

Santéinc.

2019 PRINT & DIGITAL MEDIA KIT

***Santé inc.* delivers a highly attractive, unbiased editorial environment for advertisers to reach all physicians and selected medical residents in Quebec.**

ASSOCIATION
MÉDICALE
CANADIENNE



CANADIAN
MEDICAL
ASSOCIATION



***Santé inc* offers excellent value by reaching more GPs and specialists than any other medical publication in Quebec.**

SANTÉ INC. READERSHIP

- Published 6 times per year
- The largest journal circulation to all GP/FMs, specialists and residents in Quebec
- Medical publications remain one of the most valuable information sources for prescription products and patient treatment*
- Santé inc. is by far the most regularly used health-related source by Quebec physicians*
- 81% of Quebec physicians read ALL or most of the 6 annual issues*
- Quebec physicians turn to Santé inc. primarily for information on major issues, medical law and ethics *
- 81% of Quebec physicians are extremely or very satisfied with the publication, and 62% will be recommending it to others*
- A valued source of information for physicians in Quebec

* TNS Canada Survey Results, January 2016



Santé inc. is highly acclaimed by doctors in Quebec for its unique and unbiased editorial focus. The mandate of the magazine is to provide articles of interest to Quebec physicians. Content includes articles on financial management, practice and business management strategies, and lifestyle and personal matters.

Editorial calendar

- **Main feature** — an independent and objective analysis of the Quebec medical environment that provides varying viewpoints. Often highlighted on the cover as the lead article, this feature provides unbiased coverage of union and association activities, politics, or practice issues relevant to Quebec physicians.
- **Perspectives** — written by doctors for doctors — this section offers perspective and balanced opinions on health care matters specific to Quebec.
- **Practice profiles** — features a doctor's practice and illustrates why some doctors have chosen to work in different practice settings.
- **Legal** — articles written by medical lawyers focusing on doctors' rights, duties and obligations.
- **Quality of life** — helps physicians experience the best in life as it may or may not relate to their profession.

- **News and clinical** — bonus of news or educational practice-based section translated from CMAJ or CMAJ News .
- **Financial** — of keen interest to all physicians, this section addresses:
 - income statistics for Quebec physicians
 - billing tips on proper procedures
 - tax-saving tips
 - financial planning
- **Medical fiction stories**
- **Stock watch** — a complete list of all mutual funds available to Quebec physicians through the Fédération des médecins omnipraticiens du Québec, Fédération des médecins spécialistes du Québec and MD Financial Management. This is very popular with physician investors and is a quick and easy reference guide.
- **Travel storytelling about luxury destinations, leisure and gastronomic restaurant complete reviews**

Print circulation

Santé inc. has the highest verified circulation among Quebec medical publications, reaching approx 23,000 doctors and medical residents. (Ave. Qualified circ.)

Preferred positions

Four-colour process included.

Front cover tip-on (supplied)	\$11,420
Inside front cover	\$5,770
Inside back cover	\$4,975
Outside back cover	\$5,970
Front page half cover	\$5,950
Bellyband	\$15,000
Inside front cover gatefold (3 pgs.)	\$17,300

Supplied advertising inserts

Quantity to be supplied: contact rep.

2 pages	\$5,195	Full circulation
4 pages	\$10,380	Full circulation
2 pages	\$4,100	(GP/Specialist Split)
4 pages	\$8,190	(GP/Specialist Split)

Polybag outserts available upon request (\$5,250 + postage)

Technical specifications

Display Advertising: www.cmaj.ca/pdfs/display-e.pdf
PDF Export Settings: www.cmaj.ca/pdfs/export-e.pdf

Closing dates

ISSUE	ADVERTISING/ MATERIAL DEADLINE
Jan/Feb 2019	Dec 10
Mar/Apr	Feb 11
May/June	Apr 15
Jul/Aug	Jun 10
Sep/Oct	Aug 12
Nov/Dec	Oct 14

No cancellations after the closing date.

Four-colour advertising rates

SIZE	1X	6X	12X	24X	B/W FAIR BALANCE
1 page	\$4,480	\$4,285	\$4,100	\$3,735	\$1,165
2/3 page	\$3,825	\$3,670	\$3,510	\$3,190	\$1,100
1/2 page	\$3,330	\$3,190	\$3,055	\$2,780	\$815
1/3 page	\$2,915	\$2,785	\$2,665	\$2,425	\$715
DPS	\$8,610	\$8,265	\$7,895	\$7,180	
TOC bootlug	\$2,140				

Ad sizes

Bootlug

Trim	7" x 1 5/8"
Bleed	No Bleed
Live	7" x 1 5/8"

1/2 page vertical

Trim	4 1/16" x 10 7/8"
Bleed	4 5/16" x 11 1/8"
Live	3 3/8" x 9 1/2"

1/3 page horizontal

Trim	8 1/8" x 3 5/8"
Bleed	8 3/8" x 3 7/8"
Live	7" x 3"

2/3 page vertical

Trim	5 3/8" x 10 7/8"
Bleed	5 5/8" x 11 1/8"
Live	4 5/8" x 9 1/2"

1/3 page vertical

Trim	2 5/8" x 10 7/8"
Bleed	2 7/8" x 11 1/8"
Live	2 1/4" x 9 1/2"

Full Page

Trim	8 1/8" x 10 7/8"
Bleed	8 3/8" x 11 1/8"
Live	7" x 9 1/2"

1/2 page horizontal

Trim	8 1/8" x 5 7/16"
Bleed	8 3/8" x 5 11/16"
Live	7" x 4 5/8"

Double-page Spread

Trim	16 1/4" x 10 7/8"
Bleed	16 1/2" x 11 1/8"
Live	7" x 9 1/2"

(on each full page)

Binding: Saddle stitch

" I always choose to read your magazine first when I decide to attack my magazine pile... I keep every issue."

— Dr. Sophie Désautels

Digital Advertising opportunities

Santéinc.com

Santéinc.com is an independent **open-access** site showcasing full content of every issue of *Santé inc.* (since 2011).

The site consistently delivers approximately **6000** unique visitors with average page views reaching over 10,000 monthly.

The vast majority of our page views are from **Canada**.

- PNG, JPEG, GIF (animated GIFs accepted); flash animation not accepted
- Resolution 72 dpi
- File size not to exceed 250MB
- Rotations permitted
- 3rd-party ad serving is not permitted
- Impression tags only. No click tags.
- Banner ads submitted with URL and/or PDF for linking (approved by CMAJ Group) All direct-to-consumer and pharmaceutical advertising complies with Pharmaceutical Advertising Advisory Board guidelines (www.paab.ca)
- All ad material due 3 business days before posting date
- Two standard banner ad sizes available on all web pages

Acceptable IAB ad sizes in pixels

- Leaderboard on desktop= 728 x 90
- Leaderboard on mobile= 320 x 50
- Leaderboard on tablet= 468 x 60
- Big box on desktop= 300 x 250
- Big box on mobile = 300 x 250
- Big box on tablet = 300 x 250

Standard Rates

- Top Leaderboard & Big Box Ad units = \$80 CPM ad impressions

Top Leaderboard 728 x 90 pixels



Big box 300 x 250 pixels



Le magazine Santé inc. c'est ...

Contributeurs	Articles publiés	Distribution
47	625	23 683



Santéinc. eTOC

email banner advertising

- Frequency 6x per year to 7000 Quebec physicans—the complete CMA member list
- Consistently high opening rates

Banner advertising sizes

Top leaderboard	Big box	Lower leaderboard
728 x 180 pixels	300 x 300 pixels	728 x 180 pixels
\$1000 net	\$1000 net	\$800 net


- PNG, JPEG recommended
- Resolution 72 dpi
- File size not to exceed 250MB
- No click tags.

Issue and closing dates


ISSUE DATE	AD/MATERIAL DEADLINE
Jan/Feb 2019	Jan 4, 2019
March/April 2019	March 5
May/June 2019	May 6
July/Aug 2019	July 5
Sept/Oct 2019	Sept 5
Nov/Dec 2019	Nov 4

Cannot support click trackers.

Top Leaderboard 728 x 90 pixels



DERNIER NUMÉRO (SEPT./OCT. 2017)



SOMMAIRE

La loterie des PREM
La répartition des PREM et ses impacts sur les médecins résidents. Pour les résidents en médecine familiale, la fin de l'été va de pair avec l'émergence d'un mauvais stress : la période de soumission des candidatures aux Plans régionaux d'effectifs médicaux (PREM). Les résidents pourront déposer leur candidature dans l'espoir d'obtenir un droit de pratique dans la région de leur choix, mais traverser la période des PREM, c'est un peu comme aller à la pêche dans un marécage. C'est vaseux, opaque, et on ne jamais trop quel spécimen on finira par attraper... Entre les branches, on parle même d'une mafia du PREM.

ÉDITORIAL
[Les patients de demain](#)

PERSPECTIVES
[Pouvoir descendant](#)

COURRIER ET ACTUALITÉS
[La parole est à vous !](#)

INNOVATION
[Quoi d'neuf, docteur ?](#)

LITTÉRATURE
[Liban, gènes et vieillissement](#)

DROIT ET DÉONTOLOGIE
[Une expertise bien assise](#)

VOYAGES
[Sublime Sardaigne](#)

VOTRE ARGENT
[Mythes et réalités des DMA](#)

BIEN BOIRE
[Vieilles bouteilles, frais bonheur](#)


RECETTES SANTÉ
[Pétorcles pollés, salsa maison](#)

BIEN MANGER
[Le fruit des Labours](#)

FONDS COMMUNS
[Fonds communs pour médecins](#)

Big box 300 x 300 pixels

Big box 300 x 300 pixels



- [La prise en charge des troubles thyroïdiens chez les femmes qui prévoient concevoir](#)
- [Fracture du sternum en forme d'escalier](#)
- [Une femme de 24 ans ayant des menstruations abondantes](#)
- [Le syndrome du sévrage des antidépresseurs](#)
- [Vergetures remplies de liquide chez une patiente atteinte d'hypobunémie](#)

Bottom Leaderboard 728 x 90 pixels

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 Vous recevez ce courriel parce que vous êtes un membre de l'Association médicale canadienne ou parce que vous vous êtes abonné à notre liste d'envoi sur SantéInc.com. Pour vous désabonner de cette publication, contactez-nous à memberservices@cmaj.ca

Material submission

Insert and shipping enquiries, display advertising material and billing:

trish.sullivan@cma.ca

Payment information

Commission

Agency commission of 15% to recognized agencies only.

Payment

All invoices are payable to Joule Inc., a wholly owned subsidiary of the Canadian Medical Association. Advertising agencies and advertisers are jointly and severally responsible for payment of invoices.

Cancellation

Cancellation requests will not be accepted past the advertising deadline.

Advertising Sales

Trish Sullivan

Sr. Advertising Sales Rep.

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“Your magazine is unique. It helps us in important aspects of our careers. Congratulations!”

— Dr. Reynald Gilbert

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