



Créations CUISINE

Media Kit
2010

Editorial mandate

A specialized magazine aimed at “culinary artists” who think of cooking as an art of living. An AUTHENTIC magazine rich in scrumptious recipes to spice up any occasion in any season.

KÉditions
Jean Robert



▶ Reader's Profile

- Demography :
90% Women
Age : 30 to 55
Middle to high family income

▶ Feel. Prepare. Taste.

From traditional cooking to original dishes, Créations Cuisine offers a wide variety of recipes to delight family and friends.

I invite you to discover this essential magazine dedicated to those who love entertaining and indulging themselves.

Jean Blanchard
Chief-editor



▶ 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





*Feel
Prepare
Taste*

► Advertising Rates (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

► 2009 Calendar

	Réservation	Matériel	En kiosque
# 16	January 22 2010	January 29 2010	February 26 2010
# 17	March 26 2010	April 2 2010	April 30 2010
# 18	July 16 2010	July 23 2010	August 20 2010
# 19	October 1 2010	October 8 2010	November 5 2010

Thèmes sujets à changement sans préavis

► Technical Specifications

Size	Text	Trim size	Bleed
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

Address : ftp.editionsjeanrobert.com

userID : jeanrobert

Password : editions%6335



► Contact

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