



**2010 MEDIA KIT**  
**LA REVUE**  
**THE WEEKLY *FOR PEOPLE ON THE GO***



Île-des-Moulins, Terrebonne

**9<sup>th</sup> MOST POPULOUS**  
**REGION (RCM) IN QUEBEC**

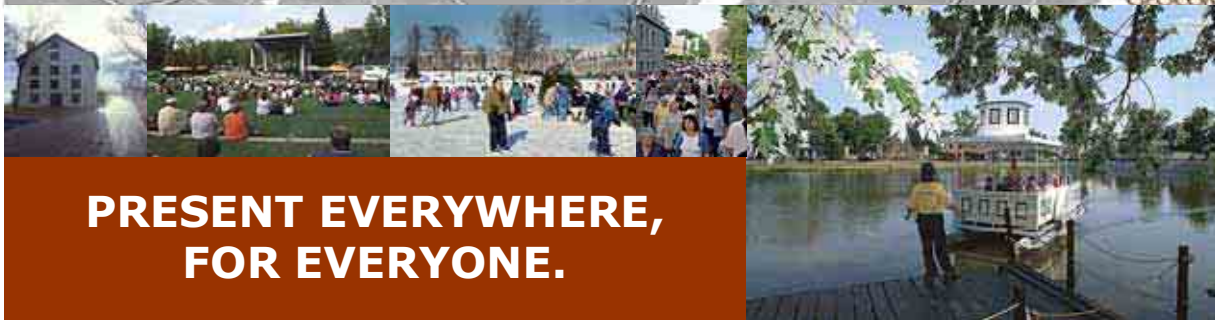
**TO REACH OUR LOCAL**  
**COMMUNITY**

**130,000 READERS EVERY WEEK**



**OVER  
56,000  
COPIES IN CIRCULATION**

# **DISTRIBUTION AREA**



**PRESENT EVERYWHERE,  
FOR EVERYONE.**

**BETTER TO SPEND MORE  
IN ONE CITY THAN  
NOT ENOUGH IN MANY...**



PRODUCTS SHOULD FOCUS ON IDEAS, EASILY IDENTIFIABLE TO THE BRAND, AS PERCEIVED BY PEOPLE .

# UNDERSTANDING LA REVUE

Since January 2004, LA REVUE of Terrebonne has successfully repackaged itself and taken on a whole « new look »... an elongated tabloid format, more in-depth material, hot topics, larger photos and a content better adapted to our new, more exacting, and ever-growing readership.

The result ? Over 80% are loyal readers. More and more people from all age groups are interested in LA REVUE, hence our decision to go with this new format while maintaining our philosophy of giving readers and advertisers what they are looking for in a newspaper.

LA REVUE is an informative, useful, inspiring and impassioned newspaper. While some weeklies put forward a more publicity-driven format, we, at LA REVUE, offer a more diversified media approach by devoting ourselves to what is of interest to people in the local area, to relationships and with «self-help» information.

LA REVUE offers more articles on popular Quebec celebrities, current events, personal development, finances and health, to name but a few...

LA REVUE is for those individuals who wish to excel and surpass themselves by improving their personal and professional lives, through enriching experiences (Brin d'histoire), in the discovery of inspirational people (Rendez-vous avec), in catching a glimpse of the local business community... and much more !

## THE FRONT PAGE



LARGER PICTURES CLEARLY DEFINED SECTIONS ON LOCAL NEWS AND ACTIVITIES



An information media  
is easily defined...  
It's a paper that's... **READ !**

## "CARREFOUR DES ARTISTES"

The « Nous » section, found in the main paper, features a blend of culture and history, chronicling celebrity stopovers and visits to the region.

### « Nous » Section

**Exclusive interviews and inside stories...**



Marie-Pier Perrault

Here are a few:  
**Celine Dion,**  
**Daniel Lavoie**  
**Éric Lapointe,**  
**Isabelle Boulay,**  
**Marie-Élaine**  
**Thibert,**  
**Marie-Chantal**  
**Toupin,**  
**Luce Dufault,**  
**Nicola Ciccone,**  
**Claude Léveill ,**  
**Yves Duteuil,**  
**Marie-Pier**  
**Perrault**  
etc.



LA REVUE offers a high percentage  
of weekly articles and editorials,  
28 to 32 %, as compared to  
industry standards of 15 to 25%.



**83.1%**  
are **REGULAR READERS**

## RATE CARD

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**Type of publication** : Free

**Cities** : Terrebonne, including the sectors of Lachenaie and La Plaine,  
the city of Mascouche, the Saint-François district in Laval,  
and some sections of Bois-des-Filion.

**Format** : 8 columns x 225 lines ( 10.5" x 16")      Line Screen : 190

**Format** : 8 columns x 112 lines (10.5" X 8")      Line Screen : 190

**Format** : 4 columns x 112 lines ( 5.25" X 8")      Line Screen : 190

**Deadline - Reservation** :

**Friday 12 NOON**

**Receipt of Information at Newspaper** :

**Friday 4 PM**

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MacIntosh, QuarkXpress 4.1, Adobe Illustrator 8.0,  
PageMaker 6.5, Photoshop 5.0, Multi Add 3.6, PDF files

**Rate (Full)** : ~~1.29\$~~ / line

**Colour (Process)** : \$450 / page

**prices 2010**

**\$1.23 / line**

A terrific way of branding  
your product  
and doing business !

**LA REVUE IS A WEEKLY, DISTRIBUTED ON WEDNESDAYS  
THROUGHOUT THE DES MOULINS REGION  
(JUST NORTH OF MONTREAL, QUEBEC, CANADA)**

**OUR TEAM OF THIRTY PEOPLE INCLUDES  
TWENTY FIVE FULL-TIME EMPLOYEES**



**LA REVUE... TRULY TAKES ITS COMMUNITY TO HEART !  
OUR PAPER PROMOTES THE INITIATIVES AND ACHIEVEMENTS  
OF LOCAL AREA PEOPLE, INSTITUTIONS, ORGANIZATIONS,  
AS WELL AS WITHIN THE INDUSTRIAL AND BUSINESS SECTORS.  
A MULTITUDE OF ARTICLES ON A WIDE VARIETY OF SUBJECTS  
FIND THEIR WAY INTO OUR PAGES EACH AND EVERY WEEK!**



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