

THE CLEVER CONTENT AND UNIQUE VOICE OF THIS NEW MAGAZINE TAKE LIFESTYLE TO A WHOLE NEW LEVEL OF ELEGANCE AND REFINEMENT.

CHIC is all about charm and style. It addresses business travellers staying at Le Germain Boutique-hotels in Québec, Montréal, Toronto and Calgary. The magazine's unique and fresh perspective complements the feel-at-home experience our hotels offer and our guests appreciate. To be read in the comfort of one of our properties, CHIC is the go-to source for travellers to navigate the city easily and efficiently and later take home to plan future outings. Each issue will provide keen insights into the secrets of the designers and artists who share with Groupe Germain Hospitality a passion for beautiful things.

CHIC by Germain is a vibrant and sophisticated lifestyle publication offering advertisers a high-end readership and an exclusive national distribution.



THE MAGAZINE

- Bilingual magazine distributed in the rooms and lobbies at Le Germain and Alt Hotels throughout Canada.
- High-end publication, perfect bind, FSC-certified paper.

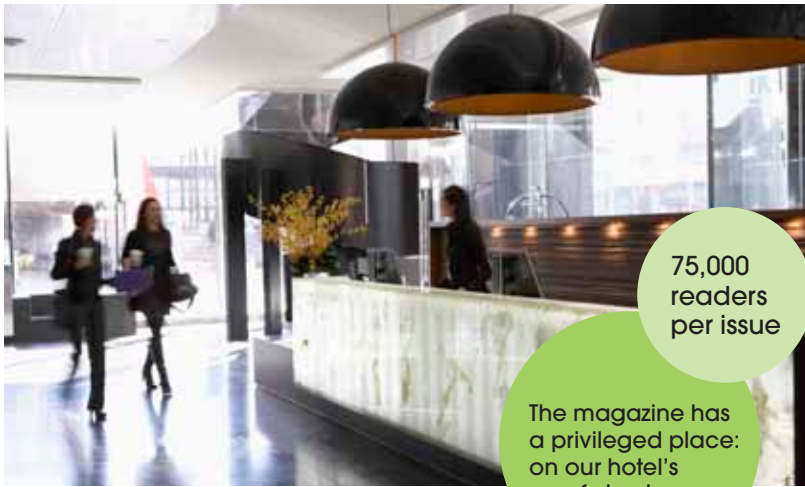
THE READERSHIP AND CIRCULATION

Our five Germain hotels in Québec, Montréal, Calgary and Toronto

With a slightly higher percentage of men (60%), CHIC by Germain's target audience is composed of educated, refined and loyal customers between the ages of 45 and 60, travelling mainly for business (80%) and coming from Canada, the northeast of the United States and California.

Our two ALT hotels in Brossard and Québec (Pearson - Opening in Spring 2012)

These travellers are innovative, well-informed and eco-responsible. 35 to 45 years old, successful and educated, they choose to stay at ALT Hotel for business to enhance their travel experience (80%). ALT Hotel proposes a new way of travelling for a new generation of travellers. Light, smart and fun by design, ALT Hotel is altogether different. And so are its guests.



75,000
readers
per issue

The magazine has
a privileged place:
on our hotel's
comfy beds

EDITORIAL CONTENT

CHIC by Germain magazine celebrates the art of travelling and the art of living.

Chic Traveller: travel accessories and trendy outfits for travelling with style.

Art & Culture: interviews with creative and fascinating personalities

Transit: great story telling about great places in the world

Foodies: food trends and restaurants to discover

Chic Travel: each issue features a Germain destination like Québec City, Montréal, Toronto or Calgary.

With its witty content and candid voice, the insert POP by ALT shares the trendy lifestyle of the modern traveller always looking to enhance his travel experience.

Trendy: trends we like

Hip: young entrepreneurs, artists and visionaries setting the tone

Music: artists to watch and soundtracks to enjoy

Fashion and Design: creative designers that define what's POP!



Rates*

Size	1 page	DPS	C2	C3	C4	C2-P3
1x	5,000	9,250	5,750	5,750	6,250	11,250
2x	4,750	8,788	5,463	5,463	5,938	10,688
4x	4,500	8,325	5,175	5,175	5,625	10,125

*Net rates in Canadian dollars. Applicable taxes must be added. Preferential positioning, add 10%. Certified agencies, add 15%. Insert rates upon request.



Closing dates — 2011-2012

Edition	Fall 2011	Summer 2012	Fall 2012	Summer 2013
Reservation	October 7	March 26	August 24	March 25
Material	October 14	April 13	September 14	April 12
Publication	November 10	May 18	October 19	May 17



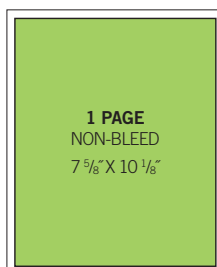
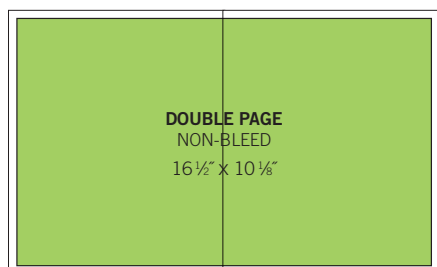
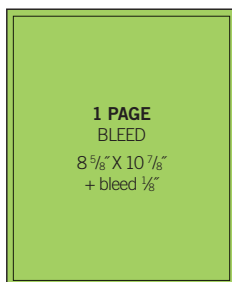
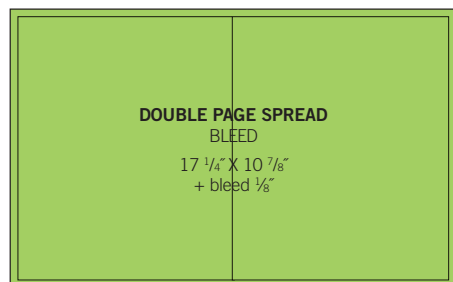
Ad Sizes

Size	Trim*	Non-Bleed	Bleed
DPS**	17 1/4" X 10 7/8"	16 1/2" X 10 1/8"	17 1/2" X 11 1/8"
1 PAGE	8 5/8" X 10 7/8"	7 5/8" X 10 1/8"	8 7/8" X 11 1/8"

ADVERTISERS MUST SUPPLY A BILINGUAL AD.

* Safety clearance for live type must be 1/4" inside the trim size.

** Ad must be supplied in its original format.



Material Transfers

- › On CD or DVD: Magazine Germain
c/o YQB Media
2200, rue Cyrille-Duquet, bureau 100
Québec (Québec) G1N 2G3
- › Via FTP: ftp.yqbmedia.com
user: groupegermain
password: magazine
folder: ChicPop_Magazine
Vol1, No2
- › By e-mail: publicite@yqbmedia.com (10Mb max.)

N.B.: All ad material transferred via FTP must be accompanied by a low-resolution PDF or JPG for approval reference.

Technical Specifications

- A) Supply final material on DVD or CD or by FTP transfer. We prefer that you send a high-resolution PDF/X-1a respecting the ad size. You may also supply your document in InDesign, Illustrator or Photoshop (Mac-based). Please make sure all graphics (photos, illustrations, logos) are in EPS or TIFF format (CMYK), all fonts are included and all images are at a minimum of 300 dpi. Electronic files must be accompanied by a proof made from file. CHIC by Germain Magazine is not responsible for any material NOT accompanied by a colour proof.
- B) Total ink coverage for pictures should not exceed 300%. For deeper black (rich black), use 60C, 40M, 40Y, 100K.
- C) When ads are bleed, trim marks must be set OUTSIDE of the 1/8" bleed.
- D) Additional charges will be invoiced if material is not in accordance with spec requirements such as wrong format, low-resolution images, RGB files, spot PMS colour, missing files, missing fonts etc. The hourly rate is \$100.
- We can create and produce your ad. Additional charges are then invoiced to the client at an hourly rate of \$125.
- Final artwork must be approved by Groupe Germain Hospitality. Please send a low resolution PDF to: Catherine Verdone
National Marketing Director, Groupe Germain
Phone: 514 954-4414 #223
Fax: 514 985-6069
Email: cverdone@hotelboutique.com**

FOR MORE INFORMATION, CONTACT:

ADVERTISING
JOSÉE ARSENAULT
418 929-8989
josee@yqbmedia.com

ADVERTISING MATERIAL
JENNIFER CAMPBELL
418 687-6048
jennifer@yqbmedia.com

EDITORIAL CONTENT
ANNE-MARIE BOISSONNAULT
418 687-6048
annemarie@yqbmedia.com