

SÉCURITÉ FINANCIÈRE

10

THE MAGAZINE FOR FINANCIAL SECTOR PROFESSIONALS MEMBERS OF THE CHAMBRE DE LA SÉCURITÉ FINANCIÈRE

CHAMBRE DE LA
SÉCURITÉ FINANCIÈRE




THE ONLY OPTION
to reach all
professionals dealing
in financial products
and services in Quebec

- Representative of a mutual fund dealer
- Representative in insurance of persons
- Financial planner
- Group insurance representative
- Representative of a scholarship plan dealer

FINANCIAL SECURITY: A profitable media placement!



A circulation of 31,249 issues 

A credible source of information

A reference tool consulted and kept

A publication that strongly supports continuous education

A magazine read from cover to cover by the majority of our members (8 out of 10 according to an independent survey by Ad Hoc in 2008)

EDITORIAL CONTENT

Our editors offer in-depth articles on the latest events that shape the financial service practice.

COLUMNS

Message from the Management Team • Latest News • Solution • Analysis or Special Insight • Fiscal Policy • Regional Life • Continuing Education • Consumer Protection • Disciplinary Notice



**CHAMBRE DE LA
SÉCURITÉ FINANCIÈRE**

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professionals dealing in financial
products and services in Quebec

THE CHAMBRE DE LA SÉCURITÉ FINANCIÈRE is a self-regulating organization that oversees over 31,500 professionals in the distribution of financial products and services throughout Quebec. Under the supervision of the *Autorité des marchés financiers*, the Chamber is regulated by the Act Respecting the Distribution of Financial Products and Services.

ITS MISSION is to protect consumers by maintaining discipline and overseeing the training and ethics of its members. The Chamber carries out its mission by stringently monitoring the practices and continuously upgrading the knowledge of these professionals.

OVER 100 YEARS OF HISTORY!

- 1905 Life Underwriters Association of Canada (LUAC)
- 1959 *Association provinciale des assureurs-vie du Québec* (APAVQ)
- 1989 *Association des intermédiaires en assurances de personnes du Québec* (AIAPQ)
- 1999 Establishment of the *Chambre de la sécurité financière*

VALUES

The Chamber draws on four fundamental values to promote its members' contribution to society:

- ▶ Leadership
- ▶ Integrity
- ▶ Professionalism
- ▶ Transparency

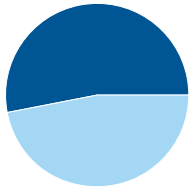
READERSHIP PROFILE

PROFILE TYPE:

A person aged 45 with 17 years of professional experience.

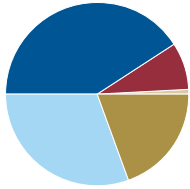


THE ONLY MAGAZINE
that reaches all professionals
dealing in financial products
and services in Quebec



Gender

- Women: 52.8%
- Men: 47.2%



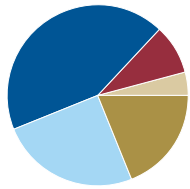
Age

- 30 and under: 17.2%
- 31 to 40: 23.7%
- 41 to 50: 30.9%
- 51 and over: 27.7%
- Non available: 0.6%



Language

- French: 86.7%
- English: 13.3%



Education

- High school: 19%
- College: 25%
- University: 43%
- Professional accreditation: 9%
- Others: 4%



Geographic distribution of its members

Montreal	6,324
Quebec	4,435
Richelieu-Longueuil	3,982
Outaouais	2,258
Laurentides	2,065
Lanaudière	1,934
Laval	1,880
Estrie	1,173
Grande-Mauricie	1,081
Saguenay-Lac St-Jean	1,047
Quebec South West	1,041
Haute-Yamaska	959
Beauce-Amiante	849
Bas St-Laurent	742
Drummond-Arthabaska	731
Rivière-du-Loup	376
Rouyn-Noranda	257
Easter Abitibi	255
Manicouagan	111
Duplessis	102

Representative of a mutual fund dealer	23,365
Representative in insurance of persons	12,227
Financial planner	4,742
Group insurance representative	4,318
Representative of a scholarship plan dealer	743

* Someone can work in more than one discipline.



FINANCIAL ASSETS*

In Quebec, members of the *Chambre de la sécurité financière* deal in financial products and services.

Retirement Funds
\$500 billion *

Investments
Funds
\$400 billion *
\$104 billion **



Insurance
Companies
\$300 billion *

* Financial Assets in Canada, statistics from the OCDE 2008

** In Quebec, *Institut de la statistique du Quebec* 2007

SÉCURITÉ FINANCIÈRE



CHAMBRE DE LA
SÉCURITÉ FINANCIÈRE

LE MAGAZINE DES PROFESSIONNELS MEMBRES DE LA CHAMBRE DE LA SÉCURITÉ FINANCIÈRE

Circulation: 31,249

(As of September 2009)

Advertising rates

Space	Size (inches)			4-colour			Black and White		
	Width	x	Depth	1	3	5	1	3	5
1 page	7 1/8	x	9 3/4	3,900	3,600	3,300	2,900	2,700	2,450
1/2 horizontal	7 1/8	x	4 3/4	2,350	2,200	2,000	1,750	1,600	1,450
1/2 vertical	3 7/16	x	9 3/4	2,350	2,200	2,000	1,750	1,600	1,450
1/3 horizontal	7 1/8	x	3 1/16	1,900	1,750	1,600	1,400	1,300	1,200
1/3 vertical	2 1/4	x	9 3/4	1,900	1,750	1,600	1,400	1,300	1,200
1/4 horizontal	7 1/8	x	2 1/4	1,400	1,300	1,200	1,050	950	850
1/4 standard	3 7/16	x	4 3/4	1,400	1,300	1,200	1,050	950	850
1/6 vertical	2 1/4	x	4 3/4	1,150	1,050	1,000	850	800	750
C-2	8 3/8	x	11 1/4	4,500	4,200	3,800	n/a	n/a	n/a
C-3	8 3/8	x	11 1/4	4,500	4,200	3,800	n/a	n/a	n/a
C-4	8 3/8	x	11 1/4	4,700	4,400	4,000	n/a	n/a	n/a

Sécurité financière is published five times a year by the *Chambre de la sécurité financière*.

This magazine is one of the top references for professionals dealing in financial products and services.

Size of the magazine

8 1/8 x 10 7/8 inches

Page with bleed margins

8 3/8 x 11 1/4 inches

Agency commission

15%

Guaranteed position

15% additional

Inserts

Rate on request

2010-2011 Issuance and Closing

Issues	Closing	Artwork	*To subscribers
November-December 2010	October 8	October 15	November 8
January-February-March	December 17	January 7	January 31
April-May	March 4	March 11	April 4
June-July-August	May 20	May 27	June 27
September-October	August 19	August 26	September 19
November-December	October 21	October 28	November 21

*The magazine will be sent on the week of the date indicated.

REQUIRED DOCUMENTS

High resolution Adobe PDF (PDF/X-1a)
+ one colour hard proof, actual size.*

Note: By selecting PDF/X-1a format, you reduce the risk of error when preparing the PDF. However, you should check the opposite points before preparing your PDF.

DELIVERY OF THE MATERIAL

By FTP server:
To get your access code, please contact Josianne Monette:
jmonette@publi-services.com or 450 227-8414 ext. 301

By e-mail:
You can send your advertisements that are less than 7 MB
to the following address: pub@publi-services.com

On CD-ROM by mail:
Communications Publi-Services inc.
c/o: Sécurité financière
43, avenue Filion, Saint-Sauveur (Québec) J0R 1R0



BEFORE CREATING YOUR PDF,
CHECK THE FOLLOWING POINTS:

- Your advertisement is prepared using QuarkXPress or InDesign layout software;
- The advertisement format corresponds to the chosen format.
- Your fonts are installed.
- The images are saved in TIFF, EPS or PSD, in high resolution (300 dpi);
- Four-colour images (CMYK) or in black and white;
- The layout document's Pantone colours are converted in "process separation";
- The crop marks are present and they do not touch the bleed of the advertisement;
- The bleed is 1/8 inch.

Note: A surcharge may be billed if the document provided does not comply with requirements.

*If a hard proof is not provided, we cannot guarantee that the final result will match the graphic layout.