

Quand on suit quelqu'un de bon, on apprend à devenir bon ;
quand on suit un tigre, on apprend à mordre.
(Proverbe chinois)

*When you follow someone who is good, you learn to
be good; when you follow a tiger, you learn to bite.*
(Chinese proverb)

Saisissez votre part de marché / <i>Seize your share of the market</i>	2-3
Contenu rédactionnel MCI / <i>Editorial content MCI</i>	4-5
Contenu rédactionnel Sup Métal / <i>Editorial content MCI Sup Metal</i>	6-7
Répartition de la diffusion / <i>Publication distribution</i>	8-9
Dates de tombée / <i>Closing dates</i>	10-11
Avantage plus / <i>Advantage plus (Internet)</i>	12
Cartes de tarifs / <i>Price list</i>	13
Partenaire de votre succès / <i>Partner of your success</i>	14-15
<i>equipementusage.com / repertoiremci.com</i>	16

POUR CONQUÉRIR EN FORCE LE QUÉBEC
TO CONQUER IN FORCE QUEBEC

MCI

MAGAZINE CIRCUIT INDUSTRIEL
magazinemci.com

Supplément
Sup • **Métal**

sup-metal.com

A several billion dollars worth of purchases

Buyers and decision-makers in all sectors of the manufacturing industry and other related sectors throughout Québec and New Brunswick represent several billion dollars of purchasing power in all types of goods and services per year.

Seize your share of the market

Advertise your products and services in the Magazine Circuit Industriel or in the Supplement Sup-Metal, a cost-effective means to ensure that, in every issue, you reach all the important decision-markers in several economic sectors.

magazinemci.com and Sup-Metal.com

The Magazine Circuit Industriel and the Supplement Sup-Métal, are completely reproduced on the Internet including the ads and the advertisers that are listed under various headings on the *List of Suppliers* of the web site www.magazinemci.com.

The Magazine Circuit Industriel, www.magazinemci.com and the Supplement Sup-Métal www.sup-metal.com : A high-performance alliance to conquer new buyers.

P.S. The law of attrition

Despite all our efforts, the law of "attrition" dictates that a company loses 15% of its clientele on average per year. Companies closures, moves, mergers, group purchasing, the change of purchasers as well as the arrival of new products and new suppliers are some of the reasons that explain this phenomenon. The survival of an organization therefore depends on soliciting new customers.

«You have the know-how, let us to them know !»

Written in a clear and concise manner, the Magazine Circuit Industriel, through its reports, articles and editorial advertizing, showcases successful companies and strives to highlight and promote the know-how of its advertisers.

Circuit linking the regions

A circuit linking of the regions and sectors of activity in the manufacturing industry as well as the related sectors ensures that, in each issue of the magazine, readers will find articles related to their specific field as well as an overview of other types of industry in their region.

Region legends

- | | |
|---|---|
| <p>1 Bas Saint-Laurent / Gaspésie / Iles de la Madeleine
 2 Chaudières / Appalaches / Centre du Québec
 3 Abitibi-Témiscamingue / Nord du Québec
 4 Outaouais / Laurentides
 5 Montréal / Laval</p> | <p>6 Estrie / Montérégie
 7 Mauricie / Lanaudière
 8 Capitale nationale (Québec)
 9 Saguenay / Lac Saint-Jean / Côte Nord</p> |
|---|---|

	Dec. Jan.	Feb. March	Apr. May	June July	Aug. Sept.	Oct. Nov.	Dec. Jan.	Feb. March	Apr. May
Foods and beverages	9	1	2	3	4	5	6	7	8
Rubber and plastics	8	9	1	2	3	4	5	6	7
Leather, textile and clothing	7	8	9	1	2	3	4	5	6
Wood, furniture and furnishings	6	7	8	9	1	2	3	4	5
Papers and associated industries	5	6	7	8	9	1	2	3	4
Prime metal manufacturing, metallic products manufacturings	4	5	6	7	8	9	1	2	3
Machineries and transportation equipment	3	4	5	6	7	8	9	1	2
Electrical and electronics, non-metal mineral products	2	3	4	5	6	7	8	9	1
Petroleum, chemicals products and other manufactured products	1	2	3	4	5	6	7	8	9

Editorial content

Issues	Topics
December / January	Foods and beverages
February / March	Rubber and plastics
April / May	Leather, textile and clothing
June / Juillet	Wood, furniture and furnishing
August / September	Papers and associated industries
October / November	Prime metal manufacturing, metallic products manufacturing
December / January	Machineries and transportation equipment
February / March	Electrical and electronics non metal mineral products
April / May	Petroleum, chemicals products and other manufactured products

- 1,133 - Food Industries
 - _98 - Beverage Industries
 - 8 - Tobacco Products Industries
 - 99 - Rubber Products Industries
- 474 - Plastic Products Industries
 - 93 - Leather and Allied Products Industries
 - 47 - Primary Textile Industries
- 320 - Textile Products Industries
- 636 - Clothing Industries
- 1,425 - Wood Industries
 - 793 - Furniture and Fixture Industries
 - 431 - Paper and Allied Products Industries
- 1,072 - Printing, Publishing and Allied Industries
 - 116 - Primary Metal Industries
- 2,062 - Fabricated Metal Products Industries
 - 708 - Machinery Industries
 - 394 - Transportation Equipment Industries
 - 512 - Electrical and Electronic Products Industries
 - 438 - Non-Metallic Mineral Products Industries
 - 84 - Refined Petroleum and Coal Products Industries

- 490 - Chemical and Chemical Products Industries
- 1,300 - Other manufacturing industries
 - 128 - Petroleum Products industries, wholesale
 - 352 - Motor vehicle, parts and accessories industries, wholesale
 - 937 - Metals, hardware, plumbing, heating and building materials industries, wholesale
- 2,309 - Machinery, equipment and supplies industries, wholesale
- 1,218 - Manufacturing industries New Brunswick
 - 128 - Québec Engineering Consultant Association
 - 655 - Cities, Municipalities and Publics Administratives
- 1,797 - Non-Qualified
 - 972 - Advertisers and Agency

**Total : 21 229
75 000 readers**



Deloitte.
Samson Bélair/Deloitte & Touche

Plus...

In addition to the regular circulation, additional copies are distributed to visitors at the following trade shows: Salon industriel de Québec (10,000 copies), Salon industriel du Saguenay-Lac-Saint-Jean (3,000 copies) and the Salon industriel de l'Estrie (3,000 copies).

Save several months of prospecting by advertizing your products and services in the Magazine Circuit industriel or in the Supplément Sup-Métal. For a nominal cost, your ad will reach decision-makers and buyers from all sectors of the manufacturing industry and other important sectors of the economy throughout Québec and New Brunswick.

P.S A survey conducted in October among 300 companies in Québec randomly selected from the magazine's mailing list denotes that:

- 60% of readers have found new suppliers;
- that there are 3.4 readers per issue in a given company to whom the magazine is mailed;
- 65% said that it was a good magazine;
- 35% said that it was one of the best;
- 53% of readers keep the magazine from 1 to 6 months, 26% from 7 to 11 months and 21% more than 12 months;
- 89% of readers are directly involved in purchasing;
- 70% have made purchases after having seen new ads in the magazine;
- 76% of readers consult the www.magazinemci.com Web site on a regular basis;
- 32% subscribe to the Thought of the week;
- 36% are Presidents, 16% are General Managers;
- 35% are Purchasing Directors, Plant Managers and Foremen;
- 5% are Engineers, Technicians and Designers;
- 8% are in the maintenance or sales department;
- the average time devoted to reading the magazine is 45 minutes;
- the average age of the readers is 43;
- 87% are men and 13% are women.

In order to allow you to plan your advertising account, consult the list of cut-off dates for your ad.

ISSUES	MATERIAL
December / January	November 1st
February / March	January 1 st
April / May	March 1st
June /July	May 1st
August / September	July 1st
October / November	September 1st

REQUIRED MATERIAL

Color ads

(4 colors process, 2 or 3 colors)

Camera ready for photographing, color print

(Color Key or Match Print) Half-tone screen 133 or 150

Trim size : 8" x 10 7/8" (size of the magazine)

Type page : 7" x 10"

Bleed : 8 1/2" x 11 3/8"

Note : We offer a complete quality service for the concept and design of your ad at competitive prices.

Other services : Creation of logo, corporate folders, catalogues, brochures, publicity ads, fliers and promotional leaflets. P.A.P. Communication oversees all stages of production, from concept to completion, in accordance with your specifications and your budget.

«*You have the know-how, let us to them know !*»



AVANTAGES PLUS

ADVANTAGE PLUS

Lorsque vous réservez un espace dans le Magazine Circuit Industriel ou dans le Supplément Sup-Métal, votre annonce est publiée **gratuitement** sur le site Internet magazinemci.com ou [sup-métal.com](http://sup-metal.com) avec des liens vers votre site Web et courriel.

Plus l'inscription de votre entreprise sous 2 rubriques différentes dans le www.repertoiremci.com avec des liens vers votre site Web et courriel.

- Magazine Circuit Industriel / www.magazinemci.com
- Supplément Sup-Métal / www.sup-metal.com
- www.repertoiremci.com

Vous donnent l'assurance d'atteindre votre clientèle cible

When you reserve an advertising space in the Magazine Circuit Industriel or in the Supplement Sup-Métal, your ad is published **free of charge** on the www.magazinemci.com and www.sup-metal.com Web site along with a link to your own site and email address.

Additional free inscription of your company name under 2 different headings in the www.repertoiremci.com Web site with hyperlinks to your own site and email address.

- Magazine Circuit Industriel / www.magazinemci.com
- Supplement Sup-Métal / www.sup-metal.com
- www.repertoiremci.com

Provide you with the assurance of reaching your target clientele.

PLUS



Obtenez gratuitement l'espace de 1 page pour un promo-reportage sur votre entreprise.

Comment ?

En réservant 6 insertions publicitaires (minimum 1/4 de page) dans le Magazine Circuit Industriel ou dans le Supplément Sup-Métal (Valeur de 3 365 \$).

Parution : 6 fois par année.

Février, avril, juin, août, octobre et décembre

Obtain a one-page space for editorial advertising on your company.

How?

By reserving 6 advertising inserts (1/4 page minimum) in the Magazine Circuit industriel or in the Supplément Sup-Métal (value of \$3,365)

Publication : issued 6 times per year.

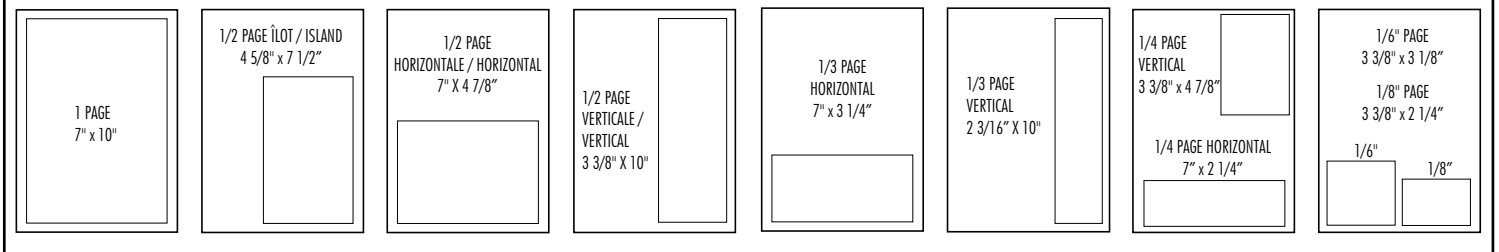
February, April, June, August, October, December

Prix sujets à changement sans préavis / Price subject to change without notice
15% aux agences reconnues / 15% commission to advertising agencies

Couvertures 2 et 3 / Covers 2 and 3 Impression 4 couleurs process 4 color process printing			Format / Size			N / B - B / W			Noir + 1 couleur / Black + 1 color			4 couleurs process / 4 colors process		
1 X	3 X	6 X				1 X	3 X	6 X	1 X	3 X	6 X	1 X	3 X	6 X
4080	3975	3870	1 page			2645	2590	2540	2985	2930	2880	3535	3485	3430
			1/2 page <small>îlot island</small>			2085	2035	1980	2455	2400	2350	2980	2925	2875
			1/2 page			1570	1530	1490	1940	1900	1855	2465	2425	2380
			1/3 page			1240	1200	1155	1610	1565	1525	2135	2090	2050
			1/4 page			1035	1005	975	1405	1375	1340	1930	1900	1865
			1/6 page			685	665	645	1045	1025	1005	1570	1550	1530
			1/8 page			580	565	550	940	925	910	1465	1450	1435

Promo-reportage / Advertorial Impression 4 couleurs. Frais de journalisme et photographe en sus 4 color printing. Journalist and photographer fee extra	1 page	2 pages	Positionnement préférentiel / Position charge : page 3 + 150 \$ pages 5, 7 et 9 + 100 \$		
	3535	7020	Encartage : Prix sur demande Inserting : Price on demand		

FORMATS DISPONIBLES / SIZES AVAILABLE



CARTE_TARIF04_NB

Parution : 6 fois par année.
Février, avril, juin, août, octobre, décembre

Publication : issued 6 times per year.
February, April, June, August, October, December



1 page sur le site Internet magazinemci.com avec un lien hypertexte vers votre site Internet et courriel

Durée	2 mois	6 mois	12 mois
	450	1275	2400
Conception et réalisation graphique en sus			

1 page on the magazinemci.com Web site with an hyperlink to your Web site and e-mail

Term	2 months	6 months	12 months
	450	1275	2400
Graphic design in extra			

BANDEAUX

Bandeaux rotatifs présents sur tous les écrans du site.

Format	2 mois	6 mois	12 mois
468 x 60 pixels	520	1445	2685
Conception du bandeau : 75 \$ Si animé, 150 \$			

BANNER

Rotary banner on all screens on the site.

Size	2 months	6 months	12 months
468 x 60 pixels	520	1445	2685
Banner design : 75 \$ Animated, 150 \$			

BOUTONS

Boutons fixes présents sur tous les écrans du site.
(Sauf : Réflexion de la semaine et Bulletin MCI)

Format	2 mois	6 mois	12 mois
120 x 60 pixels	320	890	1665
Conception du bouton : 75 \$ Si animé, 150 \$			

BUTTONS

Button on all screens on the site.
(Except : Quote of the week and the MCI Newsletter)

Size	2 months	6 months	12 months
120 x 60 pixels	320	890	1665
Banner design : 75 \$ Animated, 150 \$			

Formats acceptés : gif, jpg, html, flash
Important : Les bandeaux ou boutons présentés sur des serveurs distants ne seront pas acceptés sur le site www.magazinemci.com

Acceptable formats : gif, jpg, html, flash
Important : Banners or buttons on remote servers will not be accepted on the www.magazinemci.com Web site.