

# IMPRIM'ACTION

## PrintAction's French supplement IMPRIM'ACTION

will focus on and celebrate the vibrant Quebec printing industry. It will feature exclusive content for the Quebec market, and will be mailed with the May issue of PrintAction to all Quebec subscribers. The publication's digital edition will also be sent via email to all of PrintAction's Quebec digital edition subscribers. All full page advertisers will receive their full page ad plus a dedicated e-blast sent to our Quebec CASL compliant e-subscriber list. This includes full reporting and lead generation.

For more information about the the magazine's editorial opportunities, please contact Jon Robinson, editor:  
jrobinson@annexbusinessmedia.com



## IMPORTANT DATES

### MAY ISSUE

Ad Close: March 20

Ad Material Due: March 27

## IMPRIM'ACTION will be promoted via:

- 1) **PrintAction's** weekly e-newsletter sent to more than 8,600 opt-in subscribers (open rate 40%)
- 2) Dedicated e-blast sent to our e-product subscribers
- 3) Online ads on *PrintAction.com*
- 4) Twitter (2,150 followers)
- 5) PrintAction's LinkedIn Groups, as well as on its Facebook page

**PROMOTION**

## Advertisers in IMPRIM'ACTION receive the following:

### Full Page - \$2,000

All full page advertisers will receive a full page ad 8" x 10.875" plus a dedicated e-blast sent to our Quebec CASL compliant e-subscriber list.

### 1/2 Page - \$1,200

Half page horizontal 7" x 5" or  
Half page vertical 3.375" x 10"

**BENEFITS**



# IMPRIM'ACTION