

# LE must

ALIMENTAIRE

## MEDIA Knowledge & Flavour KIT 2010



THE ESSENTIAL FOOD DISCOVERY MAGAZINE



## A publisher's story

Offers  
consumers vital  
information on  
what to eat

Introduces  
the public to the  
successes of the  
agri-food industry

Improves  
our readers'  
daily lives  
by outlining  
relevant new  
products and  
discoveries

As for so many things in life, **LE must alimentaire** is the story of a family, mine. Early on, I worked as an operations manager for a food processing plant. Even back then, I was amazed by the constant flow of requests from consumers wanting to know more about the food they ate. A similar concern really hit me when I got pregnant for the first time. No effort was too great to give my unborn child the best nutrition possible. Two daughters later, I remain as curious as ever about food and totally committed to provide my family with all that can contribute to the most essential aspect of life: health.

In that regard, I am certainly no exception; most of us are more than ever keenly aware of the importance of what we eat. Feeding from this deep social current and from my lifelong passion for magazines in addition to my favorite ingredients, lots of fun and lots of work, **LE must alimentaire** came to be.

Through its contents and colorful look, **LE must alimentaire** reinvented the way to treat food. Thus reaching an increasing number of choice consumers craving for useful information and fascinating news. It quickly established itself as the consumers' essential reference and, in particular, to the growing segment of "foodies", insatiably curious to learn and discover always more about their very favorite subject, food! For your products or services, **LE must alimentaire** provides an unparalleled impact thanks to its unique media environment and select readership. I invite you to share in this success story. Let **LE must alimentaire** contribute in its very unique way to your achievements.

Best regards,

Lyne Gosselin

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# Editorial content

LE must alimentaire features timely articles geared to the interests of today's readers.



Dynamic and relevant editorial content, attractive and colorful layout... No wonder LE must alimentaire generates countless enthusiastic reactions!



## Delectable columns

**Dernière heure:** the latest news on the agri-food front.

**Vivre et sortir:** top restaurant finds.

**Beau, bon ou inédit:** novelty food items and trendy kitchen accessories.

**Ambiance:** decorating tips, do-it-yourself projects, mood-setting music; the art of dining to nourish all of the senses.

**De la terre... à la table:** spotlight on the movers and shakers in agri-food and the path to bringing food to the table.

**Sur la route:** profile on a region, its people, its specialty foods, in short, the ingredients that lend it its own unique flavour.

**Suggestions Web:** Web sites rich in food-related information, activities and exclusive promotions at [www.lemust.ca](http://www.lemust.ca).

**Agenda:** our food-lovers calendar of events.

**Plaisir de lire:** our top picks in culinary, informational and epicurean reading.

**LE MUST DU SAVOIR:** brimming with reliable scientific and practical information, this section allows the reader to keep up with all of the latest developments in food and diet.

**Scientifique:** learn the rudiments of food processing and food chemistry 101 for better-informed food choices. No prerequisite required!

**Recherches de l'heure:** stay on top of the fast-paced advances in nutrition and medicine.

**Techniques:** make winning meals with the help and know-how of our experts.

**Nutrition:** because healthy eating has become a key priority, our nutritionists impart their knowledge and offer practical tips for everyday.

**Allergies:** exploring the ins and outs of the rising problem of food allergies and what we can do to deal with them.

**Nourrir l'avenir:** what every parent needs to know about feeding their children for a lifetime of healthy eating habits.

**Société:** food as a central part of social change: traditions, trends and revolutions.

**Psycho:** understanding how diet affects our moods and behaviour, and vice-versa.

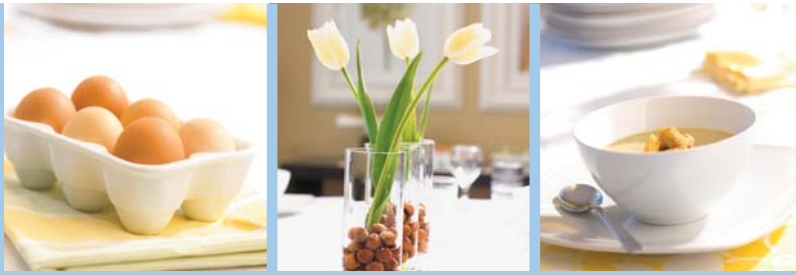
**Aliments beauté:** the beauty-boosting powers of foods and nutricosmetics.

**C'est du sport:** practical tips for combining physical activity and healthy eating.

**À la bonne vôtre:** for expert advice on the latest in wines and spirits, our sommelier is THE ultimate guide.

**LE MUST RENCONTRE:** this section shines the spotlight on two feature foods, offering recipes for everyday, fancied up versions for special occasions, as well as tips and tricks from our chefs and designers.

**LE MUST DES SAVEURS:** one-on-one interviews with figures from the world of art, culinary art, agri-food, medicine and more who have a distinct passion for all things food.



## Reader profile

- ▶ Active women 30-54 (representing more than 70 % of readership of LE **must alimentaire**)
- ▶ Family income above Quebec average (more than 83 % of our readership)
- ▶ Education level above Quebec average ( more than 75 % of our readers own a college diploma or university degree)
- ▶ Level of knowledge of food above Quebec average.

## Readership Index

	Metropolitan Montreal	Metropolitan Quebec
▶ Family income	147	142
▶ College education or higher	126	142
▶ Women 30-54	116	110
▶ Knowledgeable about nutrition	112	114

References: Statistics Canada and PMB 2005

# Maximize your impact with the cream of consumers

Published 6 times a year at 75 000 copies, LE **must alimentaire** reaches directly "foodies", this growing number of consumers fascinated with everything relating to food and with means allowing them to satisfy their passion for it. In their respective environments, "foodies" also share an important role as social influencers and trendsetters. They are always on the look-out for new products and everything making them stand out and enjoy thoroughly all aspects of food. In its first three years, the quality of its articles and its unquestionable visual appeal have made of LE **must alimentaire**, the favourite media for this first-rate clientele.

With over 300,000 readers, LE **must alimentaire** guarantees you unparalleled visibility and impact. Our ever curious, well-informed and selective readership provides you with the best population segment to reach for maximum ripple effect, in regard to what gets in our fridges and on our plates. Our readers look for quality, freshness, taste and pleasure, all that gives LE **must alimentaire** its edge in marketing your products and generating demand for them.

## Optimum return on investment

LE **must alimentaire** is the only media guaranteeing such efficiency in getting and holding your targeted clients' attention, offering the best price-quality ratio in the industry and making it your best possible advertising investment.

\*References: Statistics Canada and PMB 2005

# Formats, rates and calendar

## Formats



SPREAD



1 PAGE



1/2 PAGE  
VERTICAL



1/2 PAGE  
HORIZONTAL



1/3 PAGE  
VERTICAL



1/3 PAGE  
HORIZONTAL

## Rates

FORMAT	1X	3X	6X
1 page	\$6 850	\$6 500	\$6 300
1/2 page	\$4 720	\$4 480	\$4 350
1/3 page	\$3 770	\$3 575	\$3 460
Double page	\$12 300	\$11 700	\$11 340
2 half pages	\$8 490	\$8 050	\$7 800
Cover 2	\$8 560	\$8 125	\$7 875
Cover 3	\$7 740	\$7 340	\$7 120
Cover 4	\$8 900	\$8 450	\$8 200

## Payment terms and conditions

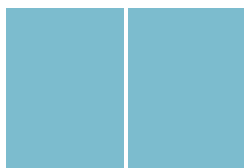
Taxes not included. 10% extra for preferred position. Prices for inserts upon request.  
Registered agency commission: 15%. Terms: net 30 days.

## Calendar

VOLUME AND TOPICS	SPACE	MATERIAL	DISTRIBUTION
Vol. 4 N° 4   <b>Vancouver 2010, behind the scenes:</b> The Olympic diet – Fusion cuisine – Feature: Back into shape special. <b>In the spotlight:</b> Fish & Citrus Fruits	January 12 <sup>th</sup> , 2010	January 15 <sup>th</sup> , 2010	February 5 <sup>th</sup> , 2010
Vol. 4 N° 5   <b>Urban farming:</b> Vegetable gardens on rooftops and chicken coops on balconies – Sustainable development: All you need to know about your carbon footprint. <b>In the spotlight:</b> Eggs	March 26 <sup>th</sup> , 2010	April 2 <sup>nd</sup> , 2010	April 23 <sup>rd</sup> , 2010
Vol. 4 N° 6   <b>Fire and water:</b> Grilling methods from around the world – Outdoor meals – Water, the new gold rush – Dangers of dehydration. <b>In the spotlight:</b> Lamb	May 21 <sup>th</sup> , 2010	May 28 <sup>th</sup> , 2010	June 18 <sup>th</sup> , 2010
Vol. 5 N° 1   <b>5<sup>th</sup> Anniversary Issue:</b> 5 experts present top worldwide trends shaping everyday food and fine cuisine. <b>Special detachable leaflet:</b> LE must 5th anniversary special offers	July 9 <sup>th</sup> , 2010	July 16 <sup>th</sup> , 2010	August 6 <sup>th</sup> , 2010
Vol. 5 N° 2   <b>Amerindian cuisine:</b> Culinary traditions and heritage – Regional flavours – Back-to-school special : Chefs' best kept secrets for quick & easy cooking. <b>In the spotlight:</b> Red Deer & Maple Syrup	August 6 <sup>th</sup> , 2010	August 13 <sup>th</sup> , 2010	September 3 <sup>rd</sup> , 2010
Vol. 5 N° 3   <b>Avant-garde gastronomy:</b> Feast for the eyes and the taste buds – The alchemy of cocktails – Holiday special: top advice from our culinary artists. <b>In the spotlight:</b> Seafood	October 8 <sup>th</sup> , 2010	October 15 <sup>th</sup> , 2010	November 5 <sup>th</sup> , 2010

# Formats and specifications

## Formats



**SPREAD**  
17.25" X 11.625"  
Bleed  
17.5" X 11.875"



**1 PAGE**  
8.625" X 11.625"  
Bleed  
8.875" X 11.875"



**1/2 PAGE VERTICAL**  
4.25" X 11.625"  
Bleed  
4.5" X 11.875"



**1/2 PAGE HORIZONTAL**  
8.625" X 5.75"  
Bleed  
8.875" X 6"



**1/3 PAGE VERTICAL**  
2.85" X 11.625"  
Bleed  
3.1" X 11.875"



**1/3 PAGE HORIZONTAL**  
8.625" X 3.875"  
Bleed  
8.875" X 4.125"

## Technical requirements

CHARACTERISTICS	COMPUTER MATERIAL	REQUIRED ELEMENTS
<ul style="list-style-type: none"> <li>• Trim size: 8.625" x 11.675"</li> <li>• Perfect binding</li> <li>• 4 color process (CMYK)</li> <li>• PMS color or metallic ink: prices on request</li> <li>• Allow 1/8" each side of trim format for lost margins and foresee 1/2" writing protection.</li> <li>• Reverse text 7 points minimum</li> </ul>	<ul style="list-style-type: none"> <li>• supports accepted: CD-ROM</li> </ul> <p><b>E-mailed files (maximum 3Mb) to:</b> studio@edikom.ca</p> <p><b>on FTP site</b> address: ftp.lemust.ca user name: must password: alimentaire</p> <p>To notify send an email to: studio@edikom.ca</p> <p><b>by mail:</b> Edikom 615 Notre-Dame Ave. Saint-Lambert, Quebec J4P 2K8</p>	<ul style="list-style-type: none"> <li>• Files QuarkXpress 7.0 including: <ul style="list-style-type: none"> <li>- Imported images in EPS or TIFF and in CMYK, at 300 dpi at 100%. No RGB color or jpeg. Supply fonts used (MACINTOSH fonts only).</li> <li>- Make sure to use COLLECT FOR OUTPUT to attach only images used in the document.</li> </ul> </li> <li>• File Illustrator with pictures integrated and fonts in CREATE OUTLINE.</li> <li>• PDF file generated with options PRESS accompanied with a color proof.</li> <li>• Color proof (Match Print, Iris, Kodak or Color Art) is required and must be included with the material. All documents sent by e-mail must include a PDF.</li> </ul>