

THE CAR GUIDE

A Quebec best-seller for over five decades, *Le Guide de l'auto* speaks to both the general public and car enthusiasts of all kinds. Over the years, this book has become the reference for everybody involved with cars and a source of reliable information for every buyer who wants to make the best, most informed choice.

95,000 COPIES DISTRIBUTED
PER YEAR

570,000 READERS

FORMATS

Full page

Trim format
8.125 in x 10.75 in

With bleed
8.5 in x 11.125 in

Safety zone (live)
7.125 in x 9.75 in

IMPORTANT DATES

RESERVATION:
June 14, 2019

MATERIAL:
June 28, 2019

MARKET DEPLOYMENT:
August 2019

NATIONAL RATES

Double page
Full page

1 appearance

TBD

\$8,500



THE CAR GUIDE

READERS' HABITS

6 READERS PER COPY

5.5

ON AVERAGE HOURS SPENT READING AN ISSUE

ON AVERAGE **9** CONSULTATIONS PER COPY

3 COPIES OF THE CAR GUIDE SOLD FOR EACH COMPETITOR'S COPY

97% OF PEOPLE KEEP IT AND REFER TO IT REGULARLY



MAGAZINE OF THE MONTREAL INTERNATIONAL AUTO SHOW

With its lengthy experience in publishing, QUEBCOR producing the **Revue officielle du salon international de l'automobile de Montréal** for a decade. Some 200,000 free copies are distributed to visitors over the 10 days of the auto show.

140,000 FRENCH VERSIONS

60,000 ENGLISH VERSIONS

200,000 COPIES DISTRIBUTED

IMPORTANT DATES

RESERVATION:
December 6, 2019

MATERIAL:
December 13, 2019

DISTRIBUTION:
At the 2020 Montreal Auto Show



Dealers who are not members of the CCAM and products competing with a car dealership are not authorized.

*All integrations must be approved by the corporation (CCAM).

MAGAZINE OF THE MONTREAL INTERNATIONAL AUTO SHOW

NATIONAL RATES

Ad Size	Rate (2 versions)	Rate (1 version - French or English)
Double page	\$24,395	\$14,350
Full page	\$12,750	\$7,500
Inside Cover (C2 or C3)	\$16,575	\$9,750
Outside Cover (C4)	\$19,075	\$11,200

SPECIFICATIONS

FOR THE CREATION OF THE FINAL FILE

- » Save the original document as a PDF/X1a;
- » Adobe Acrobat document provided as a high resolution "press quality";
- » There must be only one ad per document;
- » All fonts and high-resolution images (avoid using .eps format images) must be included in the final save of the file;
- » Images must have a SWOP profile (CMYK or black and white "grayscale") and have a resolution of 300 dpi;
- » Include the cutting marks and a bleed of 0,125".

SIZES

Final size:

8 in x 10,75 in

Full page with bleed:

8.25 in x 11 in

Full page live area:

7 in x 9,75 in

Double page:

16 in x 10.75 in

Double page with bleed:

16.250 in x 11 in

Double page live area:

15 in x 9.75 in



FOR MORE
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REPRESENTATIVE

MAGAZINE OF THE MONTREAL INTERNATIONAL AUTO SHOW

REGIONAL RATES

Ad Size	Rate (2 versions)	Rate (1 version - French or English)
Full page	\$4,550	\$2,750
1/2 page	\$2,500	\$1,750
1/3 page	\$1,750	\$1,150
1/4 page	\$1,250	\$950

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SIZES

- Final size:
8 in x 10.75 in
- Full page with bleed:
8.25 in x 11 in
- Full page live area:
7 in x 9.75 in
- 1/2 page horizontal:
8 in x 5 in*
- 1/2 page vertical:
3.875 in x 10.165 in*
- 1/3 page horizontal:
8 in x 3.5 in*
- 1/3 page vertical:
2.5 in x 10.165 in*
- 1/4 page horizontal:
8 in x 2.625 in*
- 1/4 page vertical:
3.875 in x 5 in*

*Include 0,125" of bleed and 0,5" of live area on each side.



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