



Ordre des traducteurs, terminologues
et interprètes agréés du Québec

Circuit

THE MAGAZINE OF LANGUAGE PROFESSIONALS

**Rates and Publishing Timetable for
2009-2010**

***Circuit* magazine**

Since 1983, *Circuit* has been the jewel of Québec language magazines. Published by the *Ordre des traducteurs, terminologues et interprètes agréés du Québec* (Québec's order of certified translators, interpreters and terminologists, known by its French abbreviation, OTTIAQ), it features language-related information and coverage of current issues and the language profession in Québec, Canada and the world. *Circuit* readers devour it from cover to cover and keep it for future reference. *Circuit* is both an information tool and a source of pride for all OTTIAQ members.

Close to 3000 copies printed

Circuit is the choice reference of language professionals. Since OTTIAQ members are currently its main readership, it circulates through all the large business translation departments and translation agencies. *Circuit* also boasts a significant number of non-member subscribers.

A magazine of international calibre

Circuit is one of the rare magazines of quality produced by an association of professional translators. The International Federation of Translators has recognized the quality of its content and presentation twice, awarding it the Best Periodical Award for best national translation magazine.

Profile of 5000 readers

Circuit is addressed mainly to an insider audience. Its in-depth articles and columns are particularly appreciated by translation professionals. With its high quality editorial content, *Circuit* offers advertisers a unique opportunity to reach a highly educated, prosperous and dynamic clientele.

READER DEMOGRAPHICS

Average age: Sex:

20-34: 16.1% Male: 31.5%

35-44: 32.9% Female: 68.5%

45-54: 35.7%

55-64: 11.2%

65 and over: 4.2%

In short, nearly 85% of Circuit's readers are between 20 and 54.

Schooling: Personal income:

Certificate: 7.0% 0 –\$40 000: 28.0%

Bachelor's: 63.6% \$41 000 – \$60 000: 41.0%

Master's: 24.5% \$61 000 and over: 31.0%

Ph.D.: 3.5%

In short, over 98% of Circuit readers are university graduates and 72% of them have earn an annual income of over40,000.

Other data:

Over 60% of *Circuit* readers are self-employed.

Over 95% of them use a computer on a daily basis.

Their clients and employers are active in diverse fields, from the primary sector to finance, advertising, medicine and computer science.

A highly educated readership with incomes well above the average

2009-2010 PUBLISHING TIMETABLE

| Topics | Reservation | Materials deadline | Publication |
|---------------------------|--------------------|---------------------------|--------------------|
| Summer 2009 (#104) | June 2009 | June 15, 2009 | August 2009 |
| Autumn 2009 (#105) | Sept. 2009 | Sept. 15, 2009 | Nov. 2009 |
| Winter 2010 (#106) | Dec. 2009 | Dec. 15, 2009 | February 2010 |
| Spring 2010 (#107) | March 2010 | March 15, 2010 | May 2010 |

RATECARD

| New ratecard | | | |
|------------------------|---------|-----|---------|
| Format | x-1 | x-4 | |
| 4 colours | | | |
| Inside covers | \$1 550 | | \$1 390 |
| Back cover | \$1 650 | | \$1 445 |
| Full page | \$1050 | | \$890 |
| Black and white | | | |
| Double page | \$1050 | | \$890 |
| Full page | \$550 | | \$445 |
| 1/2 page | \$390 | | \$365 |
| 1/3 page | \$340 | | \$315 |
| 1/4 page | \$290 | | \$265 |
| 1/8 page/card format | \$160 | | \$135 |

Payment method

On reception of OTTIAQ's invoice.

Cancellation

In writing, 30 days before closing date

Advertising contract

Send to:

Catherine Guillemette-Bédard

Tel.: 514 845-4411, poste 225

Fax: 514 845-9903

cgbedard@ottiaq.org

Advertising materials

All advertising materials should be shipped to:

Mardigrafe

Sylvie Lachaine

Tel.: (514) 934-1353

production@mardigrafe.com

- ⌚ Advertisements should be supplied on Mac files (QuarkXPress Passport, QuarkXPress, Adobe Illustrator, Adobe PageMaker, Aldus Freehand, high-resolution Adobe Photoshop, EPS, PDF; TIFF-IT P1 or PDF-IT). Please include fonts and all source files. **Include a final colour proof and colour-separated laser print.** Materials may be shipped on a CD-ROM.
- ⌚ Screen ruling: 150 lpi
- ⌚ Colour and graphic design are billed separately, based on specific needs (e.g. insertion of photos).
- ⌚ If needed, graphic design services are available at the rate of \$60/hour. (min. 1 hour).