



Centre universitaire de santé McGill
McGill University Health Centre

Les meilleurs soins pour la vie
The Best Care for Life



Arthur T. Porter, MD, DBA, FRCPC, FACR

Directeur général
et chef de la direction

DirectorGeneral
and Chief Executive Officer

Dear Sir or Madam,

The McGill University Health Centre is very pleased to endorse Montreal's first bilingual health magazine: *Montreal en santé*, published by CMS World Media. This project will provide Montrealers, including the more than 1 million patients who pass through the doors of the MUHC every year, with important health and wellness information.

Montreal en santé will provide readers with wide-ranging health and wellness information; everything from advice on how to avoid the flu, to how to order a healthy lunch during a business meeting and how to prepare for heart by-pass surgery. Every issue of *Montreal en santé* will also include a special supplement focused on the innovative clinical care, research and teaching taking place at the McGill University Health Centre, in addition to the latest news of the highly anticipated redevelopment project.

With engaging features covering health topics from around the world and right here in Montreal, I'm confident this publication will appeal to a wide audience; an audience that you can reach through your advertisement in *Montreal en santé*, while also supporting an important new source of health information for our community.

The McGill University Health Centre (MUHC) looks forward to its partnership with CMS World Media, and to providing Montrealers with an attractive, entertaining and highly informative publication. I thank you for your support of this new and exciting initiative.

Sincerely,

Dr. Arthur T. Porter
Director General and CEO
The McGill University Centre

Vol 1
01

Des conseils de santé! Exercice quotidien, bien manger pour son cœur, et plus encore...
Health tips inside! Daily exercise, eating for a healthy heart, and more...

MONTREAL en santé

Guide de santé des Montréalais - Montreal's Health Guide



Saku Koivu
raconte son histoire
Saku Koivu
tells his story

Plaisir et santé

3 sorties en famille

Family Fun

... and Fitness!



Un guide exclusif du Centre
universitaire de santé McGill!
Exclusive guide to the McGill
University Health Centre!

MONTRÉAL en santé

Distribution & Audience

*Montréal en Santé has **exclusive** distribution rights throughout the MUHC network: one of the largest, most important health networks in North America.*

- Published 4 times a year
- 60,000 public place copies including:
 - Exclusive positioning in the five MUHC hospitals (Montreal Children's, Montreal General, Royal Victoria, and Montreal Neurological hospitals, and the Montreal Chest Institute)
 - Medical waiting rooms, pharmacies, health clubs, and spas
- 15,000 copies mailed directly to doctors and health professionals
- A total of **75,000** copies per issue!
- An estimated 1.47 million readers per issue
- Competitively priced: CPM \$4.08

Fast Fact

Public placement generates far more readers than the average magazine: up to 7.5 times the number of readers compared to newsstand copies.*



*McPheters & Company. *A Rose By Any Other Name... Implications of the New ABC Rules on the Publishing Business.* September 7, 2006

MONTRÉAL en santé

Editorial Scope

Montréal en santé magazine:

- **Provides** tips and information promoting general health and wellness
- **Highlights** people, services and stories that matter to Montrealers.
- **Delivers** regular updates from the MUHC, including the latest research news and progress on the new super-hospital.
- **Informs** and educates readers, helping them talk to their doctors about health related issues.

Fast Fact

Publicly placed, free magazines attract desirable audiences when well placed in strategic locations.*

Possible feature topics include:

- **NEWS:** Important updates from the MUHC, as well as features on upcoming events, projects, and fund raisers.
- **HEALTH:** Specials on flu season, sexual health, and advice from health professionals on a range of topics.
- **PREVENTION:** Specials on cancer, heart health, aids and other health issues.
- **NUTRITION:** Information on diets, dietary supplements, food additives, healthy eating spots in Montreal.
- **FITNESS:** Listing of fitness centres in Montreal, articles about local activities.
- **PEOPLE:** Profiles of celebrities, volunteers, athletes, interviews with local experts.

Targeted Exposure

Distribution will include the five sites of the McGill University Health Centre, focusing on high-traffic areas such as entrances, waiting rooms and doctors' offices.

Focused Message

Editorial emphasis on local and international healthy lifestyle information relevant to Montrealers.

Captive Audience

The more than one million patients who pass through the MUHC every year, along with families, visitors and the MUHC's 12,000 employees, are the ideal audience for health-focused information.



*Your company receives **targeted** exposure in a **world-class** publication that will provide **valuable** information in an **entertaining** format to hospital staff, patients, families, and visitors.*

MONTREAL en santé

Technical Specifications

Specifications

Ad Sizes	Non Bleed Ad	Bleed Ad Trim Size*
Full	n/a	8 3/8" x 10 7/8"
Half horizontal	7 3/4" x 4 3/4"	n/a
Half vertical	3 3/4" x 9 3/4"	4 1/16" x 10 7/8"
Third	2 7/16" x 9 3/4"	2 3/4" x 10 7/8"
Quarter	3 3/4" x 4 3/4"	n/a
Double page spread	n/a	16 3/4" x 10 7/8"

*Any image or background colour intended to bleed must extend a minimum of 1/8" past the trim on all four sides.

Rates

Ad Sizes	1 issue	2 issues	3 issues	Full Year
Full	\$6000	\$5800	\$5600	\$5400
Half	\$3500	\$3350	\$3200	\$3050
Third	\$2500	\$2400	\$2300	\$2200
Quarter	\$1950	\$1900	\$1850	\$1800
Double page spread	\$10,000			

PREMIUM PAGES

Back Cover	\$10,000
Inside Front Cover	\$8000
Inside Back Cover	\$7000
Page 1	\$6000

Publication Dates

Issue Number	Material Deadline	Publish Date
No. 1	Sept 1, 2008	Oct 1, 2008
No. 2	Dec 1, 2008	Jan 1, 2009
No. 3	March 1, 2009	April 1, 2009
No. 4	June 1, 2009	July 1, 2009

Production Requirements

- Acceptable formats include InDesign (CS2 or earlier), Quark Xpress (6.5 or earlier), with all links and fonts included; press optimized PDF, or high resolution tiff, eps or jpeg.
- Please convert type to outlines whenever possible, and submit CMYK files.
- Press ready colour proof must be provided to ensure accurate colour reproduction.

Shipping Information

All insertion orders, contracts and creative should be delivered to:

Advertising Dept.

CMS world media

353 Saint Nicolas, suite 200
Montreal, Quebec
H2Y 2P1

Attention: Rachel Robbie

Tel: (514) 931-0422

Fax: (514) 931-0455

rachel@cmsworldmedia.com

For FTP information contact:

rachel@cmsworldmedia.com

MONTRÉAL en santé

Distribution- Detailed

75,000 total copies

Distributed on a quarterly basis

15,000 copies mailed directly to health professionals (expected pass along: 6)

24,000 copies distributed throughout the MUHC network of hospitals, including McGill's teaching hospitals and affiliated Montreal hospitals (expected pass along: 22)

36,000 copies distributed to additional public places, including CSSS's, CLSC's, clinics, pharmacies, private doctor's offices, health food stores, spas, etc. 1200 drop points total, at an average of 30 copies per location (expected pass along: 22)

Readership of 1.47 million

Copies will be circulated throughout the Greater Montreal area including the entire Montreal Island, Laval, South Shore, as well as areas north and west of the island. (Hudson, Vaudreuil, St. Lazare, Rosemere, Blainville etc...)

Distribution points will include:

- 405 Major medical/ health clinics (public and private)
- 247 Larger physicians offices not in clinics
- 271 Select pharmacies
- 79 Fitness/health clubs
- 57 Physiotherapists
- 36 Yoga studios
- 34 Dieticians & nutritionists
- 21 Spas
- 50 Related retail points (i.e. Lululemon, GNC, etc)