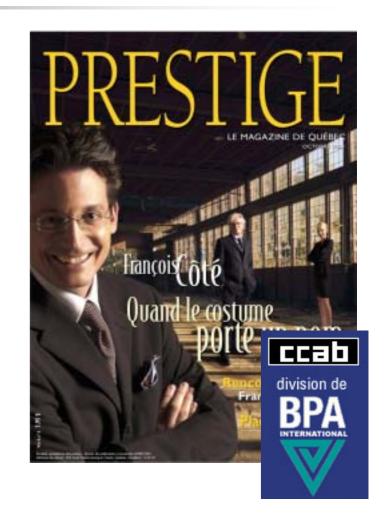
PRESTIGE

Published 11 times a year, the magazine **PRESTIGE** has a circulation of 40,000 and reaches nearly 75,000 people in the Québec City region with each edition.

PRESTIGE offers varied content on subjects that interest you. Profiles of business people, the economy, arts and shows, technology, science, computers, cars, recreation, travel, fashion, fine dining and decoration are only a few of the features that will inform and entertain you.

Steadfastly dedicated to showcasing the activities of local people, **PRESTIGE** bears witness to the enterprising spirit and talents of all those who contribute to the economic, social and cultural development of the greater Capital region.



PRESTIGE



READER PROFILE

GENDER	Men :45%	Women :55%		
AGE	18-34 :10%	35-54 :64%	55-64 :17%	65 and more :9%
HH INCOME	49K and less: 16%	50K-74K: 31%	75K-99K: 22%	100K and more: 31%
OCCUPATION	Execut/Profess: 43%			
EDUCATION	College: 28%	University: 61%		

Source: Léger Marketing

READERSHIP: 75 000 readers per issue

CIRCULATION &

FREQUENCY	DISTRIBUTION	MARKET	QTY
40 000 11 ISSUES/YEAR	METHOD	QUEBEC CITY REGION	100%
	DOOR TO DOOR	RESIDENCES IN THE HIGHEST HHI DISTRICT	36 300
CERTIFICATION	MOTORIZED	OFFICES AND BUSINESS CENTERS	2 200
CCAB	MAIL	SUBSCRIBERS AND LARGE CORPORATIONS	1 500