

BRIGADE

LE MAGAZINE DE L'HÔTELLERIE ET DU SERVICE ALIMENTAIRE AU QUÉBEC

WWW.BRIGADEMAG.COM

MEDIA KIT
2010



FROM THE PUBLISHER

DEAR COLLEAGUE,

We are delighted to introduce you to BRIGADE, an informative trade magazine which, since March 2007, has been distributed free of charge to more than **30 000 establishments**, active in every sector of the tourist industry throughout Québec, as well as in French-speaking New Brunswick and Ontario. Why do we call it 'BRIGADE'? We're referring to the ensemble of team and staff workers, operating throughout the industry, in other words: our readers and your clients.

IN FACT, BRIGADE HAS A DUAL MISSION.

On the one hand, we'd like to offer this splendid quarterly publication to the greatest possible number of readers. Hoteliers, restaurant chefs, cooks, pastry chefs and others active in the food and tourist industry may obtain the magazine. Our chief aim is to offer everyone the opportunity to enjoy interesting feature articles, written by enthusiastic professional columnists and pertaining to various sectors of activity and news. Through BRIGADE, authors may disseminate and share their knowledge with co-workers and colleagues; everyone benefits as a result.

On the other hand, we wish to enable our advertisers to display their products and services to targeted buyers, who are always on the lookout for what's new: these represent over **64 activity sectors, 30 000 businesses and 150 000 readers** from the food, hotelier and tourist industries. In short, we want the magazine to reach as many potential clients as possible. Currently, Brigade is being distributed in **Air Canada's Maple Leaf Lounges**, which are frequented every month by more than 30 000 members in Montreal and 95 000 members in Toronto.

The magazine's content varies according to the season, so as to keep pace with our readers' interests throughout the year. We publish articles and reports on various types of businesses and their respective clientele, in addition to covering seasonal activities and events. We wish to feature golf clubs, sugar shacks, ice cream bars, ski centres or holiday resorts, and so many other topics and sectors bustling with activity and news!

We'd like to thank you for taking the time to read this announcement. We'll be pleased and honoured to count you amongst our future readers and also our advertisers. BRIGADE invites you to browse its latest edition. Welcome to BRIGADE; we invite you to browse our latest edition!

Cordially yours,

Mario De Petrillo
Publisher

RATE CARD Prices in effect at 09/01/2010

Issue	1X	2X
Double pages	6 450 \$	5 950 \$
1 page	3 850 \$	3 550 \$
½ page	2 450 \$	2 250 \$
⅓ page	1 650 \$	1 475 \$
¼ page	1 375 \$	1 175 \$
⅕ page (business card +)	875 \$	775 \$
C2 (inside cover)	4 750 \$	4 250 \$
C3 (inside back cover)	4 275 \$	3 875 \$

Special positioning (if available)

Add 10% to 20% to the above rates, depending on position requested. For inserts or special requests, please call **Marc Rompré** at 514 241-1774

Rates apply to advertising space. Final materials are supplied by the advertiser in accordance with the publisher's specifications. No modification or assembly should be required. Production fees will be billed for any modifications to the material supplied by the advertiser.

Agency commission not included.

Concept design, modification, assembly, etc.: available for an additional charge.

PUBLISHER'S DISCLAIMER

L'annonceur et son agence de publicité assument la responsabilité de tout le contenu de l'annonce publiée ainsi que des recours que pourraient subir l'éditeur à la suite de la parution de ladite publicité.

The advertiser and his advertising agency are responsible for all content appearing in the published advertisement and for any recourses used against the publisher following publication of the advertisement.

The above translation is for information purposes only. In the event of disagreement, the original French text prevails.

Brigade Publications reserves the right to increase or reduce the number of issues published per year without prior notice.

ISSUE DATES AND DEADLINES

Issue	Space option*	Deadline/Final material
Spring 2010 (May)	March 30	April 20
Fall 2010 (October)	July 19	August 10

* Any cancellation after this date will not be accepted

SALES

MARC ROMPRÉ
Advertising sales

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Fax : 514 271-4636
mrompre@brigademag.com

Brigade magazine is published by
BRIGADE PUBLICATIONS INC.

5675, Christophe-Colomb Avenue
Montreal (Quebec) H2S 2E8

Phone : 514 234-2590
Fax : 514 271-4636
info@brigademag.com

AIR CANADA 
MAPLE LEAF LOUNGE

Available in the **Air Canada Maple Leaf Lounges**, visited each month by over 30 000 Montreal members and 95 000 Toronto members.

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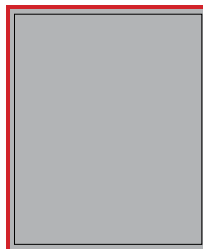
LE MAGAZINE DE L'HÔTELLERIE ET DU SERVICE ALIMENTAIRE AU QUÉBEC

TECHNICAL SPECIFICATIONS

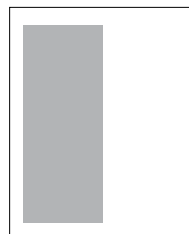
FINAL DIMENSIONS 8.875" X 10.875"



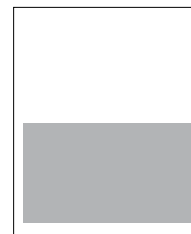
Double page
17.75" x 10.875"
(bleed 0.125")



Full page
8.875" x 10.875"
(bleed 0.125")

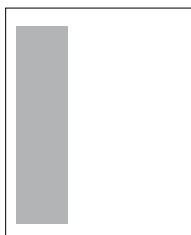


½ vertical page
3.69" x 9.125"

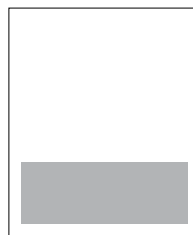


½ horizontal page
7.62" x 4.44"

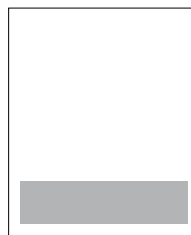
→ Please note that for the advertisements on C2, C3 and C4 a bleed of 0.25" is required.



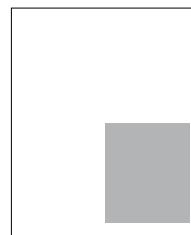
½ vertical page
2.42" x 9.125"



½ horizontal page
7.62" x 2.92"



¼ horizontal page
7.62" x 2.16"



¼ page
3.69" x 4.44"



½ horizontal page
(business card +)
7.62" x 1.7"

TECHNICAL SPECIFICATIONS Materials must be compatible with Mac OS X

- > **File types accepted:** InDesign, Illustrator, Photoshop, PDF (press) accompanied by a colour proof (if sending by e-mail, attach PDF file).
- > Bleed only applies to full page and double page formats (allow 0.125")
C2, C3 and C4 (allow 0,25")
- > Adhesive binding, 4 colour, 150-line screen reproduction
- > To be sent on CD or by e-mail
- > **Brigade Publications** may not be held liable for errors caused by incorrectly prepared electronic materials.

SEND YOUR MATERIALS TO:

Brigade Publications inc.
C/o Martin Gervais
5675 Christophe-Colomb Avenue
Montreal (Quebec) H2S 2E8

E-MAIL:

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(Files sent by e-mail must not exceed
6 MB) Or FTP site by request

www.brigademag.com

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