



ProfessionSanté

MEDIA PLANNER
2022

Print | Digital | Continuing Education | Custom Solutions | Events

ProfessionSanté.ca

eCortex.ca

Reflecting Quebec's Medical and Pharmaceutical Community



Profession Santé is a specialized magazine for physicians, pharmacists and other professionals in the healthcare sector.

The publication features rich and varied content and is intended to reflect the various practice communities in the health system, both in Quebec and the rest of the Canadian Francophonie.

Since 2020, the COVID-19 pandemic has deeply disrupted how health care is delivered to patients. *Profession Santé* has been on the front lines, bearing witness to these new ways of providing care, such as telemedicine and the new professional responsibilities granted to Quebec pharmacists.

The prime objective of *Profession Santé* is to better equip physicians, pharmacists and healthcare professionals to provide the best possible care to their patients, and to achieve this while encouraging interdisciplinary practice.

To this end, *Profession Santé* presents news articles, clinical content on various conditions (in the *MedActuel* continuing professional development supplement), the latest developments in pharmacotherapy, as well as columns written by experts on legal issues and new technologies.

The *Gestion Santé* supplement serves as a guide for physicians and pharmacists on how to improve their skills as they manage human, material and financial resources.

Profession Santé also provides its readers with an information space where the many subjects of common interest in their respective practices can be discussed openly, without fear of the kind of debates that this can sometimes trigger.

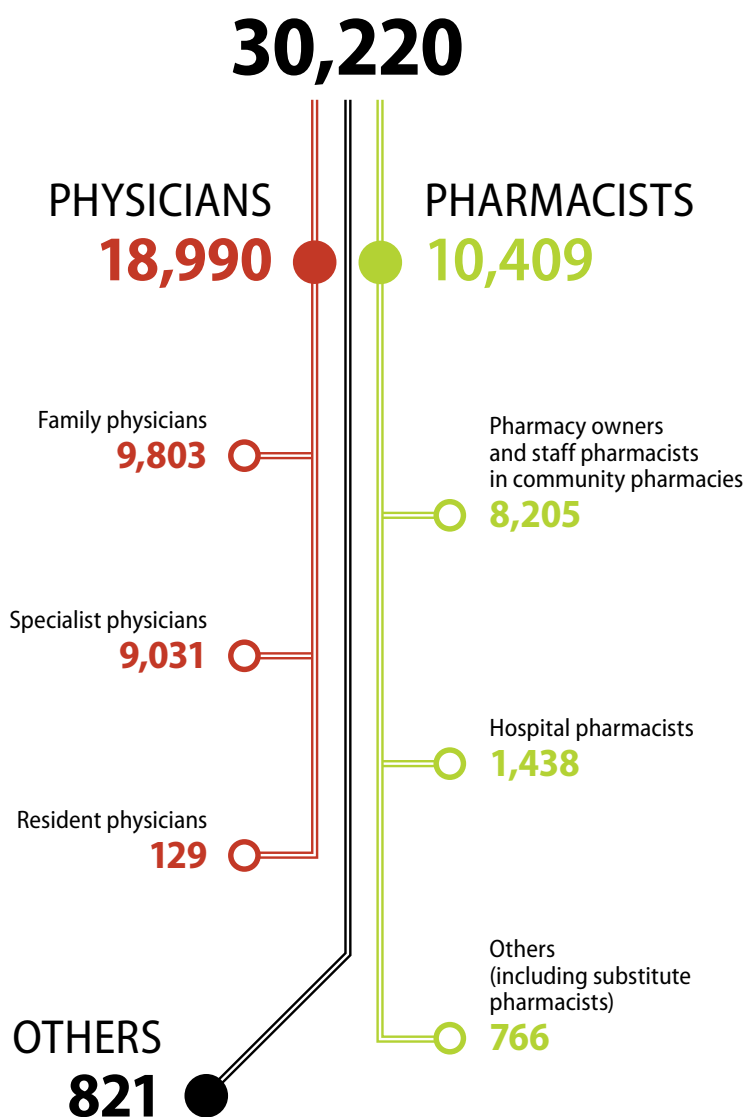
Our publication owes its credibility with its readers specifically to its independence from any governmental, professional, institutional or trade union organization. An editorial board consisting of physicians and pharmacists ensures that *Profession Santé* continues to fulfill its mission.

Readers of *Profession Santé* are given a clear picture of the thinking behind the health care that professionals are providing to their patients.

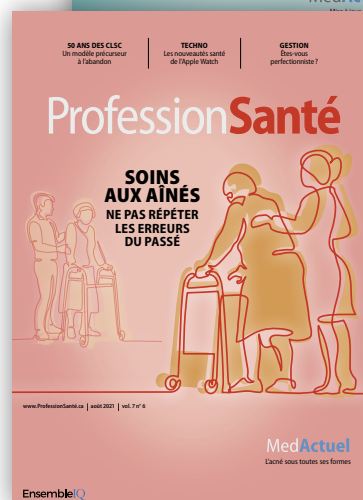
Christian Leduc
Editor-in-Chief



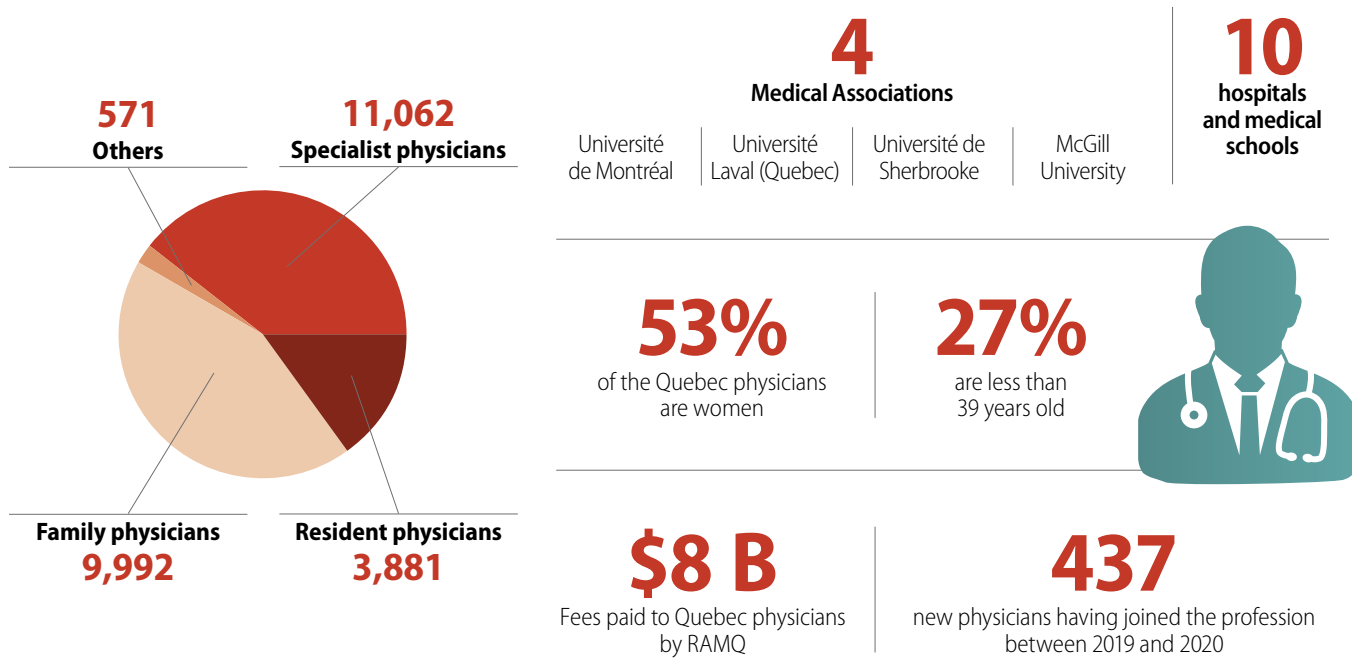
Print circulation



Source: Alliance for Audited Media (June 2021)

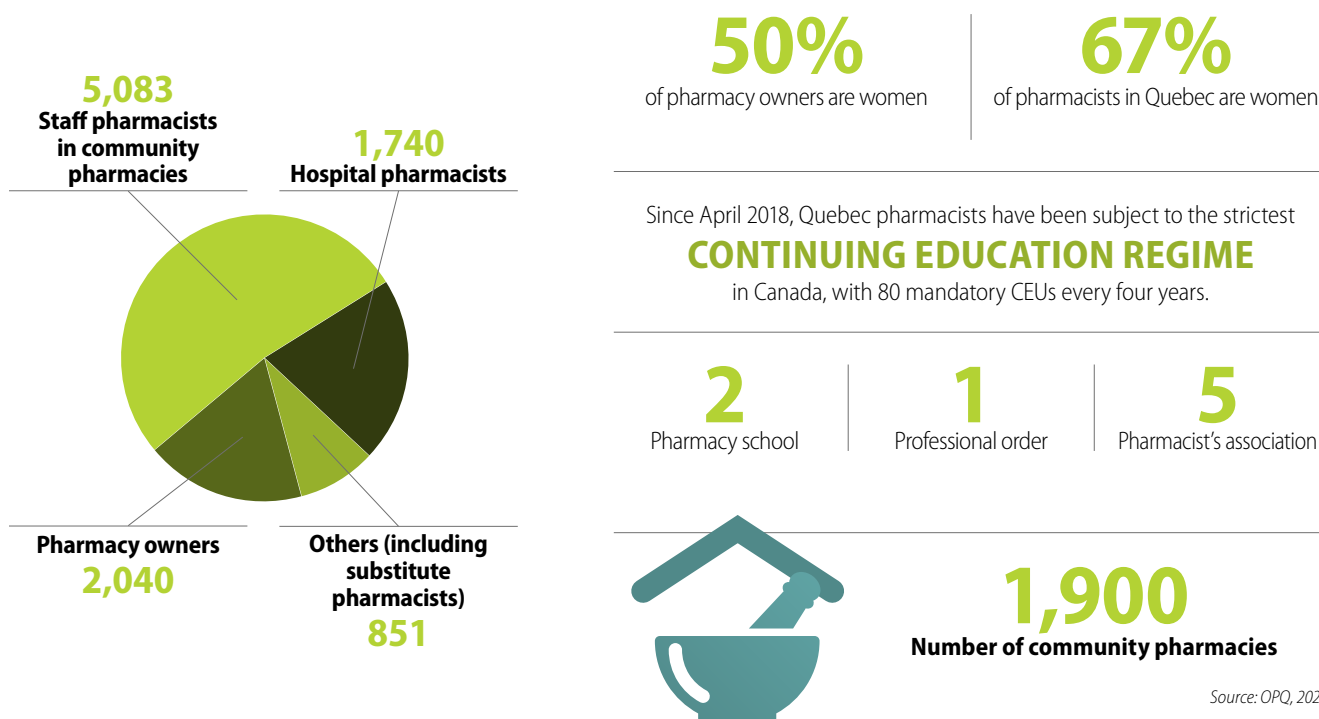


Quebec Physicians



Source: Collège des médecins du Québec, 2021

Quebec Pharmacists



Source: OPQ, 2020

Quebec figures at a glance

DRUGS MARKET

Prescriptions per year

289 millions

Annual expenses

\$7 billions

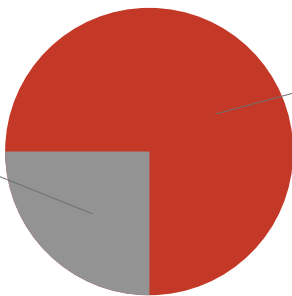


Source: IQVIA

PRESCRIPTION DRUG MARKET

25 %
Generic
drugs

75 %
Brand-name
drugs



Individuals subscribing to a private drug insurance plan

4.9 millions

Individuals registered in public medicare

3.6 millions



Source: IQVIA

QUEBEC POPULATION

8,6 millions

Life expectancy

82.8 years

65 years and over

20%



1 out of 2

children of 12 years old
or more is affected from
at least one chronic illness

Total expenditures on health,
public and private

\$57 billions

Additional funds to be invested
by 2026 due to COVID-19

\$10 billions

Source: Institut de la statistique du Québec, The Demographic Report of Québec, 2020 edition.

WORLD LEADER

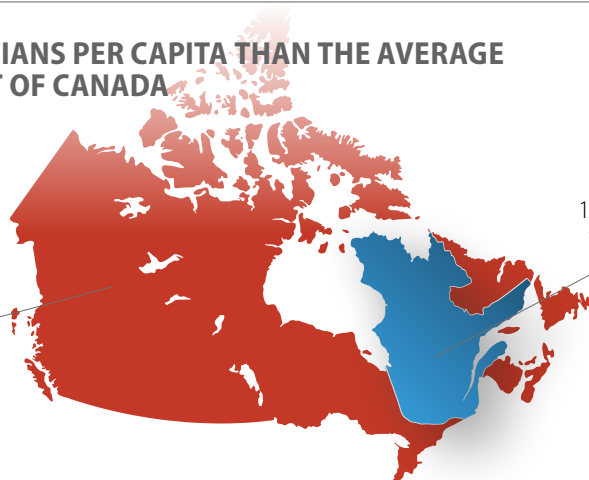
Montreal is home to Canada's two most modern superhospitals, and among the most important in North America. A third superhospital is in the plans for Quebec City.

Due to this knowledge concentration, Quebec is now the world leader in the development of personalized medicine.

MORE PHYSICIANS PER CAPITA THAN THE AVERAGE FOR THE REST OF CANADA

241

100,000 inhabitants



252

100,000 inhabitants

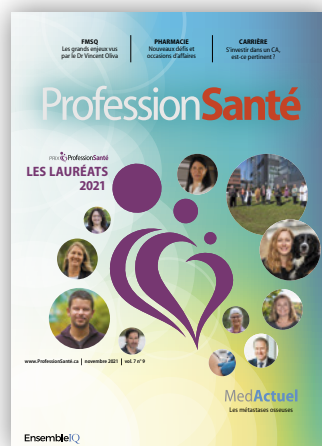
Source: Cirano, 2021.



Quebec is the
ONLY PLACE
in North America
where pharmacy's
ownership is solely
reserved to pharmacist.

Publication calendar

Issue	Space – Close	Material – Close	Mailing date
January/February	January 4	January 11	January 27
March	February 7	February 14	March 7
April	March 17	March 24	April 14
May	April 15	April 22	May 13
June/July	May 20	May 27	June 17
August	July 11	July 18	August 4
September	August 16	August 23	September 8
October	September 19	September 26	October 13
November	October 17	October 24	November 11
December	November 14	November 21	December 9



MAJOR FEATURES AT A GLANCE

MEDACTUEL

Continuing Professional Development content of *Profession Santé*, MedActual offers clinical articles written by physicians, pharmacists or other healthcare professionals that provide the latest information about conditions and its treatment – MedActual is coordinated by a scientific committee composed of physicians and pharmacists.



TECHNO

A column that informs readers of the most recent technology innovations in healthcare designed for their patients and their own practice.



GESTION SANTÉ

This section allows our physician and pharmacist readers to keep up to date on the latest management trends, as well as gather practical advice for their practice, clinic or pharmacy.



CAPSULES Rx

A chronicle that keeps doctors and pharmacists up to date on pharmaceutical news, current indications and warnings from health authorities.

Ad sizes and rates

	Format	Frequency						
		1 x	4 x	8 x	12 x	16 x	20 x	24 x
1	Double page spread	\$16,958	\$16,404	\$15,856	\$15,341	\$14,831	\$14,256	\$13,706
2	Full page + 1/3 mag. page vert.	\$13,565	\$13,124	\$12,684	\$12,273	\$11,865	\$11,405	\$10,965
3	Magazine page / full page	\$9,689	\$9,374	\$9,060	\$8,766	\$8,475	\$8,146	\$7,832
4	1/2 page vertical	\$6,783	\$6,562	\$6,343	\$6,137	\$5,933	\$5,703	\$5,483
5	1/2 page horizontal	\$6,783	\$6,562	\$6,343	\$6,137	\$5,933	\$5,703	\$5,483
6	1/3 page horizontal	\$5,329	\$5,155	\$4,983	\$4,821	\$4,662	\$4,481	\$4,307
7	1/4 page	\$3,392	\$3,281	\$3,170	\$3,067	\$2,965	\$2,851	\$2,741

Rates (gross) include 4 color process. For black and white rates, subtract \$1,275

Premium positions	%
OBC	+ 25
IFC	+ 20
First RH	+ 10
IBC	+ 10
All others requested positions	+ 5

APPOINTMENT NOTICE (1/3 PAGE VERTICAL)

\$3,600 net

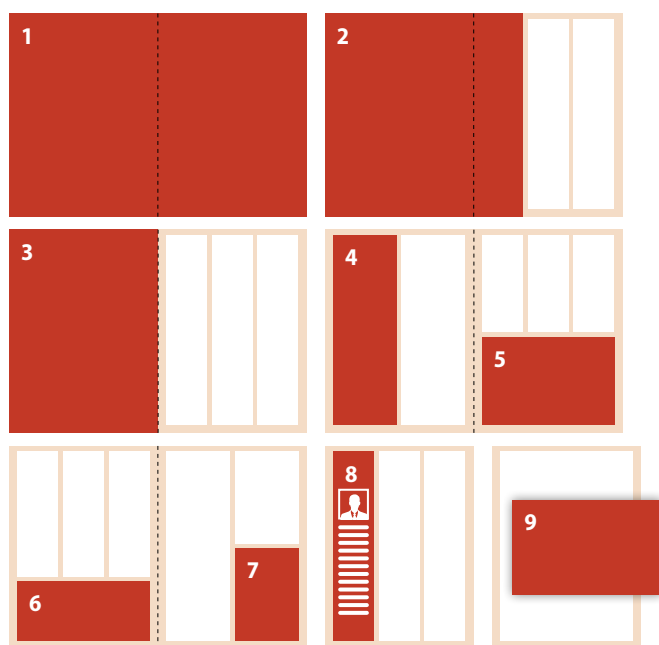
FRONT COVER TIP-ON (MATERIAL SUPPLIED)*

Total audience rate: \$19,910 gross

POLYBAG OUTSERTS*

Rates on request. Contact your account manager for more information on the various options available.

* Geographical, profession or specialty targeting available.



	Size	Width	Depth
1	Double page spread	15.75	10.75
2	Full page + 1/3 mag. page vert.	7.875 2.625	10.75 10.75
3	Magazine page / full page	7.875	10.75
4	1/2 page vertical	3.375	10
5	1/2 page horizontal	7	4.625
6	1/3 page horizontal	7	3.125
7	1/4 page	3.375	4.875
8	1/3 magazine page vertical (Appointment notice)	2.1667	10
9	Front cover tip-on (material supplied)	6	3.5

Standards unit in inches.

For advertising templates, visit www.addirect.sendmyad.com



Contact your account manager
for more details


Classifieds section

	Frequency			
	Format	1 - 4 x	5 - 8 x	9 - 12 x
A	1 × 3	\$624	\$578	\$534
B	2 × 3	\$977	\$911	\$834
C	3 × 3	\$1,345	\$1,252	\$1,145
D	2 × 6	\$1,711	\$1,591	\$1,452
E	2 × 9	\$2,433	\$2,267	\$2,059
F	3 × 6	\$2,433	\$2,267	\$2,059
G	4 × 6	\$3,932	\$3,150	\$2,926

The diagram illustrates the decomposition of a 4x4 grid into three 2x2 blocks (A, B, C) and three 4x2 blocks (D, E, F, G). The 4x4 grid is divided into four 2x2 quadrants. The top-left quadrant is labeled A. The top-right quadrant is labeled D. The bottom-left quadrant is labeled B. The bottom-right quadrant is labeled C. The 4x2 blocks are labeled D, E, F, and G. Block D is the top-left 4x2 block. Block E is the top-right 4x2 block. Block F is the bottom-left 4x2 block. Block G is the bottom-right 4x2 block.

	Format	Width	Depth
A	1 × 3	1.625	3
B	2 × 3	3.333	3
C	3 × 3	5.042	3
D	2 × 6	3.333	6.083
E	2 × 9	3.333	9.167
F	3 × 6	5.042	6.083
G	4 × 6	6.75	6.083

Standards unit in inches.

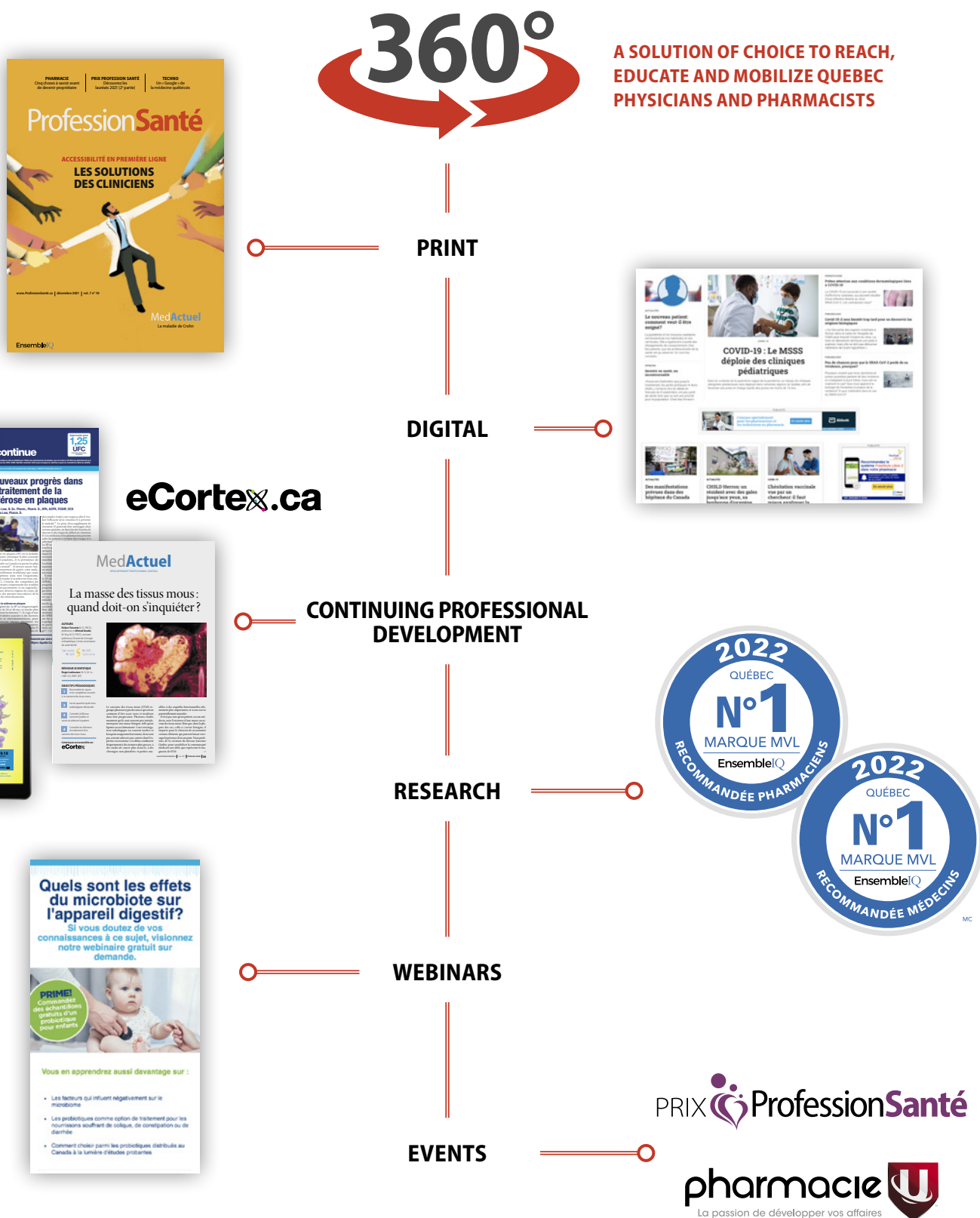


**Contact Nancy Dumont for more information
on the various options available.
514 557-6660 | ndumont@ensembleiq.com**

Issue	Space + material close
January/February	January 11
March	February 14
April	March 24
May	April 22
June/july	May 27
August	July 18
September	August 23
October	September 26
November	October 24
December	November 21

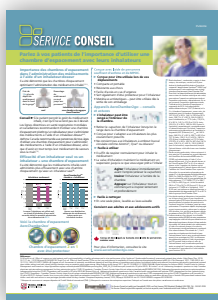
[illegible]

Multi-platform



Turnkey solutions

Whether you're seeking to provide information on your product, promote new guidelines or share the results of recent clinical studies, our special projects have all the angles covered!



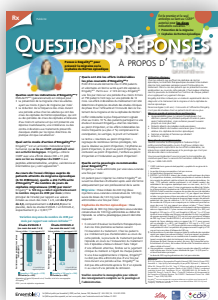
COUNSELLING CORNER

Counselling Corner provides physicians and pharmacists with information on advising patients about appropriate product use. Content is developed in consultation with the product manager and approved by the Pharmaceutical Advertising Advisory Board (PAAB), if required.



ROADMAP

A Roadmap is a magazine-page communication tool that visually illustrates for the pharmacists and/or physicians an algorithm for the treatment of a condition or therapy. The ROADMAP provides drug manufacturers with the opportunity to communicate the best therapeutic path for patients by asking key questions to assess condition as well as provide information for consideration.



QUESTIONS & ANSWERS

Our Q & A section offers manufacturers a chance to answer the questions most frequently asked by physicians and pharmacists concerning prescription and over-the-counter drugs. Content is developed in consultation with the medical information department and the product manager and is then submitted for approval to PAAB.

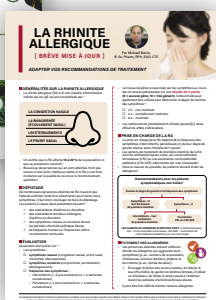


CUSTOMIZED CONTINUING PROFESSIONAL DEVELOPMENT

Continuing education/professional development program, accredited or non-accredited (OLA), focusing on pharmacological treatments (Rx or OTC) of the pathology of your choice. This turnkey solution includes content development, accreditation, distribution (print/digital) and multi-platform promotion. Available in a variety of educational formats.



KOL SUPPLEMENTS



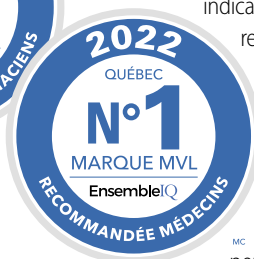
MARKETING RESEARCH

Our portals, CanadianHealthcareNetwork.ca and ProfessionSanté.ca, have a combined outreach of over 110,000 subscribers. You can benefit from a unique access to Canada's largest pool of physicians and pharmacists! We will help you develop a customized survey, based on your specific needs.



ANNUAL SURVEY ON OTC RECOMMENDATIONS

This survey is a major industry indicator, that has collected OTC recommendations from pharmacists (for the past 26 years) and from physicians (for the past 12 years) across Canada. Take advantage of this opportunity to evaluate the performance of your product in its category.



Contact your account manager for more details on printed and digital options

eCortex.ca

One of its kind in the country, eCortex.ca is a bilingual continuing professional development platform designed for physicians, pharmacists and nurses.

Thanks to its open approach, eCortex.ca enables CanadianHealthcareNetwork.ca/ProfessionSanté.ca users to access accredited and non-accredited training activities designed for each profession. We all know that online learning is effective, on demand and interactive. This being said, we also know that there's nothing quite like the hands-on feel of the printed page. With that in mind, we offer content in a variety of formats, including print, online, video, slides, etc.

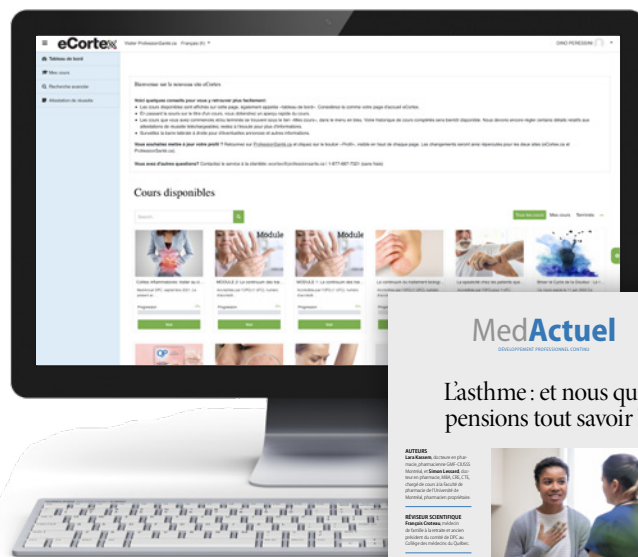
■ Hosting, posting and promoting your existing program

Post your existing CPD program on eCortex.ca and extend your reach to all our digital registrants! We can host programs in various formats, including text, video, audio, PDF, PowerPoint, etc.

■ Turnkey program

Our team of experts can create a lesson on the topic and in the format of your choice, in English and/or in French. Our content development and accreditation partnerships with medical, pharmaceutical and academic organizations enable us to produce thoroughly researched and relevant programs. We will work with you to ensure that your learning and communication goals are achieved!

Both of the above options are supported by a robust promotional program through our specialized brands (online and in print), ensuring greater visibility among your target audience.



eCortex.ca



Contact your account manager
for more details

Events

Become an awards partner



Every year, the Prix Profession Santé awards recognize physicians, pharmacists and nurses making a real difference in the healthcare industry. These leaders of the Quebec health community champion interdisciplinary and teamwork, in a new regulatory environment favoring - more than ever - interprofessionalism. This is the only interprofessional recognition in Quebec.

Over 30 years ago, this award started as 'Prix coeur et d'action' and became Prix Profession Santé in 2014. The mission of this sought-after award is closely linked with that of our group, a community made up of nurses, doctors and pharmacists.

THE AWARDS

Nominations

Call for nominations for Prix Profession Santé launches in the Profession Santé magazine, newsletters and online at ProfessionSanté.ca.

Nominations are open from January until June.

Jury

The jury is composed of nurses, doctors and pharmacists, practising at different levels of the industry, and selects winners in several categories based on nomination forms received.

Awards Ceremony

The awards ceremony will take place in October, gathering a large group of healthcare & opinion leaders.

4 CATEGORIES, 10 AWARDS

- Innovative practice (3 awards)
- Leadership & mentorship (3 awards)
- Interprofessional collaboration (3 awards)
- Interprofessional team (1 award)

BENEFITS TO SPONSOR THE AWARDS

- Demonstrate your ongoing commitment to the healthcare community in Quebec by supporting and recognizing the excellence of our pharmacists, doctors and nurses.
- Position your company as a "leader" of interprofessionalism in Quebec and benefit from extraordinary visibility linked to our #1 brand in the field of information.
- Connect with opinion leaders in the Quebec healthcare industry.

EVENT SPONSORSHIP INCLUDES:

- Visibility on the Prix Profession Santé website and ProfessionSanté.ca from October 2022 to September 2023.
- Logo on signage and photo wall at the awards event.
- Logo on Prix Profession Santé awards website - winners announcement section.
- Full page ad in Profession Santé magazine - December edition - winners announcement section. (Value: \$12,111)
- Logo included on promotional awards print ads in Profession Santé magazine - September 2022 editions
- Four complimentary tickets to awards event

Investment: \$14,500



Contact Nancy Dumont for more information on the various options available.
514 557-6660 | ndumont@ensembleiq.com

Events



MONTREAL, MAY 7, 2022

pharmacie 
La passion de développer vos affaires

INVOLVE A WHOLE COMMUNITY OF PHARMACISTS!

Pharmacie U is a unique event in Canada helping pharmacists to:

- discover and understand emerging business opportunities;
- establish strategies for patient involvement;
- build a modern and sustainable pharmaceutical practice.

Pharmacie U's educational content is presented by some of Canada's most innovative and cutting-edge pharmacists, with a focus on the applicability of training and the development of a new business model. Pharmacists leave the conference with practical and tangible action plans that they can apply to their own pharmacies immediately after the conference is over.



Contact your account manager
for more details

Mechanical specifications

FOR FULL PAGE ADVERTISERS

- Allow 0.125" bleed on all four sides of full page ad (if applicable)
- Single page ad size: 7.875" W × 10.75" D
- Double page ad size: 15.75" W × 10.75" D

TYPE SAFETY

All type matter of illustration material not intended to bleed to be kept 0.50" from publication trim. Double page spreads hold 0.25" from gutter on each page. Publisher is NOT responsible for line-up of type or images running through the gutter on spreads or single page to adjacent insert. Running type or image through the gutter is STRONGLY discouraged.

METHOD OF PRINTING

Offset

METHOD OF BINDING

Saddle stitch / binds to the head

PRINT SUPPLIED MATERIAL

HIGH RESOLUTION PDF

Ads must be uploaded to:

<https://ensembleiq.sendmyad.com>

Ads are preflighted and delivered through this free, web-based ad preflight portal.

For more information contact our

**Production Manager,
Lisette Pronovost
lpronovost@ensembleiq.com**

STORING OF THE PHYSICAL MATERIAL

The publisher reserves the right to destroy all physical material supplied if not requested within 3 months from the last time of use.

SUPPLIED INSERTS

- Inserting charge for tipped inserts only: \$3,000 net (non-commissionable)
- Tipped inserts – minimum paper weight is 80lb. coated and maximum is 100lb. coated (2 pg full size of book).
- Stitched inserts and polybag outserts also available.
- Contact your account manager for pricing and specifications.

SPLIT-RUNS

One split-run ad maximum permitted per issue. Ask for details and rates.

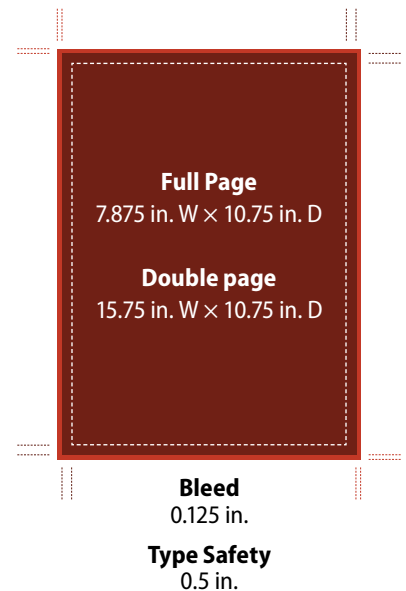
Contact your account manager for information on these and other special requirements.

COMMISSIONS

- Agency commission: 15% of gross billing allowed on space, colour and premium position charges to recognized media agencies only.
- Prices are subject to additional sales tax where applicable.
- Accounts payable at office of publication in Canadian funds or equivalent funds at the rate of exchange prevailing at time of payment.

CONTRACT AND COPY REGULATIONS

- Rates subject to change without notice.
- Advertisers and agencies assume liability for all content (text, representation, and illustrations) or advertisements printed, and also assume responsibility for any claims arising there from against the publisher.
- Preferred positions, contracted for 12 months, non-cancellable (subject to penalty if cancelled).



GENERAL

- Advertiser and agency agree that Profession Santé shall be under no liability for its failure for any cause to insert any advertisement.
- All digital material will be destroyed one year after last use.
- Publisher is entitled to payment as herein provided, upon having completed the printing of advertising and having taken reasonable steps to see the publication will be distributed.
- Advertisements resembling editorial format will carry the word "Publicité" in at least 10 pt. type at the top of the page.

Contact us

MONTREAL

ACCOUNT MANAGER

Nancy Dumont

514 557-6660

ndumont@ensembleiq.com

SALES AND EDITORIAL COORDINATOR

Sylvie Graveson

514 805-0634

sgraveson@ensembleiq.com

PRODUCTION MANAGER

Lisette Pronovost

lpronovost@ensembleiq.com

EDITOR-IN-CHIEF

Christian Leduc

514 500-1289

cleduc@ensembleiq.com

MONTREAL OFFICE

EnsembleIQ

TORONTO

ACCOUNT MANAGERS

C. Norman Cook

647 290-3967

ncook@ensembleiq.com

Scott Tweed

416 230-4315

stweed@ensembleiq.com

SALES COORDINATOR

Kalli Sagos

437 889-0464

mobile: 416 799-5402

ksagos@ensembleiq.com

BRAND DIRECTOR

PHARMACIE U

Marty Rissin

416 508-4884

mrissin@ensembleiq.com

SENIOR VICE PRESIDENT, CANADA

Donna Kerry

437 889-0543

dkerry@ensembleiq.com

TORONTO OFFICE

Head Office

EnsembleIQ Canada

20 Eglinton Ave West,

Suite 1800, Toronto

ON M4R 1K8



EnsembleIQ
GROUPE
SANTÉ

ProfessionSanté



The Medical Post

pharmacy
PRACTICE BUSINESS

ProfessionSanté.ca

Canadian
HealthcareNetwork

eCortex.ca

pharmacie
La passion de développer vos affaires