

La Voix du VRAC

MEDIA KIT 2012



THE MAGAZINE FOR AGGREGATE AND TIMBER TRANSPORTERS

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2012 ISSUE DATES AND EDITORIAL CALENDAR

ISSUE	PUBLICATION	THEMES	SPACE	MATERIAL
January-February	February 1	Forest Industry (log transportation) Compact Equipments (new products)	January 13	January 17
March-April	April 2	Dump Bodies and Trailers ANCAI Convention	March 12	March 16
May-June	June 1	New Trucks and Engines	May 14	May 18
July-August	July 23	Heavy Machinery (new products)	July 3	July 6
Sept.-October	October 1	Truck Tires Québec Job sites Tour (150 photos)	September 14	September 18
Nov.-December	November 26	Québec Job sites Tour (continued) (150 photos of ANCAI truckers at work)	November 8	November 12

MAGAZINE PROFILE


La Voix du Vrac has been the favored information media of aggregate and timber transporters for the last 38 years. The magazine is published, in french, six times a year and contains an average of 44 pages. The circulation reaches 8,400 copies. *La Voix du Vrac* is published by the *Association nationale des camionneurs artisans inc. (ANCAI)*. The goal of ANCAI is to defend the interests of, offer services to, and procure savings for its 4,500 members. The latter are composed of aggregate transporters (gravel, sand, crushed stone, asphalt) and timber transporters, from forests to paper mills. The members own one or more dump truck or logging trucks.

READERSHIP PROFILE

La Voix du Vrac reaches most aggregate and timber transporters, who are or are not members of ANCAI, and who own one or more dump trucks or logging trucks. The magazine is also distributed to excavation and snow removal contractors, to road builders and heavy construction contractors and to Quebec municipalities.

CIRCULATION BREAKDOWN

Dump truck or logging truck operators who are brokerage organization members	4,762
Others dump truck or logging truck operators. Excavation and snow removal contractors. Road builders and heavy construction contractors. Engineering-consulting firms	1,883
Manufacturers and distributors of trucks, dump bodies, trailers, parts and accessories. Forestry companies. Other product and services suppliers related to the trucking industry.	395
Quebec municipalities.	1,029
Government agencies and ministries.	152
Associations and organizations working in the trucking and forestry sectors. Brokerage organizations.	122
Others subscribers, promotion copies.	57
TOTAL	8,400



La Voix du Vrac deals mainly with the aggregate trucking industry and the concerns of ANCAI members. The magazine publish many photojournalism pieces that showcase Association truckers and various job sites. *La Voix du Vrac* also addresses the log transportation issues and the challenges the forestry industry will face in the coming years.

CIRCULATION, CONTACTS AND TECHNICAL SPECIFICATIONS

Circulation
8 400 copies

Frequency
6 issues per year

Distribution
The magazine is distributed throughout the province of Quebec by Canada Post

Ads and graphic design
Alain Simard
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Material
Electronic files sent by e-mail (revue@ancai.com) or on CD-ROM.

Softwares
Quark, Illustrator, Photoshop Acrobat

File formats
EPS, TIFF, JPEG ou PDF

Photos
Halftone screen: 300 DPI
Colors: CMYK

Printing specs
Trim size: 8.5 in x 11 in
120M text gloss paper


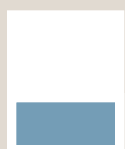


ANCAI

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AD RATES 2012

NUMBER OF ISSUES		1x	3x	6x (1 year)	12x (2 years)
1 PAGE		\$1,350	\$1,250\$	\$1,150\$	\$1,100
	<p>Full page 8,5" x 11" Bleed : + 1/8"</p> <p>Text aera 7,5" x 10"</p>				
2/3 PAGE		\$1,035	\$975	\$915	\$885
	<p>2/3 horizontal 7,5" x 6,5"</p> <p>2/3 vertical 4,875" x 10"</p>				
1/2 PAGE		\$800	\$750	\$700	\$670
	<p>1/2 horizontal 7,5" x 4,875"</p> <p>1/2 vertical 4,875" x 7,25"</p>				
1/3 PAGE		\$585	\$545	\$505	\$485
	<p>1/3 horizontal 7,5" x 3,25"</p> <p>1/3 square 4,875" x 4,875"</p>				
1/4 PAGE		\$465	\$440	\$415	\$400
	<p>1/4 horizontal 7,5" x 2,375"</p> <p>1/4 vertical 3,625" x 4,875"</p>				
COVER 2 or 3		\$1,500	\$1,400	\$1,300	\$1,250
BACK COVER		\$1,800	\$1,700	\$1,600	\$1,550

Ad agency commissions and sales tax are not included in the rates.
All pages are printed in four-color process. Rates include color printing.

All issues of *La Voix du Vrac* are available in PDF format at this address : www.ancai.com/revue.html

