people on the move	News releases & people on the move
CQCD NEWS	<ul style="list-style-type: none"> • 2009 CQCD Convention • New York Trade Mission 	2009 Convention report	CQCD Golf tournament report	<ul style="list-style-type: none"> • 17th annual Quebec Retail Council conference • 2010 convention

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2009 ADVERTISING RATES

4 colours

Size	1 ins.	2 ins.	4 ins.
Covert 4	\$ 4195	\$ 3985	\$ 3765
Covert 2 et 3	\$ 3835	\$ 3645	\$ 3450
Page	\$ 3250	\$ 3020	\$ 2865
2/3 page	\$ 2860	\$ 2720	\$ 2580
1/2 page island	\$ 2375	\$ 2200	\$ 2080
1/2 page hor. or vert.	\$ 2065	\$ 1915	\$ 1815
1/3 page	\$ 1575	\$ 1495	\$ 1425
1/4 page	\$ 1305	\$ 1240	\$ 1180
1/6 page	\$ 1095	\$ 1040	\$ 980
1/10 page (business card)	\$ 635	\$ 605	\$ 570
Two-page spread	\$ 5850	\$ 5435	v5160

For black and white rates, remove 25 %

*** 25 % discount for summer issue**

Associated members only on 1/2 page and more

- Guaranteed position : 25 % add., space only
- Covers : 4 colours, NO CANCELLATION
- Rates in force 2009/01/01
- Prices subject to change without notice
- Inserts : rates on request

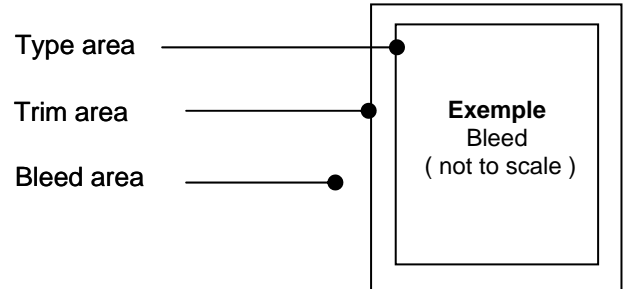
Advertising : Pierre Leduc

Advertising Director

Tel. : (450) 963-4339 • Fax : (450) 625-6065

Email : repcomm @ videotron.ca

DISTRIBUTION
8 000 * copies
 (mail 35% - direct distribution 65%)
 (* Spring issue,
 500 additional copies)



	Non-bleed	Bleed	
Two-page spread	15 1/4" X 10"	Trim area : Bleed area : Type area :	16 1/4" X 10 7/8" 16 1/2" X 11 1/8" 15 1/2" X 10 1/8"
Full page	7" X 10"	Trim area : Bleed area : Type area :	8 1/8" X 10 7/8" 8 3/8" X 11 1/8" 7 3/8" X 10 1/8"
2/3 page vert.	4 5/8" X 10"	Trim area : Bleed area : Type area :	5" X 10 7/8" 5 1/4" X 11 1/8" 4 1/4" X 10 1/8"
1/2 page hor.	7" X 5"	Trim area : Bleed area : Type area :	8 1/8" X 5 3/8" 8 3/8" X 5 5/8" 7 3/8" X 4 5/8"
1/2 page ver.	3 3/8" X 10"	Trim area : Bleed area : Type area :	3 7/8" X 10 7/8" 4 1/4" X 11 1/8" 3 1/8" X 10 1/8"
1/2 page island	4 1/2" X 7"	----	----
1/3 page hor.	7" X 3 3/8"	Trim area : Bleed area : Type area :	8 1/8" X 5 3/4" 8 3/8" X 4" 7 3/8" X 3"
1/4 page vert.	3 3/8" X 5"	----	----
1/4 page hor.	7" X 2 1/2"	----	----
1/6 page hor.	3 3/8" X 3 1/8"	----	----
1/10 page (business card)	3 5/8" X 2"	----	----

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TECHNICAL SPECS. • Magazine Trim size (8 1/8" X 10 7/8") • Offset four-colour process

Printing : Screen ruling of 120 to 133 lpi with a maximum density of 280, 140M coated paper, saddle-stitched.

- **PLATFORM :** MacIntosh only
- **SOFTWARE USED :** QuarkXPress 5.0 (or earlier)
Illustrator 10 (or earlier)
Photoshop 6 (or earlier)
- **FORMATS ACCEPTED :** Quark file with (Collect for output*) EPS, TIFF ou *Press Ready PDF* (high résolution)
- **IMAGES / RESOLUTION :**
Photoshop : CMYK images, 300 dpi at final size (images must be at 100 % in Quark) Line-art 1200 dpi
Illustrator : Fonts must be converted to *outline*
- **COLOURS :** *Process* colours only (CMYK).
Pantone and other colours must be converted.
- **DELIVERY (electronic material only) :**
Regular : CD-ROM or DVD
A hard-copy colour proof is required.

Internet : (compressed documents – Archive .sit or .zip)
Email 5 Mb or less. Quark documents must be accompanied by a low-resolution PDF file for visual reference

- **VALIDATION :** A hard-copy proof or a PDF file must be attached for visual reference (see above).

All advertisers (or agencies representing the advertiser) must also provide a PDF proof to the CQCD to the attention of Céline Ducharme to: cducharme@cqcd.org.

For production information, please contact :

Joël Larocque at (514) 288-1994

joel@trafiquant.com or

Céline Ducharme at (514) 842-6681 ext. 200

cducharme@cqcd.org

✳ **IMPORTANT :** Your submission must include all high-resolution images logos and all necessary fonts. ▶

To send your material on our FTP site :

Address : trafiquant.com

User : detaillant07.trafiquant.com

Password : accesclient

TRANSFERRING MATERIAL FOR ELECTRONIC PAGE MAKE-UP

We can create the page make-up of your advertisement. Production charges will be billed to the advertiser. However, **if the material received does not comply with the following specifications, additional charges will be billed.**

- **TEXTS :** In Word format
- **PHOTOS : Photos provided electronically:** CMYK photos in JPEG, TIFF or EPS format. Photos must have a resolution of 300 dpi at final size. NOTE : If the original photo is to be doubled in size, the resolution of the photo provided must be double the number of dpi (example : an original 5" X 7" photo that is to be enlarged to full page - approximately 8.5" X 11" – must have a resolution of at least 600 dpi). However, a 72 dpi photo (from Internet, for example) must be reduced four (4) times to obtain a resolution of approximately 300 pdi at final size. **Photos provided on paper, transparencies or negatives :** Photos that will be reproduced in small size (maximum 3" X 5") may be digitized internally. However, photos that will be reproduced in a larger size must be digitized by an outside agency (additional cost of \$ 75 to \$ 150).
- **LOGOS :** In EPS vector format (e.g., Illustrator software). NOTE : A logo provided in JPEG format cannot be used on a white background. It becomes a photo and must have a resolution of 300 dpi at final size (see specifications for photos above).

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