



Smart. Confident. Progressive.

The francophone business community is the emerging entrepreneurial market in Atlantic Canada and *Progrès* is their magazine. Published four times per year, *Progrès* has the same core values as *Progress*: to promote the creation of wealth and opportunity in our region. *Progrès* focuses on people, their ideas and innovation, capital formation and retention, and working together as a strong region to capture an increased share of global markets. All content is original French written from the francophone perspective.

THE MOST DYNAMIC, FASTEST GROWING MARKET IN ATLANTIC CANADA!

Total circulation 10,000

Mailed to businesses in key francophone markets in Atlantic Canada, economic development leaders, government leaders and chambers of commerce members. Also distributed to select hotels in New Brunswick and other multi-copy drops for redistribution.

BREAKDOWN

| | NB | NS/PE/NL |
|--|--------------|--------------|
| Chamber of Commerce members | 2,200 | 400 |
| Direct mail to businesses in the following markets: <i>Bathurst, Caraquet, Edmundston, Lameque, Miramichi, Shippagan, Moncton, Saint-Quentin, Dieppe, Kedgwick, Allardville, Paquetville, Cambellton, Rogersville, Saint-Isidore, Tracadie-Sheila, Grand Falls, Shediac, Rexton</i> | 4,600 | 950 |
| Hotels and other multi-copy drops for redistribution | 1,650 | 0 |
| Total circulation | 8,450 | 1,350 |

* 200 copies for promotional purposes each issue

| Issue No. | Issue | Editorial Themes | Ad Close | Mat.Due | Issue Date |
|-----------|--------|---------------------------|----------|---------|------------|
| 701 | Spring | Fastest Growing Companies | 5-Mar | 12-Mar | 16-Apr |
| 702 | Summer | Best Places to Work | 21-May | 28-May | 25-Jun |
| 703 | Fall | TOP 101 Companies | 17-Sep | 24-Sep | 29-Oct |
| 704 | Winter | Entrepreneur of the Year | 12-Nov | 19-Nov | 31-Dec |

Note: Line-up subject to change at publisher's discretion



Progress
Our audience means business

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