

Guide Beauté



**Media kit
2010**

Editorial Mandate

The mission of Guide Beauté is mainly to discover new beauty and fashion techniques with supporting pictures and step by step. To help women apply those techniques in everyday life, as simply as possible.



► Reader's Profile

Demography :

Women

75 % between 25 and 45 years old

60 % with higher education

► Dream. Discover. Perform.

Guide Beauté magazine is...

A specialized magazine about aesthetics and the magic of makeup related to the beauty and fashion industry.

A magazine for women who care and are eager to learn about different products and techniques related to the inner and outer beauty : Makeup, hair care, nutrition, beauty treatments, exercises, fashion trends and more.

I invite you to discover our Beauty magazine.

Renée Langlois
Publishing director

► Distribution

- Distribution :
Over 6 000 points of sale in Quebec.
Our publication is currently on sale in all newsstands, food chains (Metro, Provigo, IGA, Loblaws, Maxi, etc), pharmacies (Jean Coutu, Pharmaprix, Uniprix, Familiprix, etc) and superstores (Wal-Mart, Zellers, etc)
- Circulation : 20 000 copies





Dream. Discover. Perform.

► Tarifs publicitaires (nets)

	1 to 2 issues	3 to 4 issues
Full page	2500	2300
1/2 page	1700	1500
1/3 page	950	850
1/4 page	750	700
Business Card	250	225
Cover 4	3750	3500
Cover 2 or 3	3000	2800
Double Page Spread	4000	3500

► 2010 Calendar

	Reservation	Material	In stands	Themes
Vol. 2 no 4	October 2 2009	October 9 2009	November 6 2009	
Vol. 3 no 1	December 4 2009	December 11 2009	January 15 2010	
Vol. 3 no 2	March 19 2010	March 26 2010	April 23 2010	
Vol. 3 no 3	July 16 2010	July 23 2010	August 20 2010	
Vol 3 no 4	September 17 2010	September 24 2010	October 22 2010	

Thèmes sujets à changement sans préavis

► Technical Specifications

Format	Encadré	Rogné	Marge perdue
Full page	7 ¹ / ₂ X 10	8 ³ / ₈ X 10 ⁷ / ₈	8 ⁵ / ₈ X 11 ¹ / ₈
1/2 vertical	3 ⁵ / ₈ X 9 ³ / ₄	4 ³ / ₁₆ X 10 ⁷ / ₈	4 ⁵ / ₁₆ X 11 ¹ / ₈
1/2 horizontal	7 ¹ / ₂ X 4 ³ / ₄	8 ³ / ₈ X 5 ¹ / ₂	8 ⁵ / ₈ X 5 ⁵ / ₈
1/3 vertical	9 ³ / ₄ X 2 ¹ / ₄		
1/3 horizontal	2 ¹ / ₄ X 9 ³ / ₄		
1/4 standard	3 ³ / ₄ X 5		

Technical information for advertisement

Color : CMYK

Bleed : 0,125 in on each side

Résolution : 300 dpi (Screen Ruling - 150 lpi)

Accepted Formats

Format : tiff, eps, pdf, jpeg

(Wordprocessing software formats such as Microsoft Word are not recommended)

To send your advertisement material FTP site

Adress : <ftp.editionsjeanrobert.com>

userID : jeanrobert

password : editions%6335



► Contact

Jean Paré

Téléphone : 514-895-4660

Jean Gherlenda

Téléphone : 514-972-2986