

# L'industrie électrique

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- Launched in 2007 *L'industrie électrique* is the only independent French-language electrical publication in the Quebec marketplace, meaning we are able to deliver relevant and unbiased information to anyone involved in the Quebec market without restriction. To ensure this remains its strongest point, L'industrie électrique brought on a dedicated Quebec-based editor - Ms. Line Goyette - whose sole mission is to ensure our editorial remains relevant, targeted and objective. Line also has editorial experience editorial in the Quebec datacom market, enabling us to provide *L'industrie électrique* readers with valuable information about this growing market segment. While *L'industrie électrique* does carry news and articles that are of national interest, it's main function is to publish information that is uniquely customized to the needs and wants of the Quebec market.
- With both *Electrical Business* and *L'industrie électrique*, we are the only publisher that can provide you with access to the entire Canadian electrical industry in both official languages, enabling you to reach and influence all decision-makers consistently and economically.

## Circulation

Approximately 1,400 copies are distributed with *Electrical Business*, with 5,450 copies mailed independently for a total circulation in excess of 6,850.

## Deadlines:

Issue	Space	Material
February	Dec 2	Dec 9
April	Feb 1	Feb 8
June	Mar 31	Apt 8
September	June 29	July 7
November	Aug 30	Sept 7

## 2010 Editorial Calendar

### Février (February)

- Normes et procédures (Codes and standards)
- Éclairage (Lighting)

### Avril (April)

- Santé et sécurité (Health and safety)
- Outils et équipement (Tools and equipment)

### Juin/juillet (June/July)

- Éclairage (Lighting)
- HDMI

### Septembre (September)

- Câblage structuré (Wiring and cabling)
- Formation (Training and education)

### Novembre (November)

- Tests et mesures (Test and measurement)
- Voix/données/vidéo (Voice data video)

## 2010 Advertising Rates

AD SIZE	SPECIFICATIONS		4-COLOUR RATES	
	WIDTH	DEPTH	1X	5X
Covers	8 5/8"	10 3/4"	\$2,770.00	\$2,630.00
Full Page	8 5/8"	10 3/4"	\$2,595.00	\$2,370.00
1/2 Page Island	5"	7 3/8"	\$1,745.00	\$1,660.00
1/2 Page Horizontal	7 1/2"	4 3/4"		
1/2 Page Vertical	3 5/8"	10"		
1/3 Page Square	5"	4 3/4"	\$1,250.00	\$1,185.00
1/3 Page Horizontal	7 1/2"	3 1/4"		
1/4 Page Vertical	3 5/8"	4 3/4"	\$995.00	\$925.00
Product Showcase (1/6)	2 3/8"	3"	\$495.00	\$450.00

Full Page Bleed: 8 3/4" x 10 7/8" • Trim: 8 5/8" X 10 3/4" • Live: 7 1/2" x 10"

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