

The logo graphic consists of a black crosshair centered over a square. The top-left quadrant of the square is yellow, the bottom-left is red, and the bottom-right is blue.

# 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

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

Source: Léger Marketing

*READERSHIP : 75 000 readers per issue*

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