

# ACADÉMIE DES JOURNAUX



Journaux 101  
Études de médias croisés



Le B-A BA des journaux

# Temps passé à lire les nouvelles

comparé à il y a 10 ans (minutes/jour)

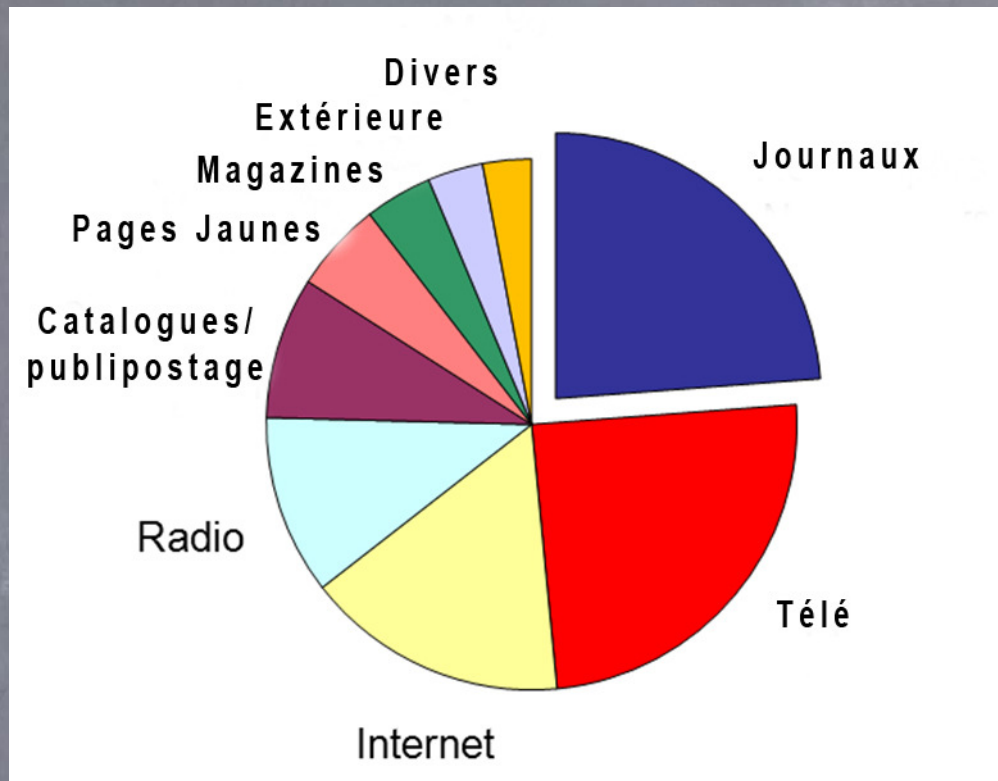


	<u>2002</u>	<u>2012</u>
Total	59	67!
18-29	38	45
30-39	57	62
40-49	56	71
50-64	71	76
65+	81	83

73 % des lecteurs regardent les nouvelles au moins une fois par jour  
68 % des lecteurs partagent un événement important avec leurs amis chaque jour



# Selon le revenu: Élevé et stable



2009

2010

2011

Journaux (millions \$)

3 429

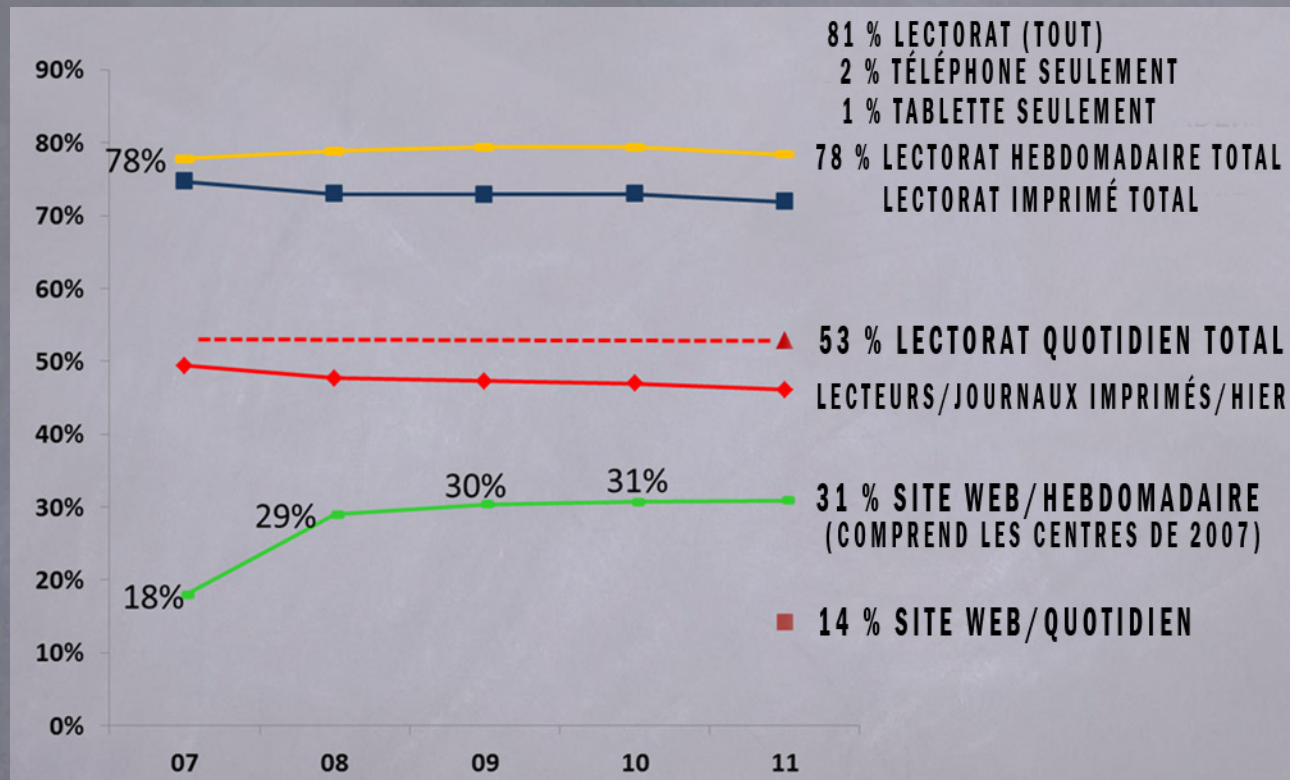
3 491

3 427

Selon le type: 79 % d'imprimés, 13 % de prospectus et 8 % en ligne



# Diffusion stable



## Diffusion :

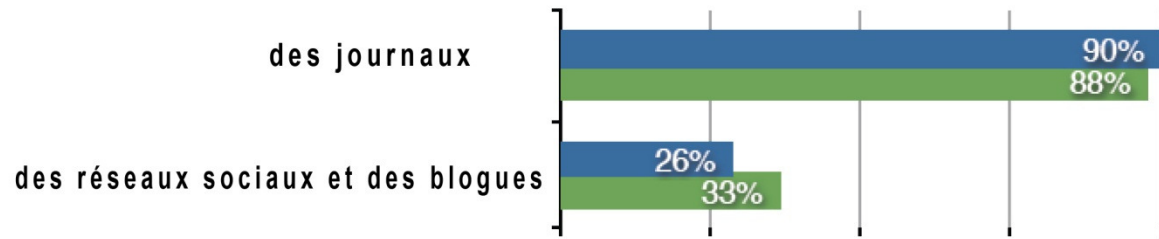
52 millions d'exemplaires par semaine pour les journaux régionaux et les quotidiens

Les quotidiens en millions : 36.1 (2010), 35.6 (2011), 36.1 (2012)

# Les journaux : bons premiers chez les 18-34



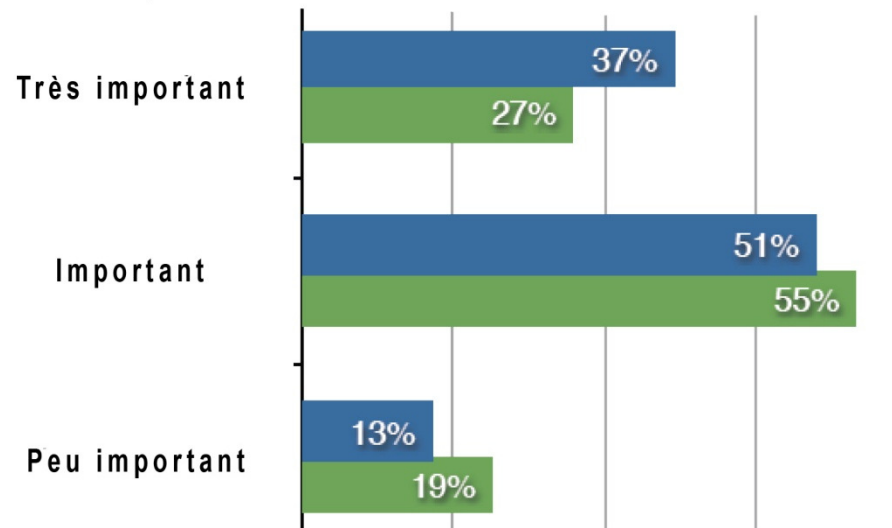
Comment évalueriez-vous la fiabilité de l'information que vous obtenez :



% très fiable ou fiable

■ Tous les Canadiens (18+) ■ Entre 18 et 34 ans

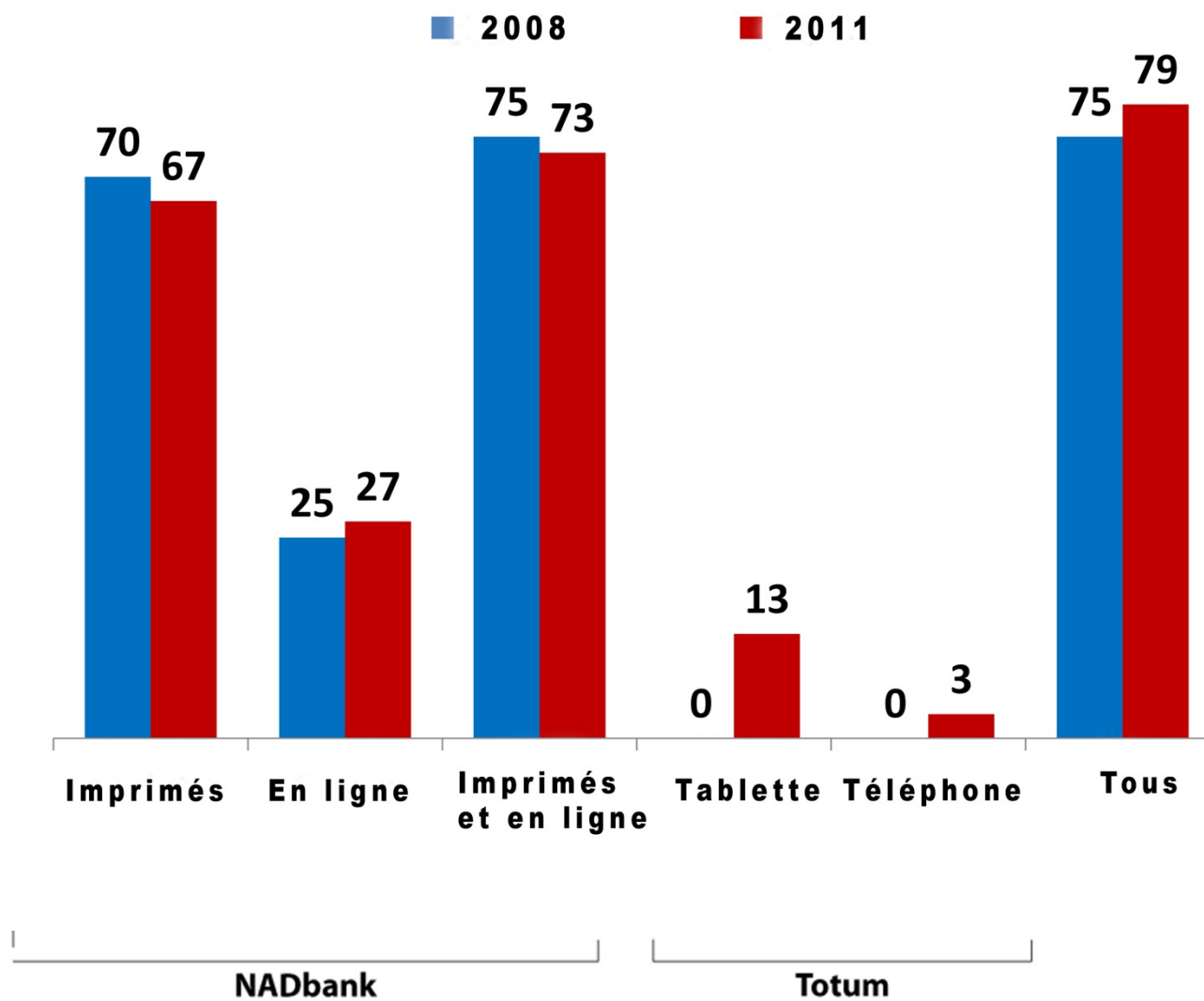
À quel point est-ce important pour vous d'être au courant de l'actualité?



# Les jeunes adultes lisent partout



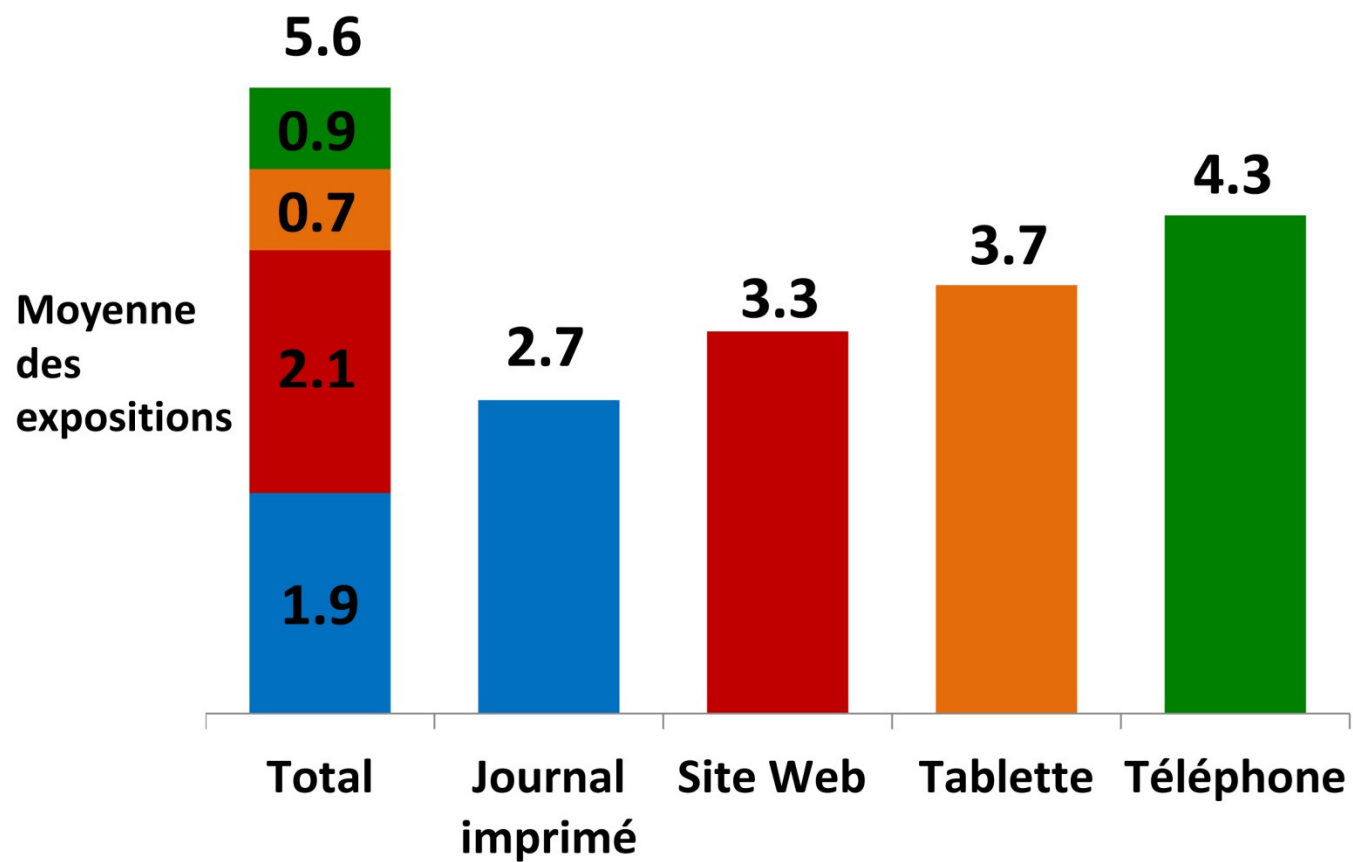
## Lectorat hebdomadaire chez les jeunes adultes



NADbank 2011,  
Jeunes adultes 18-34;  
Totum Research,  
nov. 2012,  
Jeunes adultes, 18-34



# Les journaux : consultés 6 fois par jour



Quand :	Le matin	En soirée	En soirée	En tout
	En soirée	En matinée	En matinée	temps
		Tôt le matin	Tôt le matin	

# Auditoire par appareil



## Tablette pour le journal : Dynamiques

Revenu élevé : 32 % (Indice 161)

Moins de 45 ans : 57 % (Indice 124)

Décideurs en entreprise : 28 % (Plus que les autres appareils)

## Téléphone pour le journal : Jeunes champions

Au travail : 80 % (Indice 177 – plus que les autres appareils)

18-34 : 55 % (Indice 185 – plus que les autres appareils)

Enfants à la maison : 52 % (Indice 138 – plus que les autres appareils)

## Journal imprimé : Succès établi

Chez les 45+ : 62 % (Indice 115 – plus que les autres appareils)

Revenu élevé : 21 % (Indice 108 mais pas aussi élevé qu les 3 autres appareils)

## Site web du journal : Canadiens au travail

Au travail : 63 % (Indice 140) – (Plus élevé que la moyenne)



## Club de débat

Les États-Unis contre le Canada



ADORAMA  
THE PHOTOGRAPHY PEOPLE



Life doesn't stop for pictures. MAMMA 645DF with superfast 1/1600s high flash sync speed.



La marque :  
Adorama  
magasin d'appareils-photo

Le texte :  
La vie ne s'arrête pas pour qu'on  
prenne une photo



**Le monde de la photographie**

Les photographes professionnels ont une vie qui n'est pas toujours facile. Ils doivent souvent travailler dans des conditions difficiles, comme dans des studios ou en extérieur. Ils doivent aussi être très disciplinés et agressifs pour obtenir les meilleures photos.

**LES BLESSURES D'ÉPARGNER PERSONNE**

Les Canadiens aiment à se battre et à se battre en équipe. C'est pourquoi ils ont souvent des blessures. Les joueurs de hockey sont particulièrement vulnérables à ces blessures. Les joueurs de football américain sont aussi souvent blessés.

Les joueurs de hockey sont souvent blessés parce qu'ils jouent dans des conditions difficiles. Ils doivent souvent jouer dans des conditions de froid et de glace. Ils doivent aussi être très disciplinés et agressifs pour obtenir les meilleures performances.

Les joueurs de football américain sont souvent blessés parce qu'ils jouent dans des conditions difficiles. Ils doivent souvent jouer dans des conditions de chaleur et de soleil. Ils doivent aussi être très disciplinés et agressifs pour obtenir les meilleures performances.

**Hockey CANADIEN**

**RESTER DISCIPLINÉS TOUT EN ÉTANT AGRESSIFS**

Cherchez à rester disciplinés et agressifs tout au long de la saison. C'est la clé pour réussir en hockey. Les joueurs doivent être disciplinés et agressifs pour obtenir les meilleures performances.

**LE DÉBUT DE LA SAISON**

Le début de la saison est toujours difficile. Les joueurs doivent être disciplinés et agressifs pour obtenir les meilleures performances.

**LES DÉBUTS**

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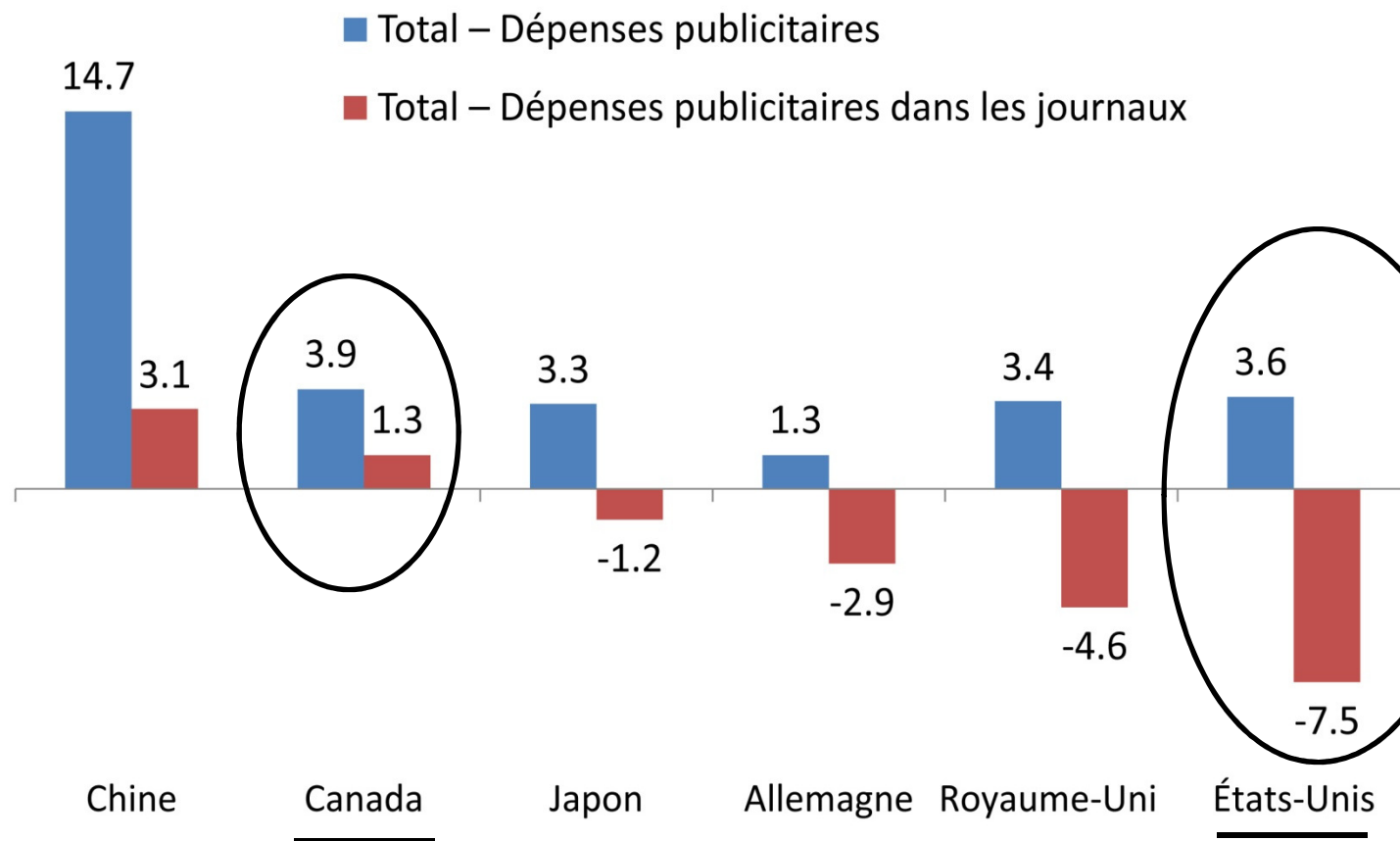
**Boston Pizza**

**Montreal**

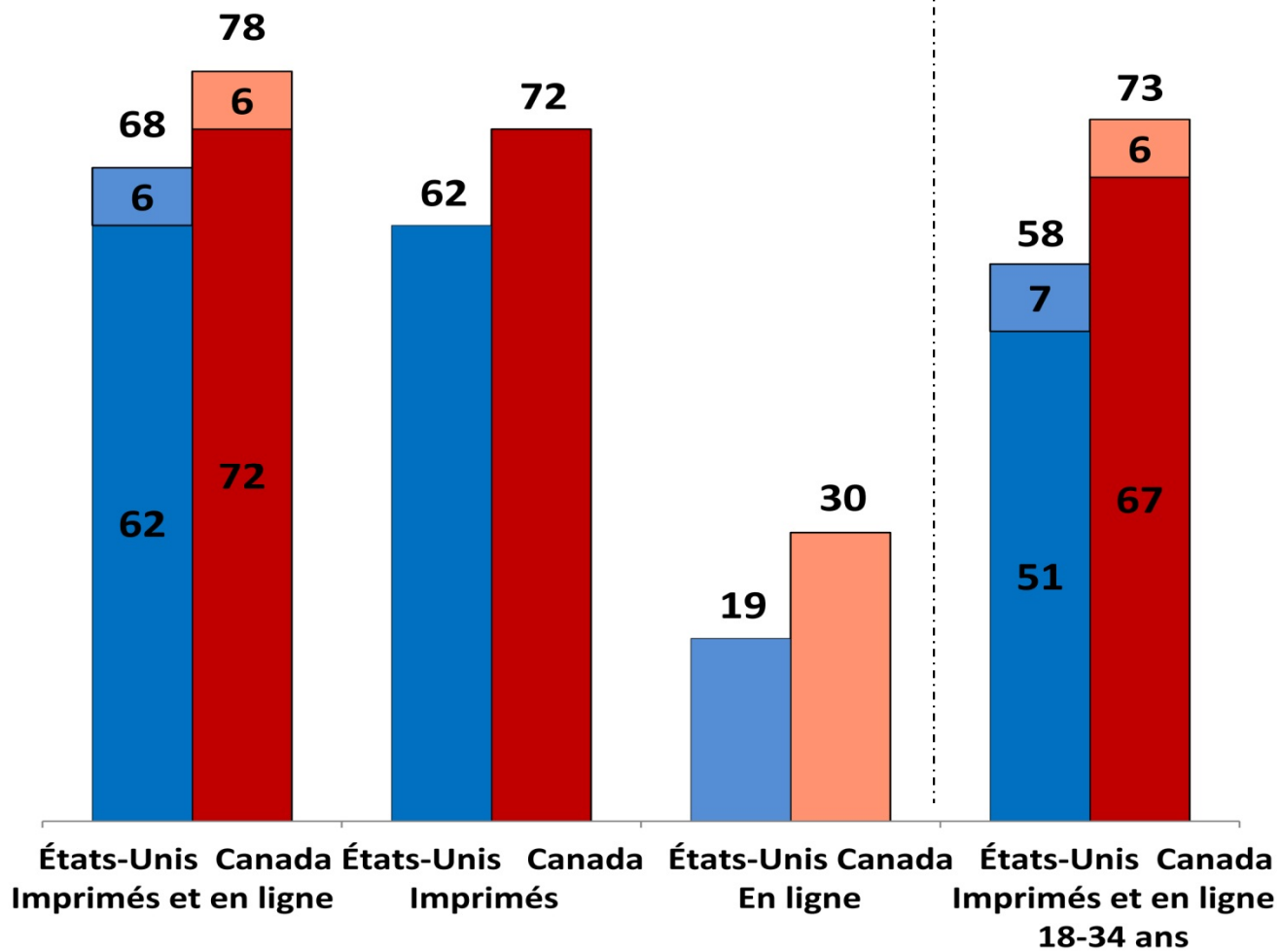
**Fier partisan**

# Dépenses publicitaires

% de changement entre 2011 et 2012



# Lectorat



**Temps passé**  
**Imprimés / hier**  
**Site / semaine**

**États-Unis**  
**26 minutes**  
**41 minutes**

**Canada**  
**41 minutes**  
**57 minutes**

NADbank 2011 par semaine;  
 NAA 2012 par semaine;  
 emarketer, déc. 2011;  
 conferenceboard.ca



# Aide-mémoire



C-



B



Alphabétisation

Navette

Quotidiens gratuits dans les transports en commun

Imprimés par ville :

Quotidiens

Journaux régionaux

Lancement de j. imprimés

Journaux volumineux

Prospectus

Auto

Transport en commun

26

26 (10X = 260)

0-1

4 minutes; 7 TO; 8 MTL  
(2 nat., 2 ville, 2 tr.comm.)

1

Beaucoup!

0

10

Dimanche

Sam. (D); merc.-dim. (C)

Quotidiens

Quot. √ jour. région. √√√



# Démonstration pratique

Les prospectus



8 Canadiens sur 10 disent se tourner vers  
les prospectus livrés avec leur journal pour  
trouver des soldes et des aubaines



# La livraison des prospectus au Canada se fait par les journaux

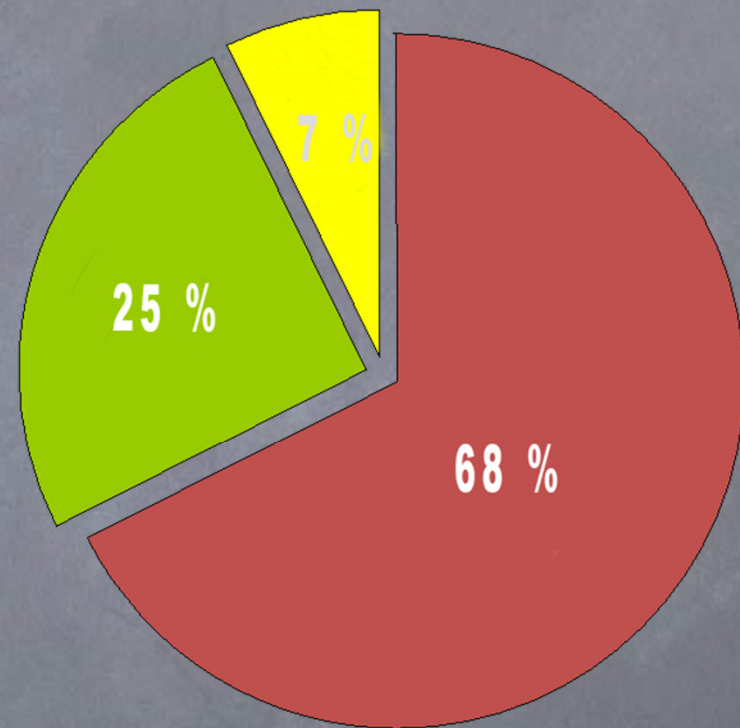
Plus de 14 milliards de prospectus sont livrés

Ainsi, les 13,7 millions de foyers au Canada reçoivent chacun au moins :

1051 prospectus par année

86 prospectus par mois

20 prospectus par semaine



■ Journaux

■ Postes Canada\*

■ Autres prospectus



# 85 % des Canadiens utilisent les prospectus - Les imprimés dominent

	utilisent les prospectus
Prospectus imprimés SEULEMENT	23 %
Prospectus numériques SEULEMENT	6 %
Les 2 types de prospectus	<u>56 %</u>
Total : Prospectus (n'importe quel type)	85 %

- ✓ 90 % des utilisateurs de prospectus électroniques utilisent aussi la version imprimée
- ✓ Le coup de pouce offert par les prospectus électroniques n'est que de 7,5 %





« Bref, les prospectus électroniques viennent complémenter les prospectus imprimés mais ils ne sont pas près de les remplacer. La version électronique reçoit un coup de pouce des imprimés mais ce sont ces derniers qui tiennent le haut du pavé. »

- Ed Strapagiel, premier VP, KubasPrimedia





# A HUMAN'S GUIDE TO ZOMBIE PREPAREDNESS

WESTLAKE HAS THE WIDEST SELECTION OF PRODUCTS FOR ALL OF YOUR ZOMBIE NEEDS. At any time, our preparedness experts can help you choose the right defense and offense. For now, here are some helpful zombie-preparedness products and tips.

## 1. ZOMBIE DEFENSE



### FACE MASKS

If your zombie neighbor starts to sneeze, fight that next-door stench with these simple, yet effective masks. Great for the whole family.

### POWER & HAND TOOLS

Scare off oncoming zombies with our extensive line of power and hand tools.



### TOOL CHESTS

Keep your zombie tools-of-defense organized and accessible, so you're ready to protect yourself and your family at a moment's notice.

## 2. ZOMBIE REPAIRS



### AUTOMOTIVE TOOLS & ACCESSORIES

It's likely your automotive insurance doesn't cover zombie damages, so Westlake has everything you'll need, from auto tools to body repair to cleaning.

### CLEANERS & DETERGENTS

After removing a zombie from your home, remove left-behind stains and "mess" with our extensive line of heavy-duty cleaners and detergents.



### WINDOW & SCREEN REPAIR

With the outbreak of zombies comes the occasional broken window or screen. So, to avoid runny noses and coat-wearing indoors, we've got you covered.

## 3. ZOMBIE PROOFING



### ALARM SYSTEMS

These systems are great for alerting the intrusion of zombies.



### CHAIN SAWS & HAND SAWS

Make sure your hand saws are sharp and your chain saws have fuel, because these are great tools for clearing away hedges blocking your view of an-coming zombies.



### DOOR LOCKS & DEADBOLTS

Keep the undead from entering your home, sheds and garages.

Westlake ACE Hardware

MORE ZOMBIE QUESTIONS? ASK AWAY. VISIT WESTLAKEHARDWARE.COM/ZOMBIES FOR FREQUENTLY ASKED QUESTIONS AND MORE.



plant this page.  
save a bee.

Nature needs honey bees. We all do. After all, they're responsible for pollinating one third of all the foods we eat. But they're disappearing at an alarming rate. Help us bring them back. Plant this page filled with bee-friendly wildflower seeds under a thin layer of soil, water thoroughly, keep moist and in a sunny spot, and with a little luck, you might just grow some food that will help keep them alive. To learn more about the plight of the honey bees and other ways you can help keep them buzzing, visit [helpthehoneybees.com](http://helpthehoneybees.com)



Häagen-Dazs loves Honey Bees

DASHING THROUGH THE SCRUB

in a RUSTY BANGED-UP

UTE

SWAG is in the BACK

BLUEYS IN HOT PURSUIT

DOLPHINS by my SIDE

singing CHRISTMAS SONGS

SUMMER TIME

and IM JUST FINE

in my

BOARDIES AND

CHESTY

BONDS

Bikini Girls

SURFN BELLS

ZINC-CREAM

ALL the WAY

OH WHAT FUN IT IS

TO RIDE

on a SCORCHING

SUMMERS DAY

JINGLE BELLS

BBQ SMELLS

LAMB CHOPS on the TRAY

GRAN'S PAYLOVA

BACKYARD OVERS

IT'S THE AUSSIE

CHRISSY

WAY



Tronc commun : les journaux imprimés



# Les journaux imprimés. Pourquoi?



Ils dépassent les autres médias :

- ✓ Les lecteurs font confiance à leurs publicités
- ✓ Le média où les publicités sont les mieux acceptées

The screenshot shows the Air Transat website interface. At the top, there is the Air Transat logo with the tagline 'your vacation people' and a '25th' anniversary badge. To the right, there is a 'WORLD AIRLINE AWARDS SKYTRAX' badge and a 'Welcome' message in multiple languages. Below the header is a navigation menu with options: Flights, Hotels, Cars / Rail, Packages, Special Offers, Travel info, Destinations, My booking, Sign in / Register, and Shopping Cart. The main content area features a 'Special Offers' section titled 'As seen in the newspapers'. This section includes a 'Start booking' button, a list of deals (Europe Deals, Florida Deals, South Deals, and 'As seen in the newspapers'), a large image of a hand holding a newspaper, and a 'Sign up for our NEWSLETTER' button. Below the newspaper image, the text reads 'As seen in the newspapers' and 'Find it all in one place!'. A paragraph states: 'Every week, you will find all flights advertised by Air Transat in major newspapers such as The Gazette, Toronto Star, Ottawa Citizen, Vancouver Sun, Calgary Herald, Vancouver Province, Le Soleil and La Presse.' To the right of this text is a 'Cheap Flights' section with a signpost pointing to 'Europe' and 'South'.





# Where's The Beef?

At Wendy's, that's where!

We use nothing but pure, fresh, never-frozen\* 100% North American beef.

We've never used fillers, additives, preservatives, flavor boosters or ammonia treatments.

We've never used "pink slime," and we never will.

That's our promise to you. That's Wendy's Way.



wendys.com

## 7 - PASSENGER SIDE GAS CAP

vw.ca

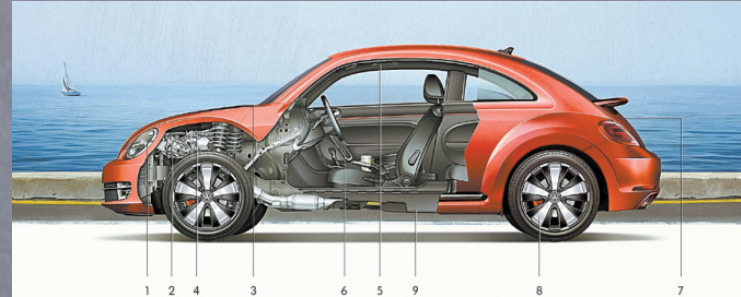
Every 2013 Volkswagen has the gas cap on the passenger side. Why, you ask? Well, in the unlikely event that you run out of fuel, you should never have to stand close to traffic to fill it back up. Yet another little thing that makes a Volkswagen a Volkswagen.



Das Auto.



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## THE BEETLE

We've hidden the missing parts in today's paper. Can you find them all?

- 1 - Bi-Xenon headlights with AFS
- 2 - 2.0 TSI 200-horsepower engine
- 3 - \_\_\_\_\_
- 4 - \_\_\_\_\_
- 5 - Available power sunroof
- 6 - \_\_\_\_\_
- 7 - \_\_\_\_\_
- 8 - 18" alloy wheels
- 9 - \_\_\_\_\_

Discover all the little things that make a Volkswagen a Volkswagen - and personalize your own ride - at [vw.ca/hedrive](http://vw.ca/hedrive).



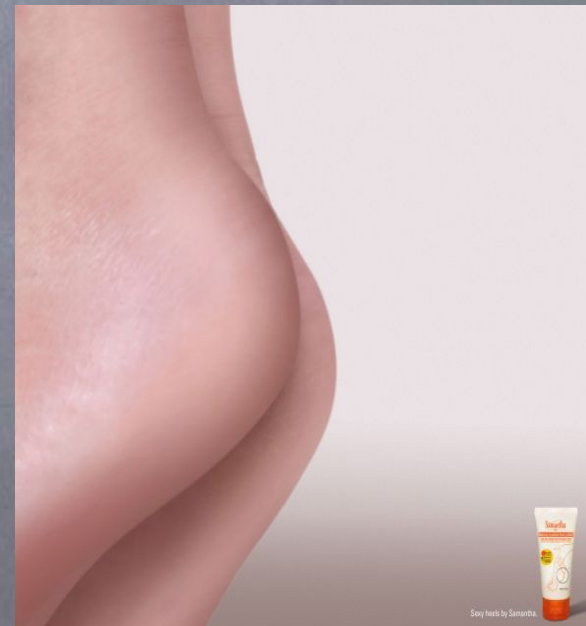
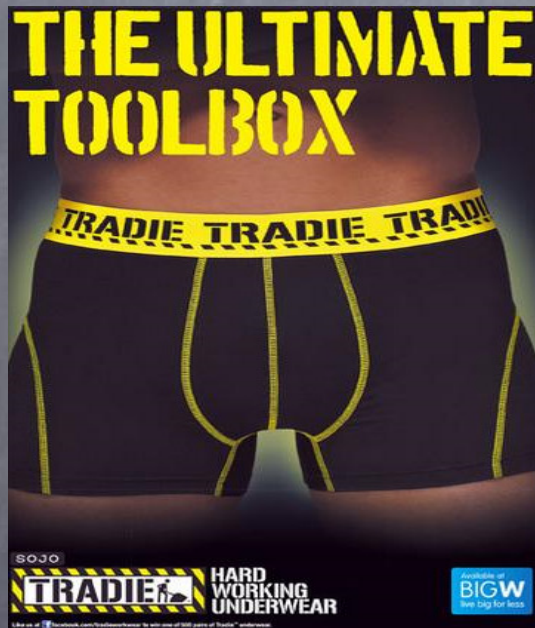
Das Auto.

© 2012 Volkswagen Canada. "Volkswagen", "Beetle", "The Volkswagen logo" and "Das Auto & Design" are registered trademarks of Volkswagen AG. Visit [vw.ca](http://vw.ca) or your Volkswagen dealer for details.

Y	A	W	R	A	T	E	S	E	N	S	O	R	A	N	V	<ol style="list-style-type: none"> <li>1. VOLKSWAGEN</li> <li>2. WOLFSBURG</li> <li>3. GERMAN</li> <li>4. ENGINEERING</li> <li>5. AFFORDABLE</li> <li>6. YAW RATE SENSOR</li> <li>7. LED LIGHTS</li> <li>8. TOURAREO</li> <li>9. PASSAT</li> <li>10. JETTA</li> <li>11. GOLF</li> <li>12. TIQUAN</li> <li>13. BEETLE</li> <li>14. CLEAN DIESEL</li> <li>15. UNDERBODY</li> <li>16. AUTO DEFOGGING</li> <li>17. LASER SEAM</li> <li>18. WELDING</li> <li>19. WINDSHIELD</li> <li>20. WIPERS</li> <li>21. QUIET CABIN</li> <li>22. INNOVATIVE</li> <li>23. FUN</li> <li>24. EXCITING</li> <li>25. LEADER</li> <li>26. SAFETY</li> </ol>
B	R	O	A	F	D	L	E	I	H	S	D	N	I	W	O	
E	Q	L	Q	U	I	E	T	C	A	B	I	N	E	N	L	
A	F	F	O	R	D	A	B	L	E	V	U	L	P	S	K	
S	Y	S	O	R	E	D	A	E	L	T	D	P	A	M	S	
E	D	B	W	I	P	E	R	S	A	I	M	U	L	L	W	
T	O	U	A	R	E	G	Z	S	N	X	A	C	O	E	A	
M	B	R	L	B	I	W	S	G	T	U	P	T	X	L	G	
A	R	G	E	R	M	A	N	X	Q	F	O	N	T	T	E	
E	E	N	D	V	P	E	N	M	A	T	U	R	N	E	N	
S	D	I	L	W	O	L	A	S	A	F	E	T	Y	E	J	
R	N	T	I	E	G	M	U	P	O	Z	L	A	P	B	K	
E	U	I	G	N	I	G	G	O	F	E	D	O	T	U	A	
S	K	C	H	G	G	N	I	R	E	E	N	I	G	N	E	
A	R	X	T	E	V	I	T	A	V	O	N	N	I	S	M	
L	L	E	S	E	I	D	N	A	E	L	C	L	E	O	U	

Ils attirent l'attention

Les consommateurs indiquent que les publicités imprimées dans les journaux et les magazines attirent plus leur attention que chez les autres médias : 44 % plus que la télé qui se trouve au deuxième rang





## Source de recherche



Quand les Canadiens sont prêts à acheter un produit ou un service, voici vers quelles sources ils se tournent :

- ★ Principale source : les journaux (86 %)
- Facebook (21 %), Twitter (15 %)
- Sites web d'entreprises : seulement 68 %



# Les baby-boomers sont des consommateurs



- 3 Canadiens sur 10 sont des baby-boomers (48 à 67 ans) (vs génération du millénaire (18-30 ans) à 17 %)
- Les baby-boomers contrôlent des milliards en vente – Soit près de la moitié du total.



## Les baby-boomers achètent

- 70 % de tous les nouveaux véhicules achetés
- 40 % des ventes de services sans fil
- Ce sont eux qui dépensent le plus en ligne
- Ils dominent dans les achats de 119 catégories de produits emballés sur 123

# Procter & Gamble: Le géant se tourne vers les imprimés



**Gifts for the heart of the kitchen**  
Sweet and helpful Mother's Day presents

**Chocolate**  
A gourmet chocolate gift is a sure winner. Look for a variety of flavors and textures, from dark to milk to white chocolate, and from simple to complex. Some are even infused with essential oils like lavender or vanilla.

**Flavorful jams**  
A jar of gourmet jam is a perfect gift for the kitchen. Look for unique flavors like raspberry, blueberry, and peach. Some are even infused with essential oils like lavender or vanilla.

**Press My Refresh**  
A press my refresh is a perfect gift for the kitchen. It's a small, portable device that refreshes your coffee or tea. It's perfect for the office or on the go.

**For good measure**  
A good measure is a perfect gift for the kitchen. It's a small, portable device that measures your ingredients. It's perfect for the office or on the go.

**Restaurant ideas for Mom on her day**

When it comes to Mother's Day, many moms are looking for a special restaurant experience. Here are some ideas for where to take Mom on her day:

**1. Fine Dining**  
A fine dining restaurant is a classic choice for Mother's Day. It's a place where Mom can enjoy a special meal and be pampered. Look for a restaurant with a beautiful view and excellent service.

**2. Italian**  
Italian restaurants are always a popular choice for Mother's Day. They offer a warm and inviting atmosphere, and the food is always delicious. Look for a restaurant with a large menu and a friendly staff.

**3. Seafood**  
Seafood restaurants are another great choice for Mother's Day. They offer a variety of fresh seafood dishes, and the atmosphere is usually elegant. Look for a restaurant with a large menu and a friendly staff.

**4. Steakhouse**  
Steakhouses are a classic choice for Mother's Day. They offer a variety of high-quality steaks, and the atmosphere is usually elegant. Look for a restaurant with a large menu and a friendly staff.

**5. Casual Dining**  
A casual dining restaurant is a great choice for Mother's Day. It's a place where Mom can enjoy a special meal and be pampered. Look for a restaurant with a beautiful view and excellent service.

Worried about frequent heartburn? **Not me.**  
I just take my Pre-Cofee I-don't-want-heartburn pill, then my post-dinner I-already-have-heartburn-pill, and always carry antacids for random nacho-eating. **Nachos** can ruin anything.

**Stop the Madness.**

**Prilosec OTC**  
ONE PILL A DAY. 24 HOURS. ZERO HEARTBURN.\*\*

Available at Walmart's low prices. Every day. Every store. **Walmart**  
23041777

La marque :  
PGG's Prilosec

La stratégie :  
Journaux-tests:  
4 fois, 11 journaux

Les résultats :  
Croissance des ventes de 20 %

Bizjournals.com, "Procter & Gamble Shifts Ad Spend", Mars 2012; Newspaper National Network, 2012



# PGG se tourne vers les imprimés

**CLEAN THE MESS WITH LESS**

**NEW & IMPROVED!**

**Bounty**

**Trap & Lock Technology**

**HELPS REPEL PET HAIR**

## Police dog assaulted a second time

**Added protection.** The Provincial Animal Welfare Act came into effect in March 2009.

For just the second time in the three years since a provision that gave police officers, including animal control officers, the right to use force to control a dog was passed, a police dog was assaulted.

In 2006, an officer was injured in the front seat of a police van when a dog jumped on him.

Three years ago, a dog named "Buddy" was injured when he was hit by a car while on duty. The dog was injured when he was hit by a car while on duty. The dog was injured when he was hit by a car while on duty.

The dog was injured when he was hit by a car while on duty. The dog was injured when he was hit by a car while on duty. The dog was injured when he was hit by a car while on duty.

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## Five former dog spud officers face obstruction charges

A former dog spud officer, Thomas Spud, is facing obstruction charges for allegedly providing false information to police officers.

The charges were laid against Spud and four other former officers. The charges were laid against Spud and four other former officers.

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**NEW Tide PODS**

**Settlement after 21 years not enough: Claimant**

## Settlement after 21 years not enough: Claimant

After 21 years after his bankruptcy, a man is suing a former employer for not providing a settlement. The man is suing a former employer for not providing a settlement.

The man is suing a former employer for not providing a settlement. The man is suing a former employer for not providing a settlement.

The man is suing a former employer for not providing a settlement. The man is suing a former employer for not providing a settlement.

Laundry upgrade? Make mine a double!



With Downy Unstoppables you get Fresh, Pesty scents that last. With Ultra Downy you get silky softness. So up your laundry with Downy.

**Downy**

See Any Upgrade here (like on photo.com/anyupgrade)

A friend with fresh-scented benefits. The other man since 1959.



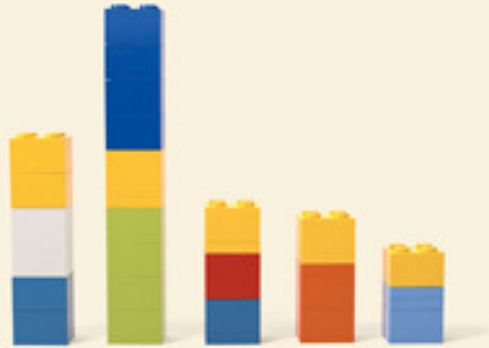
Mr. Clean® with Febreze Fresh Scent. Powerful cleaning and helps eliminate odours in the air. [theotherman.ca](http://theotherman.ca)







IMAGINE





IMAGINE





IMAGINE







IMAGINE





IMAGINE





IMAGINE







## Questionnaire éclair

Qu'est-ce que les villes de  
Charlottetown,  
Cap Breton, Brandon (au  
Manitoba) et Peterborough ont  
en commun?



Le taux de lectorat de journaux régionaux le plus élevé au pays  
Charlottetown (91 %), Cap Breton (91 %),  
Brandon (89 %) et Peterborough (88 %)



« Dans les villes et cités où l'esprit communautaire est fort, il n'y a pas d'institution plus importante que le journal local. »

- Warren Buffett, président du conseil, Berkshire Hathaway (N° 3 sur la liste Forbes des milliardaires, avec 46 milliards \$)

## Les journaux (diffusion < 15 000)

- 74 % lisent un journal local chaque semaine
- Les lecteurs partagent leur exemplaire avec 2,3 personnes
- 44 % conservent leur journal régional pendant 6 jours
- Parmi ceux qui cherchaient des nouvelles locales, 52 % les ont trouvées sur le site web du journal local
- 69 % indiquent que les journaux leur fournissent de l'information utile en matière de publicité et d'achats locaux
- Près de la moitié déclarent que certains jours ils lisent le journal autant pour la publicité que pour le contenu rédactionnel

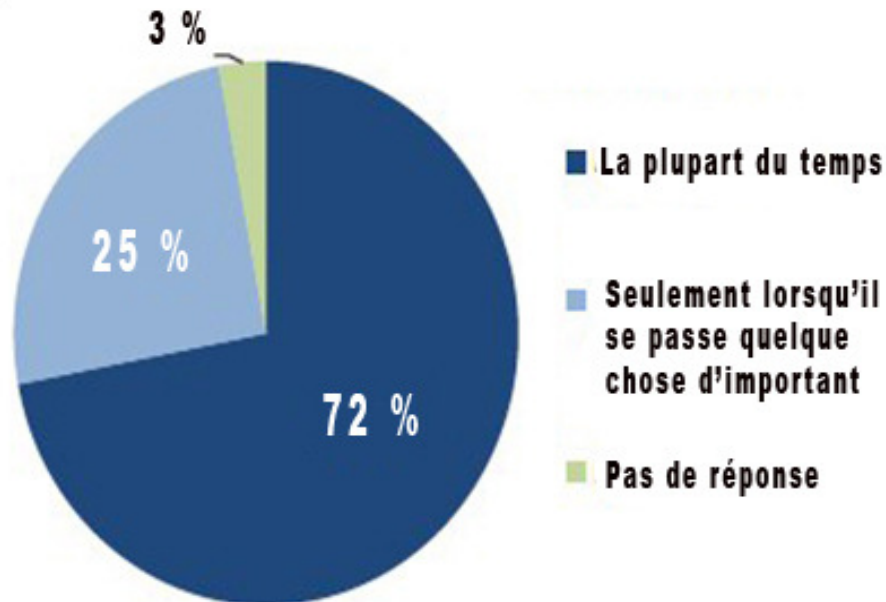






## La plupart des adultes suivent les nouvelles locales la plupart du temps

% des adultes qui suivent les nouvelles locales



Les journaux locaux sont de loin la source vers laquelle on se tourne davantage pour l'information locale

Les achats se font au niveau local (les publicités doivent donc l'être aussi). La plupart des achats sont effectués à 20 minutes du foyer ou du lieu de travail





Annonceur:  
Sears Optical

**BUY BED**

**FREE**

**1 NIGHT STAND**

CLARE'S CHRONICLE CALENDAR, THURSDAY, JANUARY 26, 2012

**2 For 1 FAMILY PIZZA**

Twin Rivers celebrates 10 years of music in the community

**Country superstar right at home in Osler's community hall concert**

Aaron Pittchett takes the stage for sold-out show

**15 Years OPEN DAILY AT 11:00 AM WE DELIVER TO WARMAN, MARTENSVILLE, OSLER & SURROUNDING FARMS/ACREAGES**

**DELIVERING OUR BEST TO YOU!**

**2 For 1 FAMILY PIZZA**

Debit on Delivery

934-6400

Take Out & Delivery

SONY

WEEKEND | 23-25.11.2012 | P 09

**EARLY START TO BLACK FRIDAY**

Black Friday got off to its earliest start ever as American shoppers put down their turkey and headed straight to the malls.

Stores typically open in the wee hours of the morning on the day after Thanksgiving that's named Black Friday because it's traditionally when they turn a profit for the year. In fact, generations of shoppers have made Black Friday rituals of going to bed early after munching on turkey and pumpkin pie so that they can head out to stores early the next day.

But Black Friday openings have crept earlier and earlier over the past few years as stores have experimented with ways to compete with online rivals like Amazon.com that can offer holiday shopping deals at any time and on any day. And this year, crowds gathered across the country as stores such as Target and Toys R Us opened yesterday evening, while retailers from Macy's to Best Buy opened their doors at midnight this morning.

About 11,000 shoppers were in lines wrapped around Macy's flagship store in New York City's Herald Square when it opened.

Retailers are hoping that the earlier openings will help boost sales this holiday season. It is unclear how many shoppers took advantage of the earlier openings. But about 17% of shoppers said earlier this month that they planned to shop at stores that opened on Thanksgiving, according to an International Council of Shopping Centers-Goldman Sachs survey of 1,000 consumers. Overall, it's estimated that sales on Black Friday will be up 3.8% to \$11.4 billion (U.S.) this year.

Associated Press

Whitney Houston

CAFE & BAKE SHOP

THIS HOUR'S HEADLINE:

Award-winning singer #Whitney Houston dies at 48.

<http://bit.ly/zDt8QC>

GULF NEWS

Rochester, NY

Mobile | E-Editions | Photo Store | Fly

Enter To Win  
A Zip Line Package for 4

Winnipeg Free Press is giving away an exciting Zip Line Package for 4 every week until September 1, 2012

FREE T-SHIRT WITH EVERY TICKET PURCHASE!

CLICK HERE TO ENTER NOW!

Winnipeg December 12, 2012

NEWS ARTS & LIFE B LOCAL CANADA WORLD S THE BUZZ: Jets ready? | Rav

Cold start

THIS JUST IN

@jenskeritt: #wpc CentreVenture needs purchase Carlton Inn: 8:5

@jenskeritt: Wpg send out statement letter in the next hour. Ka





Remplissez les blancs

Plus de \_\_\_ des Canadiens ne  
s'engagent pas avec les  
marques par l'entremise des  
médias sociaux





Remplissez les blancs

Plus de la moitié des Canadiens  
ne s'engagent pas avec les  
marques par l'entremise des  
médias sociaux



## Le marketing dans

les médias sociaux,  
c'est un peu comme  
être invité à une fête de  
quartier et arriver avec  
sa table pour présenter  
et vendre ses produits.





facebook



80 % des utilisateurs ignorent les publicités  
4 sur 5 d'entre eux n'ont jamais acheté un produit ou un service à cause des publicités ou des commentaires sur le site

34 % utilisent facebook moins qu'il y a 6 mois; 20 % l'utilisent davantage

<1 % des amateurs de marque parlent de celle-ci



La marque : General Motors

La situation : Trouvait les publicités facebook inutiles

La solution : En retirer les annonces



Lisent les nouvelles sur



	<u>2010</u>	<u>2012</u>
Lisent	3%	7%
Peu	3%	4%
Jamais	3%	2%
N'utilisent pas	91%	87%

UCLA et HP ont créé un algorithme pour prédire la  
possibilité qu'un article sera partagé -

La source de l'article est un indicateur clé

L'information provenant d'un journal aura plus  
tendance à être partagée que si elle provient d'une  
personne.



« Les médias sociaux sont efficaces pour rejoindre les gens, mais quand il faut relier les lecteurs et les annonceurs, la plateforme multiple des journaux est LA solution »

- Jeff Fleming, rédacteur en chef, Editor & Publisher

**SOCIAL NETWORKING DOESN'T ONLY HAPPEN ONLINE.**

12 bottle pack now specially priced at \$22.95\*

\*Must be legal drinking age. Available at participating The Beer Store locations while supplies last. Offer ends April 21, 2012. Price subject to change.

**Heineken**  
open your world



## Tableau d'honneur

Les étoiles : chez les imprimés











# Partenariats

**GREY GOOSE**  
— VODKA —  
PRESENTS

# the worthy30



**SPORTSNET** TUESDAY NIGHT | 22.05.2012 | P.11

**WHAT TO WATCH**

**YOUR TEAMS**

**TORONTO BLUE JAYS VS. TAMPA BAY RAYS**  
7 p.m. • Sportsnet One

**ALSO ON SPORTSNET**

**MEMORIAL CUP - LONDON VS. EDMONTON**  
7 p.m. • Sportsnet Ontario

**INTERNATIONAL SOCCER - BAYERN MUNICH VS. NETHERLANDS**  
2:30 p.m. • Sportsnet World

**SPORTSNET CONNECTED**  
6 p.m. / 10 p.m. • Sportsnet Ontario

**THE HEAT IS ON**  
Australia's Marko Rogan swims his Men's 200-metre Individual Medley heat at the European Swimming Championships in Debrecen, Hungary, today.

Michael Savelle / Associated Press

**HADIAN DITMARS**  
@HadianDitmars, Age 38, self-styled as a data programmer and...  
Ditmars, 38, is a self-styled data programmer and...  
Ditmars, 38, is a self-styled data programmer and...  
Ditmars, 38, is a self-styled data programmer and...

**COLEEN CHRISTIE**  
@CColeenChristie, Age 40, endocrinologist...  
Christie, 40, is an endocrinologist and...  
Christie, 40, is an endocrinologist and...  
Christie, 40, is an endocrinologist and...

**EFFIE GENOVESE**  
@EffieGenovese, Age 35, television producer...  
Genovese, 35, is a television producer and...  
Genovese, 35, is a television producer and...  
Genovese, 35, is a television producer and...

**CARMEN BIZELICA**  
@CarmenBizelica, Age 35, professional pianist...  
Bizelica, 35, is a professional pianist and...  
Bizelica, 35, is a professional pianist and...  
Bizelica, 35, is a professional pianist and...

**LAURA CROPPER**  
@LauraCropper, Age 35, Olympic medalist...  
Cropper, 35, is an Olympic medalist and...  
Cropper, 35, is an Olympic medalist and...  
Cropper, 35, is an Olympic medalist and...

**MIJANA MARJIC PAVLICH**  
@MijanaMarjicPavlich, Age 35, television producer...  
Pavlich, 35, is a television producer and...  
Pavlich, 35, is a television producer and...  
Pavlich, 35, is a television producer and...

**ALISON MORENTH**  
@AlisonMorenth, Age 35, television producer...  
Morenth, 35, is a television producer and...  
Morenth, 35, is a television producer and...  
Morenth, 35, is a television producer and...

**DANIELLE TAYLOR**  
@DanielleTaylor, Age 35, television producer...  
Taylor, 35, is a television producer and...  
Taylor, 35, is a television producer and...  
Taylor, 35, is a television producer and...

**JAYVEN BIRSKIS**  
@JayvenBirskis, Age 35, television producer...  
Birskis, 35, is a television producer and...  
Birskis, 35, is a television producer and...  
Birskis, 35, is a television producer and...

**CHRISTINE SUTCLIFF**  
@ChristineSutcliff, Age 35, television producer...  
Sutcliff, 35, is a television producer and...  
Sutcliff, 35, is a television producer and...  
Sutcliff, 35, is a television producer and...

**CHRISTINE SUTCLIFF**  
@ChristineSutcliff, Age 35, television producer...  
Sutcliff, 35, is a television producer and...  
Sutcliff, 35, is a television producer and...  
Sutcliff, 35, is a television producer and...

## vixens of VANCOUVER BY SHINAN GOVANI WITH BRITANNI MALLANI

Welcome to the Worthy 30, our regular report on the highest echelons of the eligible. We're in the 604 for this edition, and we begin with the ladies. Based on...

**Awards Season**

LIVE COVERAGE CATEGORIES MY BALLOT WHO'S AWAY? FRIENDS

**On the Red Carpet**

**GIORGIO ARMANI La Femme Bleu**

**The Carpetbagger**

**STUART EMMERICH** *It's like a hot date in a pretty-in-jit March that she and the help design. Myki King would be proud.* #awards #redcarpet

**DAVID BENTON** *I did the Red Carpet for years, but wouldn't have occurred to me to discuss "the growth of Natalie's bump."*

**GIORGIO ARMANI**

# GOT OSCAR FEVER?

GET MORE COVERAGE

MORE BUZZ

MORE ACCESS

Oscar night coverage heats up on **nytimes.com/awardseason**.

**Real-Time Oscar Coverage:** Live Video Analysis, Live Blogging, Tweets and Results.

**Red Carpet Fashion:** Live Photo Stream, Show Photos and Video Exclaves.

**2011 Ballot Contest:** Cast your Ballot, See Celebrity Ballots and Invite Facebook Friends to Live Chat.

**Immerse yourself in the Oscars.**

**nytimes.com/awardseason**

BROUGHT TO YOU BY: **GIORGIO ARMANI**



# En un tournemain



Texte : Voyez ce qui est derrière vous. Chaque CR-V est équipé d'une caméra à l'arrière



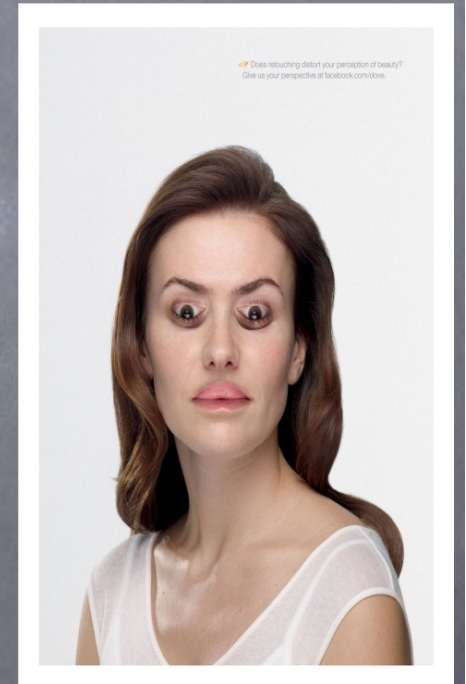
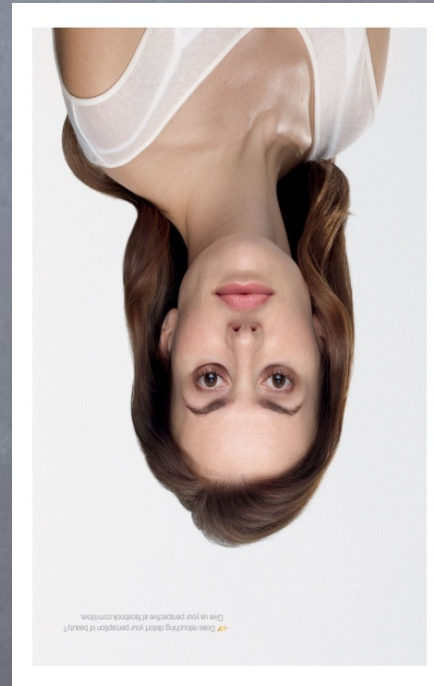


À la une

Texte : Ne soyez pas le dernier à changer.



Texte : Le retouchage change-t-il votre perception de la beauté?





# Mode livraison



La marque: restaurants  
McDonald's

La situation: petit-déjeuner

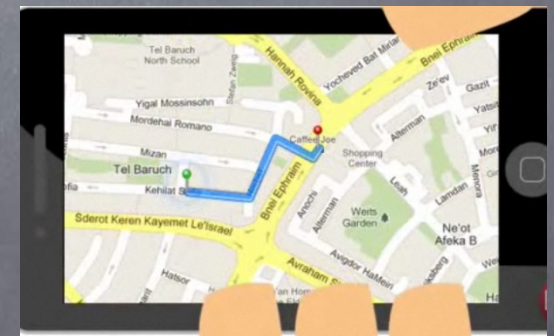
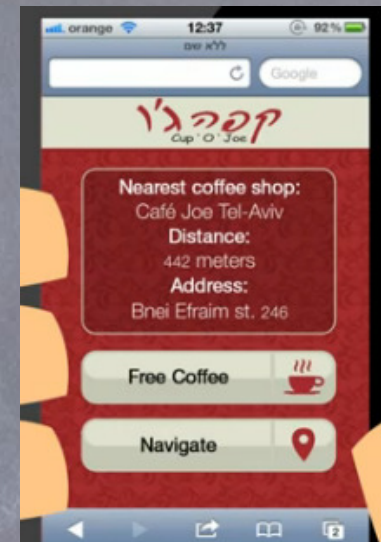
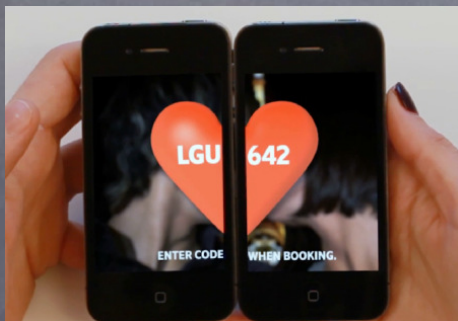
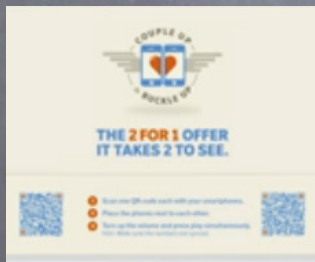
La solution: Couleur/  
arôme/gratuité

Les résultats: 7 sur 10 ont  
acheté un petit-déjeuner -  
un record de vente!



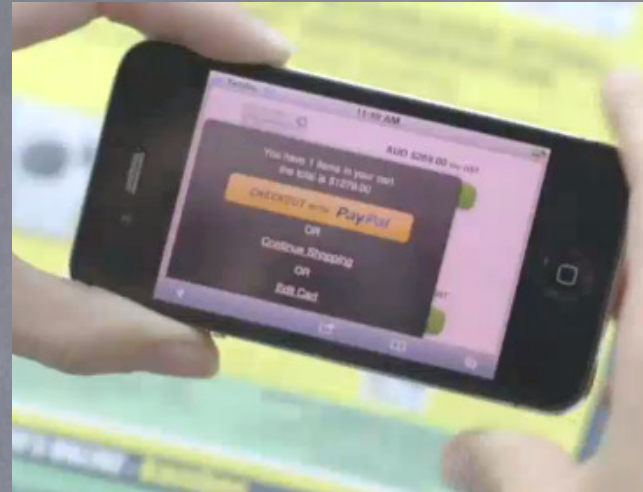
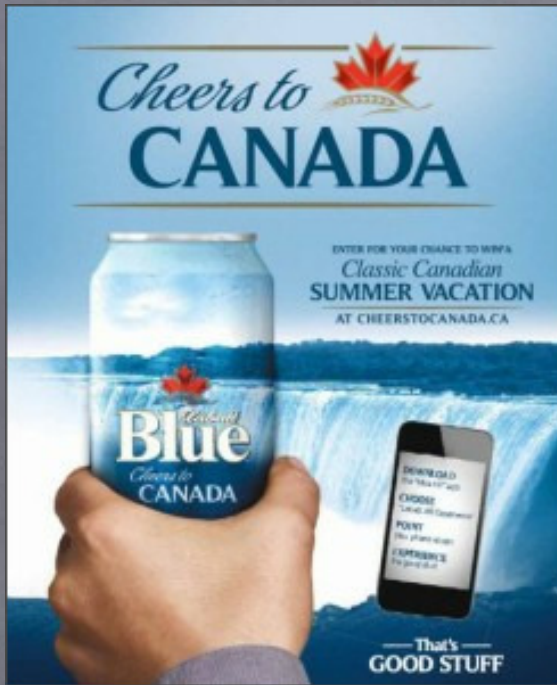
# Avec les codes QR

44 % sont ouverts au marketing avec les codes QR  
1ère source de codes QR = les journaux et les magazines  
(2 fois plus que la 2e place)





# Avec les applications



## Turn this page into a living, breathing 3D suburb.

Walk the streets and meet the locals in the Cherryford Hill property market, right from this page. Simply use your iPhone and follow the instructions below:

1. To download, search for "CommBank 3D Reader" in the App Store"
2. Start the application, and point your iPhone at the image below.

Experience this virtual world to get a feel for the key features of our Property Guide iPhone app.

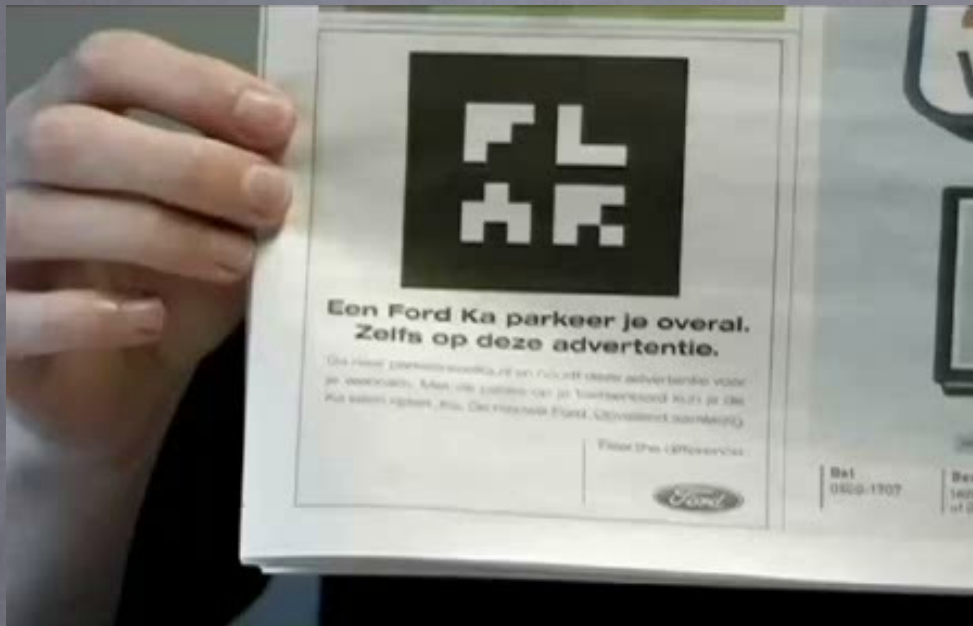
Try it on your iPhone now.



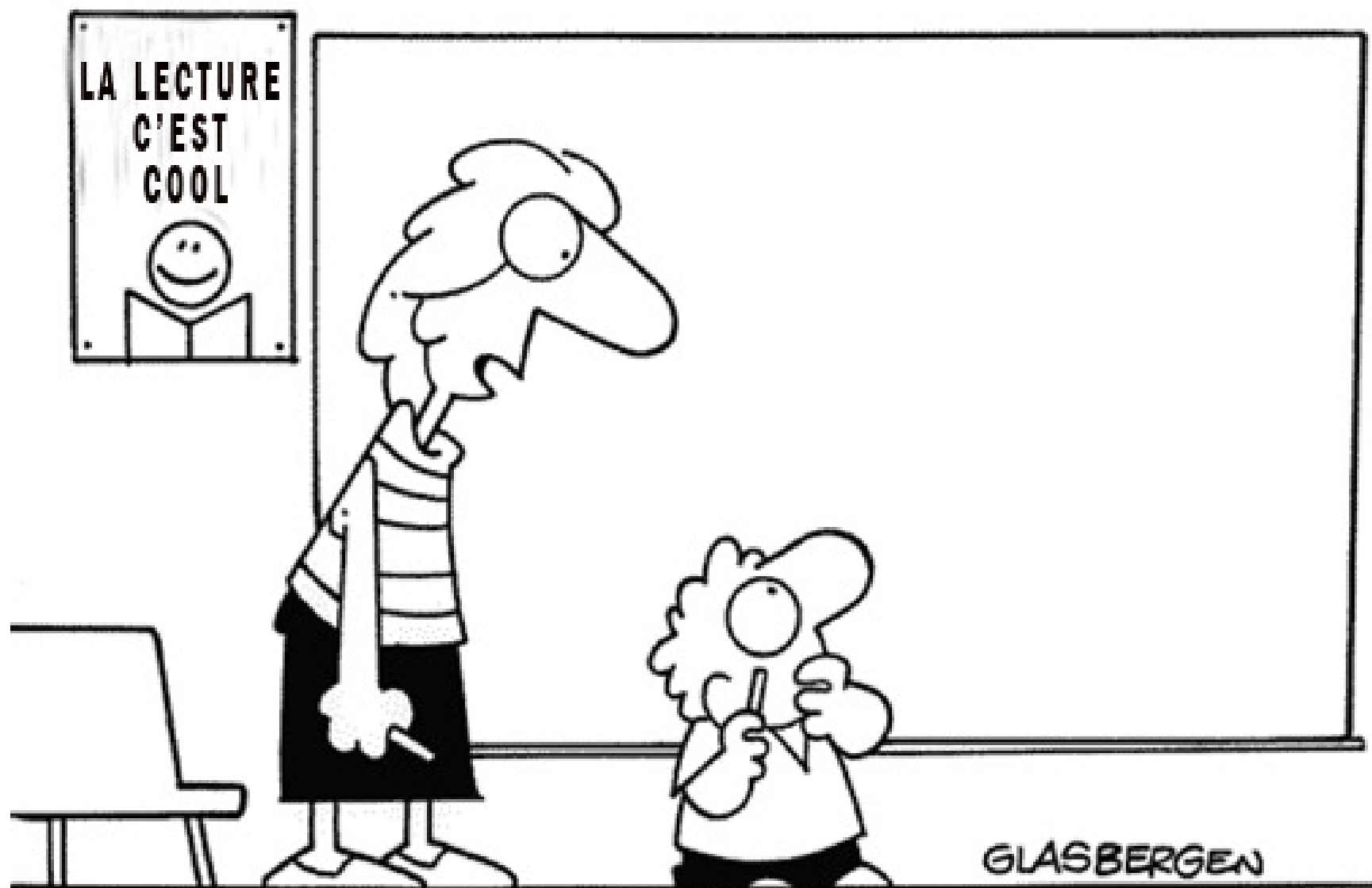
Determined to be different



# Réalité augmentée







**IL N'Y A PAS D'ICÔNES À CLIQUER - C'EST UN TABLEAU**









# Les utilisateurs d'appareils mobiles consomment aussi beaucoup de nouvelles



## Les nouvelles : très populaires sur les tablettes

## Et sur les téléphones intelligents

Pourcentage qui utilisent les tablettes et les téléphones intelligents pour :

	Chaque semaine	Chaque jour	Chaque semaine	Chaque jour
 Envoyer ou recevoir des courriels	65%	44%	80%	61%
 Lire les nouvelles	64	37	62	36
 Jouer à des jeux	60	34	54	31
 Utiliser les médias sociaux	56	34	62	46
 Lire des livres	43	18	15	7
 Regarder des films	38	12	31	8
 Faire des achats	36	7	24	5
 Lire des magazines	22	6	11	4



# Les cadres Le mobile pour les nouvelles

- 86 % préfèrent les sources de nouvelles en ligne qui sont liées à des médias traditionnels
- Leur principale raison d'utiliser le mobile : les nouvelles (58 %), en deuxième : naviguer sur Internet (52 %)



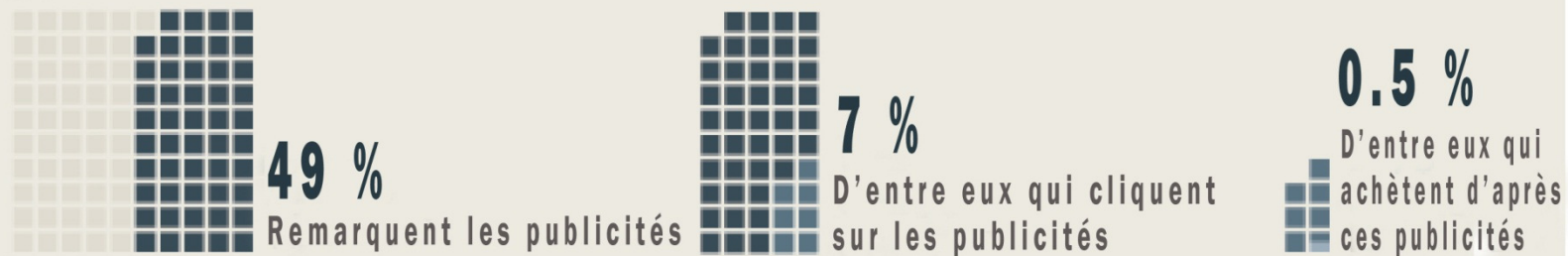
Cadres: Applications mobiles installées		
<u>Application</u>	Tablette	Téléphone
Nouvelles	87%	75%
Météo	73	70
Navigaison/Cartes	68	70
Services publics	63	62
Musique	63	59
Finances	61	55
Voyages	64	47
Médias sociaux	56	43

Center for Media Research, "On-the-go Exec Apps", 11 mai 2012; marketingcharts.com, "Senior execs prefer reading periodicals in print", mars 2012

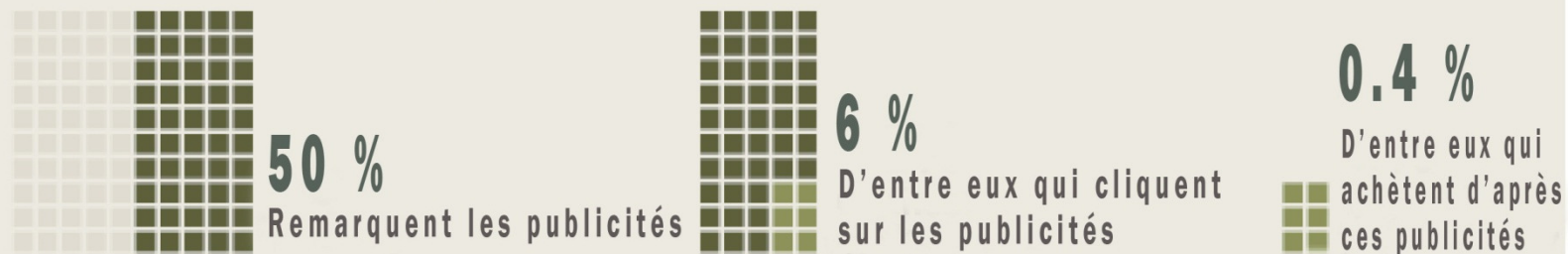
# Les nouvelles sur les appareils mobiles : Remarquent les publicités et agissent



Pourcentage d'utilisateurs de tablettes qui consultent les nouvelles chaque semaine et qui souvent ou parfois :



Pourcentage d'utilisateurs de téléphones intelligents qui consultent les nouvelles chaque semaine et qui souvent ou parfois :



<0,1 % = taux de clics pour toutes les publicités en ligne



# Publicités mobiles – ce qui fonctionne :

## Les coupons, L'information, L'emplacement et les jeux



**1** NHLer Bob Probert suffered from degenerative brain disease, scientists find

Former NHL brawler who passed away last summer donated his brain to research

[Full Story](#)

**2** Libyan warplanes strike oil port Brega in rebel-held east

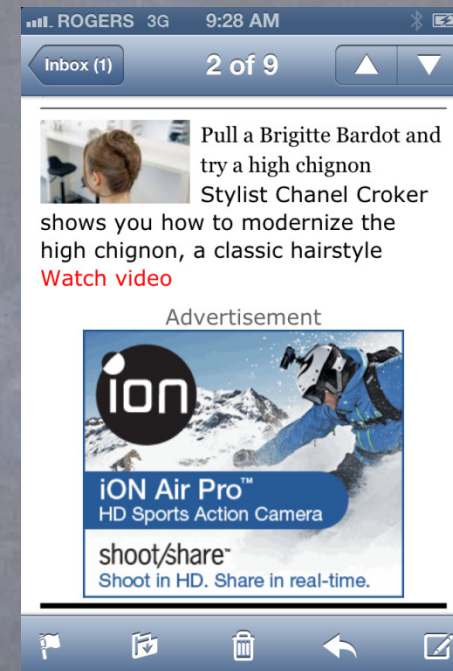
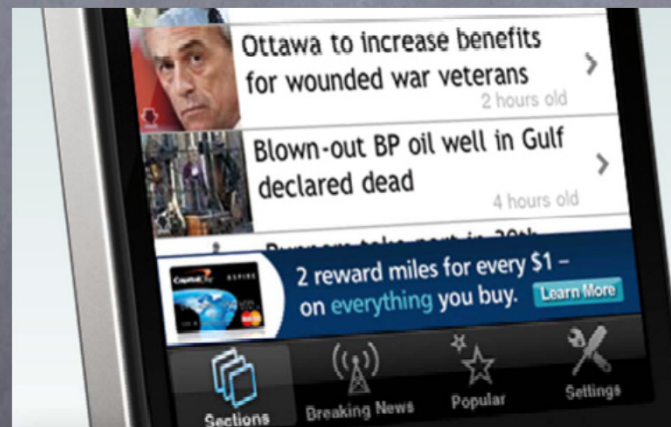
Attack comes a day after failed operation to retake area

[Full Story](#)



**3** Canada 'concerned' trilateralism erodes ties with U.S., leaked cable

**4** Parties ponder options with budget date set, election a possibility





Le texte : La pauvreté c'est ça : difficile à remettre à l'endroit. Cliquez pour nous aider à résoudre la situation.

L'annonceur : ActionAid



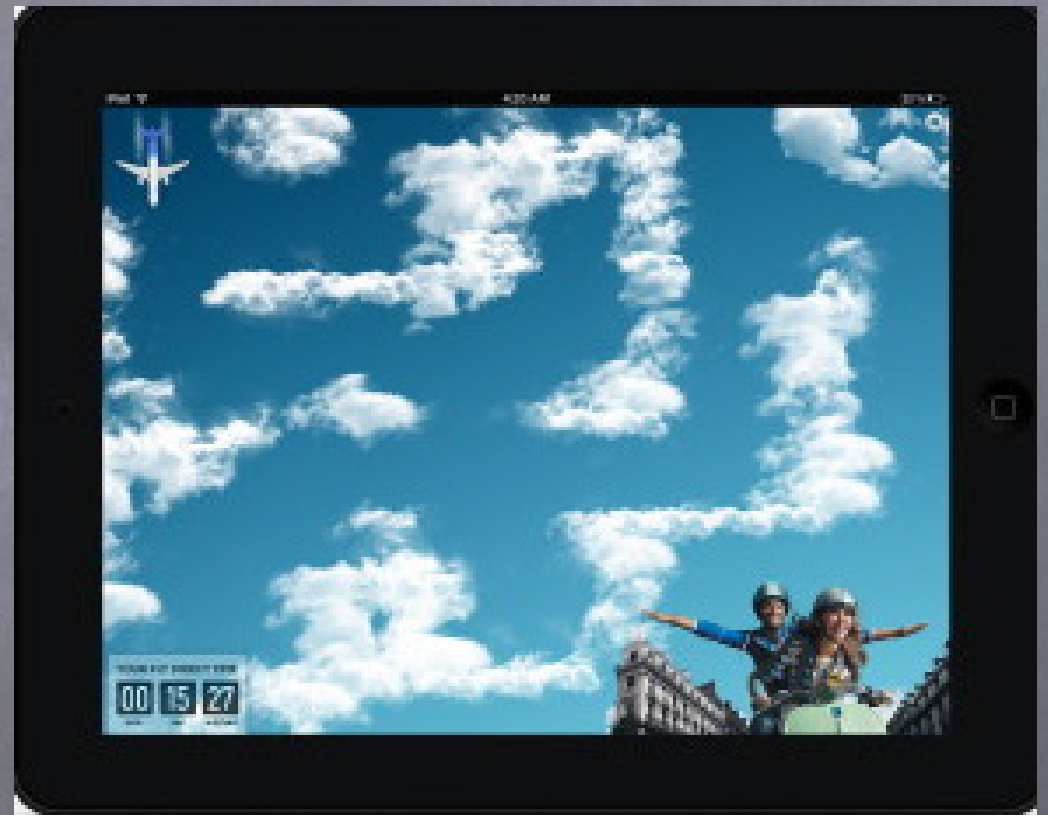


L'annonceur :

Air Transat

Le texte :

Jouez et vous pourriez  
gagner un vol direct vers  
l'Europe





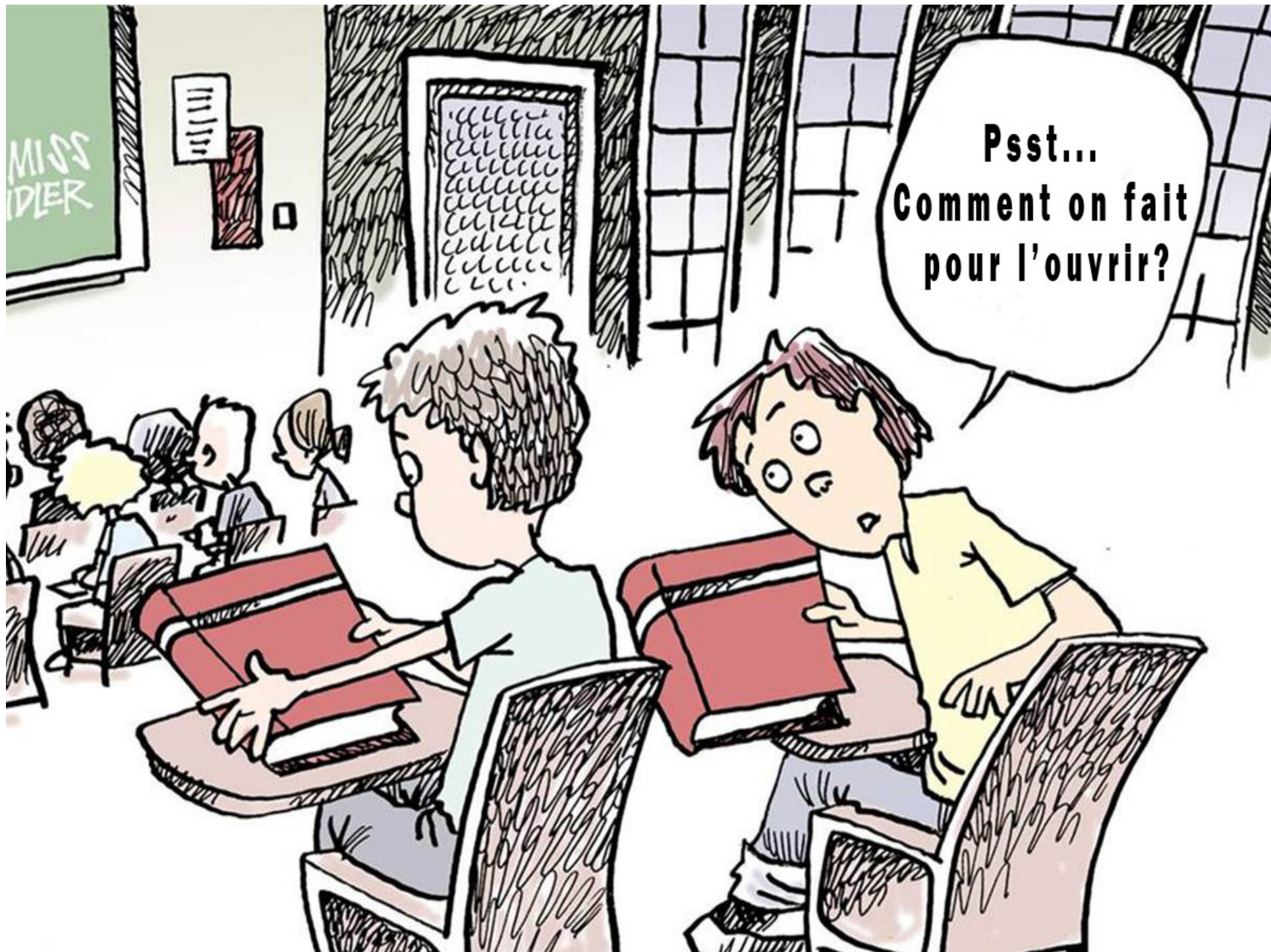
Le texte :

Glissez pour ouvrir

L'annonceur :

Amnistie Internationale





Le Canada: au 1er rang pour le temps  
passé en ligne

environ 45 heures par mois

La moyenne = 24 heures

États-Unis (42), Royaume-Uni (40), Brésil (28), Allemagne (24)



## **ROGERS™ – EXPÉRIENCE INTERNET**

*L'utilisent  
aujourd'hui  
pour:*



**97%**

Lire les nouvelles  
quotidiennes



**93%**

Se renseigner  
sur la santé et  
les symptômes



**92%**

Regarder des  
films et la télé

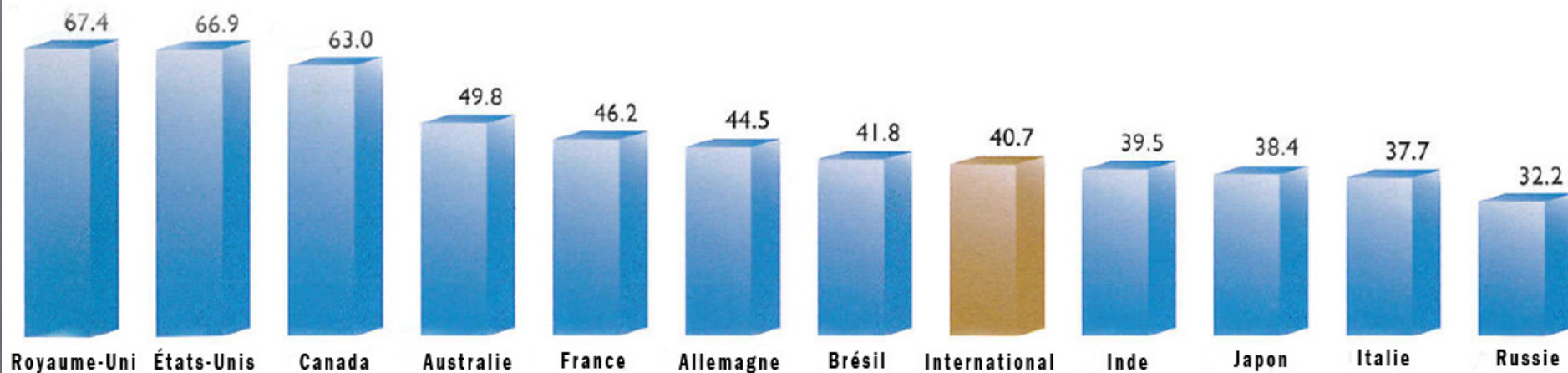




## PORTÉE DES SITES WEB DE JOURNAUX - GRANDS MARCHÉS

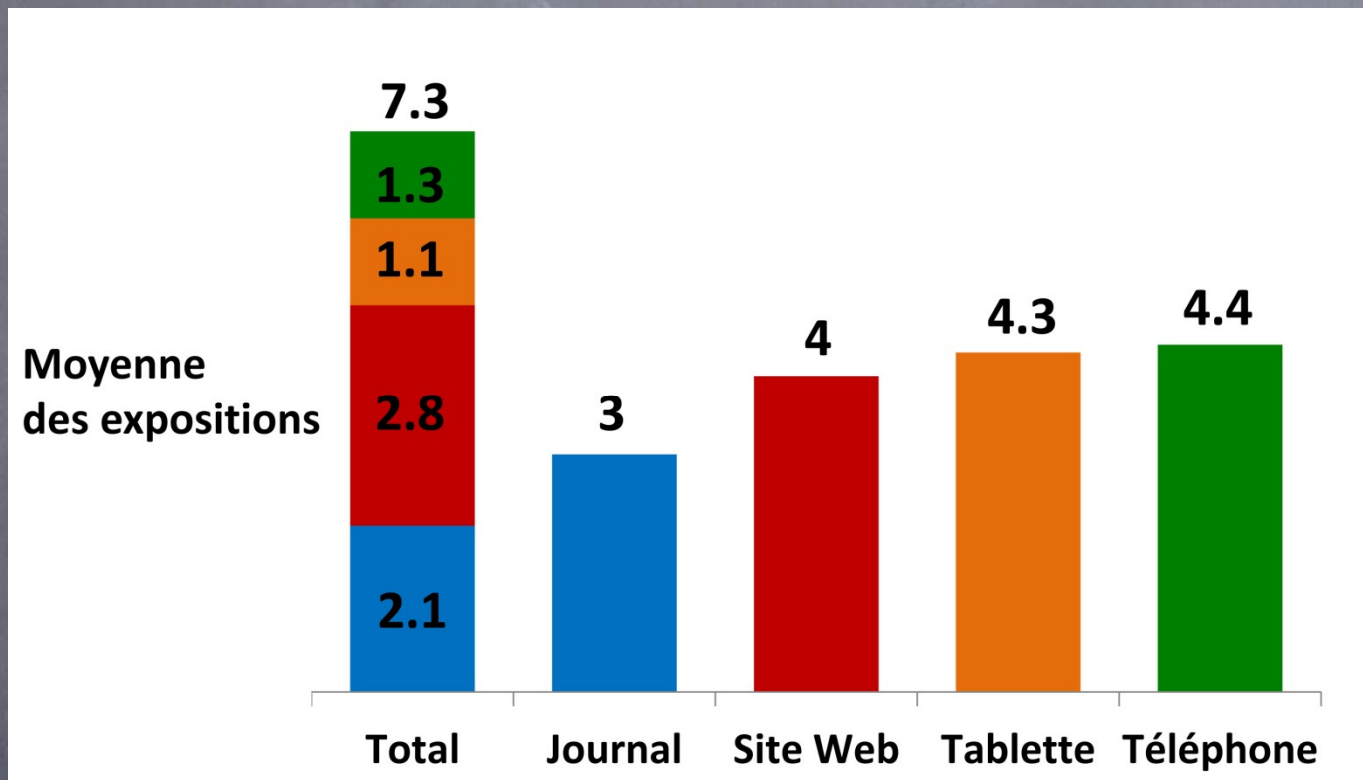
% de la portée, âge de la population : 15 ans +

Source : comScore MMX, juillet 2012



# Les personnes influentes lisent les journaux

- ✓ Elles lisent DAVANTAGE tous les médias des journaux
- ✓ Groupe démographique souhaitable : 35-64, au travail, revenus plus élevés



Elles visitent plus les sites web que les autres groupes. Et le font plus souvent.





## Sur Internet, les consommateurs font confiance aux annonces :

Sur les sites de marque (y compris les sites de journaux)	52 %
Des chaînes de télévision	46 %
Sur les moteurs de recherche	36 %
Des vidéos en ligne	32 %
Des médias sociaux	32 %
Des bannières publicitaires	29 %
Des grandes annonces sur les appareils mobiles	27 %
Des annonces textes sur les appareils mobiles	26 %

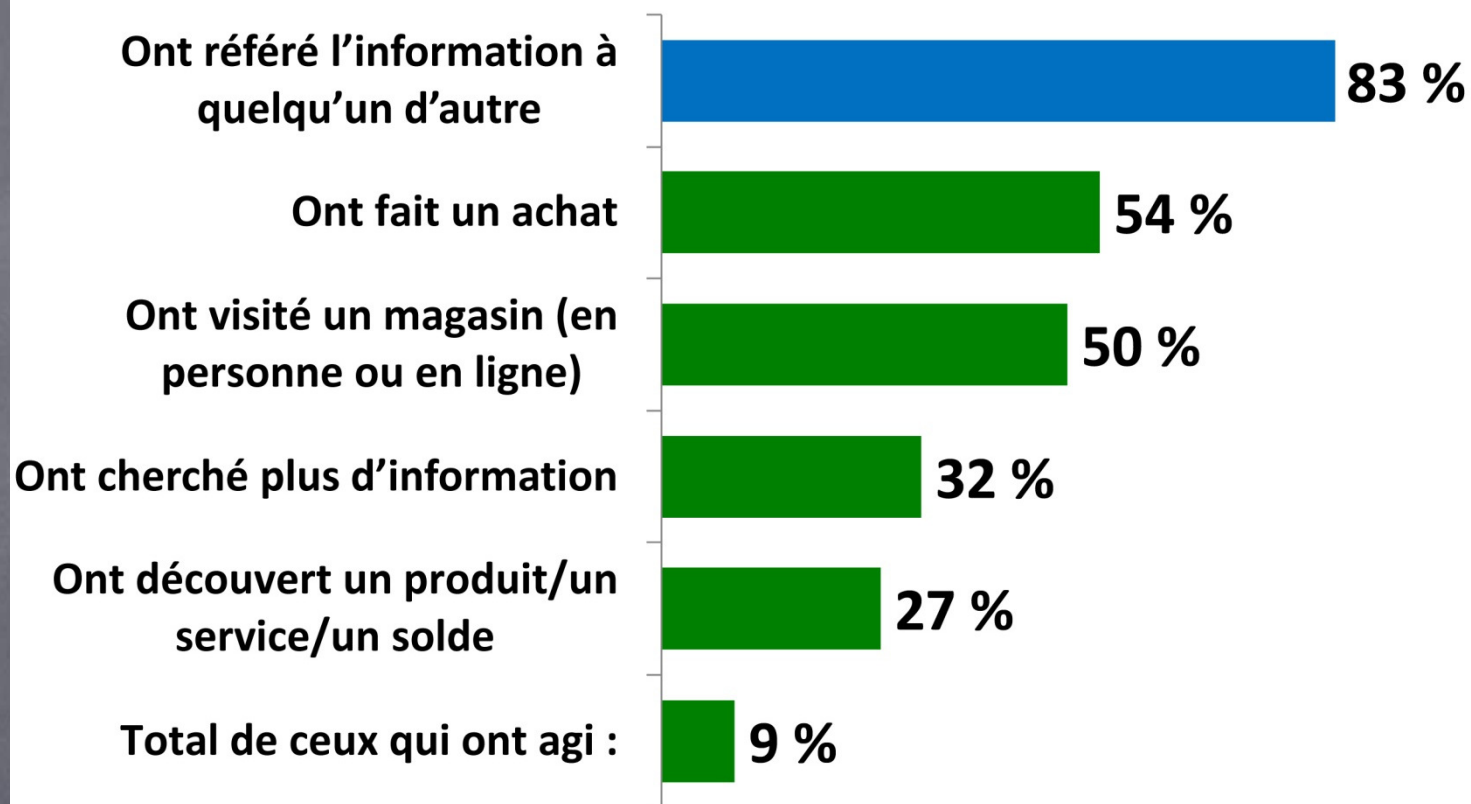
Et les Canadiens font 44% plus confiance aux publicités des sites web de journaux que de tout autre site en ligne



« 63 % des spécialistes du marketing croient que les éditeurs de contenu primé (comme les sites web de journaux) répondent mieux aux objectifs des marques par rapport à 27 % sur les médias sociaux... 73 % d'entre eux disent que les éditeurs de contenu primé livrent le meilleur auditoire cible et font croître les intentions d'achat (78 %). »



## Les Canadiens agissent après avoir vu une publicité sur un site Web de journal



LET'S CHANGE POSITIONS,  
NOT DIAPERS.

HAPPY BIRTH CONTROL DAY.  
TUESDAY, NOVEMBER 13<sup>TH</sup>.

SIR RICHARD'S  
CONDOM COMPANY

LET'S STAY UP ALL  
NIGHT BY CHOICE,  
NOT NECESSITY.

HAPPY BIRTH CONTROL DAY.  
TUESDAY, NOVEMBER 13<sup>TH</sup>.

SIR RICHARD'S  
CONDOM COMPANY

ING DIRECT

Chicago Tribune  
SHOPPING

Google Custom Search Search

Sign In | Sign Up

Home News Business Sports A&E Travel Health Opinion Real Estate Cars Jobs Shopping

WEEKLY AD

Mobile Alerts Trib Nation TribU Weather Obits Horoscopes Ask Amy Columns Photos Video Advertise Subscribe Help

Target Weekly Ad

Your Location: Chicago, IL (60605) Change location

PREVIOUS

1 2-3 4-5 6-7 8-9 10-11 12-13 14-15 16-17 18-19 20

NEXT



**Ameritrade** **The New York Times** **ROLL OVER YOUR OLD 401K+ GET UP TO \$500**

Monday, January 30, 2012 Last Update: 10:24 AM ET

Search ING DIRECT Follow Us Personalize Your Weather

EXPAND **ROLL OVER YOUR OLD 401K. WE'LL HANDLE MOST OF THE PAPERWORK FOR YOU.** OPEN AN ACCOUNT

**Ameritrade** **The New York Times** **ROLL OVER YOUR OLD 401K+ GET UP TO \$500**

Wednesday, February 1, 2012 Last Update: 2:21 PM ET

Search Follow Us Personalize Your Weather

**A LOT OF FACTORS IMPACT YOUR RETIREMENT. WE'LL HELP YOU SORT THEM OUT.**

Our seasoned specialists are always looking for ways to help you make educated decisions about retirement.

**"A Basket Of Assets In One Investment"**

By JOHN F. WASK, The New York Times  
Published: October 21, 2010

OPEN AN ACCOUNT

**Ameritrade** **TimesCast**

**ROMNEY, EYE STILL ON G.O.P. FOES, TURNS TO FACE OBAMA**

By MICHAEL D. SHEAR | 12 PM ET  
Coming on the heels of a commanding victory in

**The New York Times**

**OPINION**

**The Revenge of Saul Alinsky**

Wasn't Florida supposed to be New Gingrich territory? Brooks and Collins discuss whether his campaign can survive defeat there.

- Friedman: Moscow Memo
- Dodd: Tough Enough?
- Bittman: School Lunches
- Douthett: Exit Gingrich
- Editorial: Europe Bailout
- The Loyal Opposition: Romney's Rich Donors
- Op-Ed: I Had Asperger



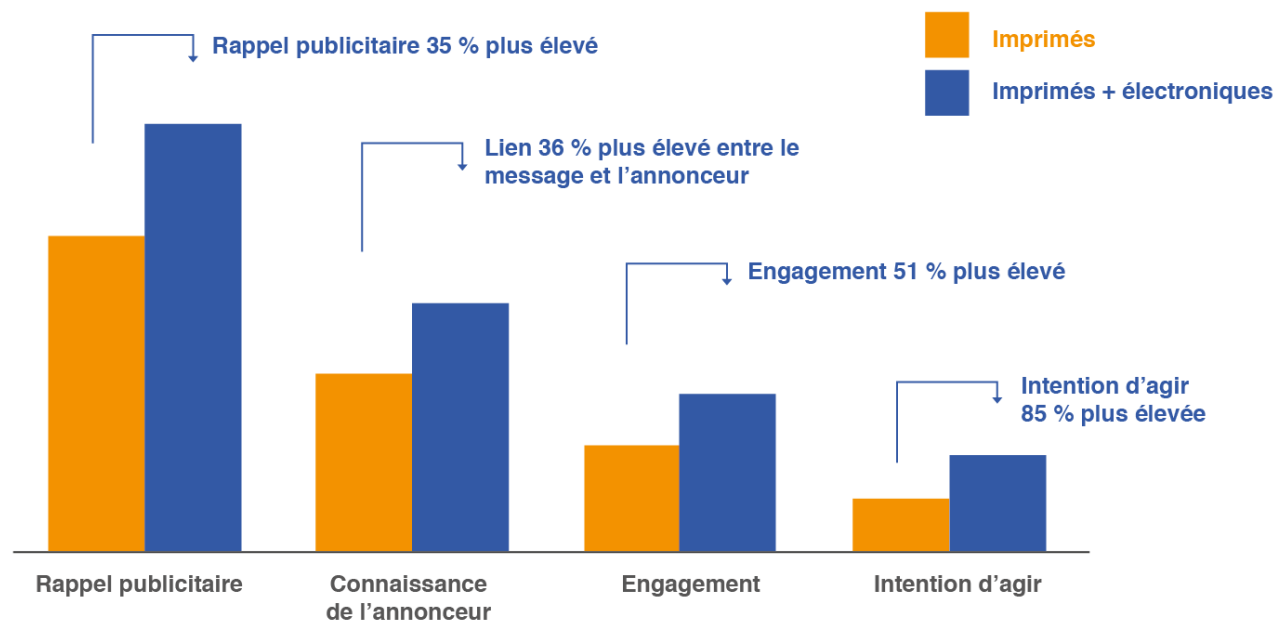
$$1+1=3$$

« Les campagnes multicanaux sont plus efficaces que celles qui en utilisent un seul... »

-- Kate Cox, chef de la stratégie, MPG



## Combinaison électroniques et imprimés









SHIFT\_

THE GLOBE AND MAIL  
SPECIAL EDITION OF THE U.S. ELECTION  
MONDAY, NOVEMBER 5, 2012

The ultimate fixer-upper



IT STARTS WITH INNOVATION.  
IT ENDS WITH 3 ALL-NEW CLASS-LEADING VEHICLES.  
ALL-NEW 2013 SENTRA - UP TO 58 MPG HWY!  
ALL-NEW 2013 ALTIMA - BEST-IN-CLASS ON MPG HWY!  
ALL-NEW 2013 PICK-UP - BEST-IN-CLASS ON MPG HWY!

**The case for Barack Obama**  
He deserves a chance to preside over a nation in recovery, Michael Ignatieff writes

The case for Obama is not that he is the better man, but that he is the better choice for the country. He is the only candidate who has the experience to lead the country through these difficult times. He is the only candidate who has the courage to stand up to the interests of big money and special interests. He is the only candidate who has the vision to lead the country towards a better future.

**It will be clear however there are divisions of race and class that our own his politics can still his fellow citizens share.**

**The case for Mitt Romney**  
The challenger understands how to revitalize the economy, Paul Wellstone says

Mitt Romney is the only candidate who has the experience to lead the country through these difficult times. He is the only candidate who has the courage to stand up to the interests of big money and special interests. He is the only candidate who has the vision to lead the country towards a better future.

**It will be clear however there are divisions of race and class that our own his politics can still his fellow citizens share.**

**IT STARTS WITH A REFINED INTERIOR.**  
THE ALL-NEW 2013 NISSAN ALTIMA.  
Nissan. Innovation that excites.

**IT ENDS WITH GLARES OF PURE ENVY.**  
THE ALL-NEW 2013 NISSAN ALTIMA WITH PREMIUM EXTERIOR.  
Nissan. Innovation that excites.

Lié  
aux  
nouvelles

**THE LEADERSHIP RACE IS OVER.**  
**THE ALL-NEW 2013 NISSAN SENTRA.**  
CLASS-LEADING 58 MPG HWY.

STARTING FROM **\$14,848**

**LEARN MORE**

**THE LEADERSHIP RACE IS OVER.**  
**THE ALL-NEW 2013 NISSAN SENTRA.**  
CLASS-LEADING 58 MPG HWY.

STARTING FROM **\$14,848**

**LEARN MORE**

**THE GLOBE AND MAIL**

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**U.S. Election 2012**

House: 191 Obama, 232 Romney

Senate: 51 Obama, 45 Romney, 17 Vacant

Electoral Votes: 270 Obama, 206 Romney

**Obama wins second term**

President Obama vows 'best is yet to come' after Romney concedes

- RELATED Full text of Barack Obama's victory speech
- RELATED Who else won big last night? The millionaires and billionaires

**THE ALL-NEW 2013 NISSAN SENTRA.**

BACK TO TOP

**U.S. ELECTION**  
In Pictures: Obama's journey across America on the campaign trail

**GALLERY**

President Barack Obama and Republican challenger Mitt Romney left voters on election day with a stark choice between their fundamentally different visions for the country's future, laid out during an aggressive and closely fought battle for the White House. The winner might not be known until early Wednesday morning.

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- ANALYSIS** The team each candidate leaned on to win the day
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Both sides cast Tuesday's decision as one with far-reaching repercussions for a nation still recovering from the biggest economic downturn since the Great Depression and at odds over how big a role government should play in solving the country's staggering debt and high unemployment.

After months of campaigning and billions of dollars spent in the battle for leadership of the world's most powerful country, Mr. Obama and Mr. Romney were in a virtual nationwide tie, a symptom of the country's vast partisan divide.

Mr. Obama appeared to have a slight edge,

SELECT COLOUR



# Recrutement



## ON THE RIGHT TRACK FOR A MEDICAL CAREER

Stephen Madsen  
MEDICAL student Bella Todd has for a long time held a strong desire to achieve a career in medicine. Now, with a Defence University Sponsorship and a career awaiting her as medical officer in the Australian Army, she's on the right track.

After completing her Defence University Sponsorship and subsequent officer training, 28-year-old Bella was not just offered a multi-national peacekeeping and reconstruction mission or critical incident recovery assistance.

She may even take part in sea-medical evacuation, or disaster relief and humanitarian assistance.

Looking forward to her next steps, she said: "I'm excited to get to this year and decide Defence is really where you want to be, you need to apply for Defence University Sponsorship first." She said.

"With this Defence University Sponsorship you also have a lot of support along the way and also an internship when you leave. I found that with a lot of other scholarships it's just a bulk payment of money and there you go, 'bye-bye'."

"It's important to get into situations that are out of my comfort zone and experience new things while learning on the job will be really exciting."

Having grown up in Hartley Park and Cairns, Brisbane, Bella was keen to attend university in her home town and found that Defence University Sponsorship at the university of her choice was the Defence University Sponsorship.

"I had some people know enough about the sponsorship that they can be sponsored later in their degree, she found, "but you have to work for the army for 20 years, but now that's actually letting people all the benefits and opportunities you get, they are more open to the idea," she said.

Many students are yet to realise that they can be sponsored later in their degree, she found, "but you have to work for the army for 20 years, but now that's actually letting people all the benefits and opportunities you get, they are more open to the idea," she said.

For the University of Queensland student, it's these essential, but career-defining experiences that make years of hard study worthwhile.

"I want to do it to help people, to give back to our community," Bella said. "Being a doctor you get to do that and being a doctor in Defence, I get the accolade."

"It's important to get into situations that are out of my comfort zone and experience new things while learning on the job will be really exciting."



Captain Andrew Crowe from Defence Force Recruiting Brisbane and recipient of the Defence University Sponsorship, Bella Todd demonstrate the Mobile Medic app at the University of Queensland during the app launch.

## HI-TECH DIAGNOSIS

MEDICAL students have been able to test a new app which allows them to make a diagnosis using their iPhone or iPad.

Defence Force Recruiting launched the Mobile Medic app in Brisbane at the University of Queensland's School of Medicine at Royal Brisbane Women's Hospital.

In Townsville, the app was launched at James Cook University's School of Medicine.

Mobile Medic is an educational app that has been developed by Defence Force Recruiting as a marketing tool to raise interest in the many medical roles available in the Australian Army, the Royal Australian Navy and the Royal Australian Air Force.

The app offers a range of instruments replicating diagnostic tools such as x-rays, blood tests, CT scans, ECG, ultrasound and angiograms to identify and treat 'real' medical emergencies.

A review of the app was presented at the Australian Medical Student Association (AMSA) conference in July and is endorsed by AMSA.

The app is now available to use on iPhone and iPad and is free to download from the App Store.

Mobile Medic was developed in consultation with Defence medical officers and civilian practitioners.

## SPONSORSHIP BONUSES

A DEFENCE University Sponsorship will help students get a rewarding career as a medical officer in the Royal Australian Navy, the Australian Army or the Royal Australian Air Force.

Students will also get paid to study at their local university, have temporary RFL housing paid, receive their health care and subsidised accommodation.

Many Gray Stipends from Defence Force Recruiting's specialist recruitment team for health said the app was for the Defence University Sponsorship program targeting first and second year medical students where the Australian Defence Force encourages students to join up as medical students.

- SPONSORSHIP PACKAGE FOR A SPONSORED STUDENT, THE DEFENCE UNIVERSITY SPONSORSHIP PACKAGE PROVIDES:**
- A salary of up to \$41,000 per annum for undergraduates and \$64,437 for graduates
  - Course RFL housing paid
  - 18 per cent superannuation
  - University student transport
  - Textbook allowance
  - Subsidised accommodation
  - Free healthcare (medical and dental)

## STUDENT COMMITMENT

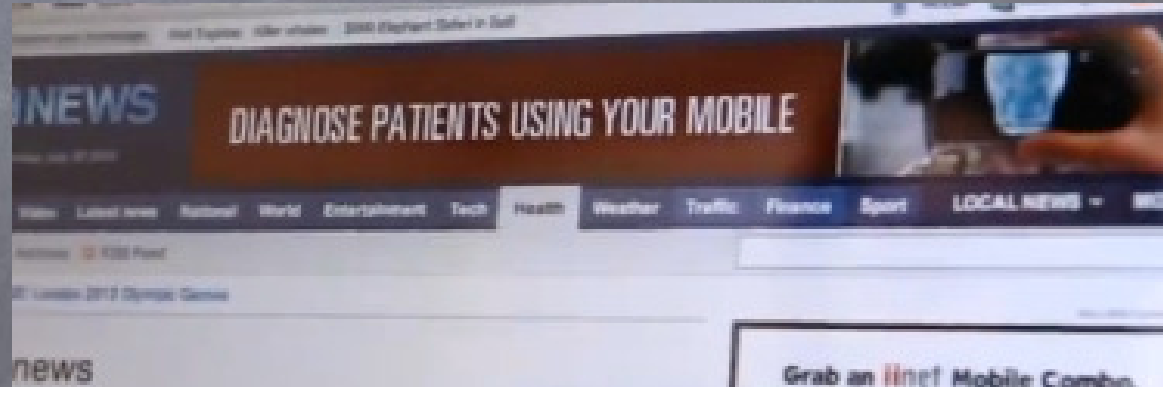
AS Defence is investing in their education, students will be required to commit to a certain number of years in the service. This commitment is the number of years sponsored to study plus one year. So if students are sponsored for three years of study, they will need to give back four to the Army, Navy or Air Force.

FOR MORE INFORMATION ABOUT THE OFFICER INTERVIEW PROCESS, CALL 13 13 13 or visit the website at [www.defenceforce.gov.au/medicrecruitment](http://www.defenceforce.gov.au/medicrecruitment)

## GET PAID UP TO \$64,437 PER YEAR TO STUDY MEDICINE. NOW CHECK YOUR HEART RATE.

If you want to get into medicine, the Australian Defence Force Graduate Medical Program will pay you up to \$64,437 a year. In return, it offers sponsorship for students who have already completed an undergraduate degree to undertake a four-year postgraduate medical degree funded by two years' reciprocity at a civilian hospital. Once you've completed your studies you'll be appointed as a Medical Officer specialising in either primary care, health protection areas such as occupational medicine with specialist areas of aviation and forensic medicine, public health, sports, trauma, rehabilitation, tropical medicine and medical administration. So if you're already fit, have the academic ability, can demonstrate leadership qualities, work a team and great at problem solving, you should call 13 13 13 or visit [www.defenceforce.gov.au](http://www.defenceforce.gov.au)

MEDICAL OFFICER  
IT'S NOT YOUR GENERAL PRACTICE





Quoi de neuf?



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Storm closes schools, 12,487 still without power

Universities tackle 'Christmas grads'

Chisholm in the race

RCMP: Abuse kept in-house



Storm closes schools, 12,487 still without power

By DAN ARSENAULT and PATRICIA BROOKS  
ARENBURG Staff Reporters

★ ★ ★ ★ ★  
Average: 1 (1 vote)

Thousands are still without power and some schools are closed today in the wake of Sunday's storm.

At 7:37 a.m., there were 12,487...

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News

More News



After 50 years, firefighter




N.S. crops: Saw much more

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Shepherds lead 5,000 sheep through Madrid

MP: Ottawa must act to free farmer

Québec 

cibles élargies



Le texte :

Attachez-vous. Restez en vie.




# Éléments visuels



Le texte: Les gratte-ciels ne sont pas tous faits de béton et d'acier

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Canadian man reportedly killed after Florida standoff 26

The moment Karen Stintz knew she would take on Toronto Mayor Ford 670

Harper wades into Chinese human rights – but who's listening? 546


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- **REACTION** Greek police union wants to arrest EU/IMF officials
- **WATCH** Video: The politics of austerity
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Pull to escape.

**VIDEO**





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# AMERICA'S NEXT TOP MODEL

(NOT RUGBY)

7.30PM, TUESDAY



Hosted by supermodel (not Super 15 player) Tyra Banks, we follow 14 beautiful girls (not 15 hairy blokes), as they chase a contract (not oval ball), with an international modelling agency (not rugby club).

The girls will have to master their strutting (not side-stepping), and pouting (not punting), if they want to be crowned America's Next Top Model (not man of the match).



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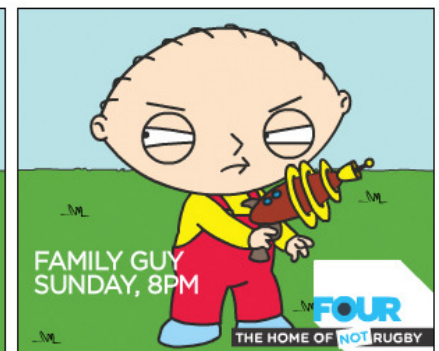
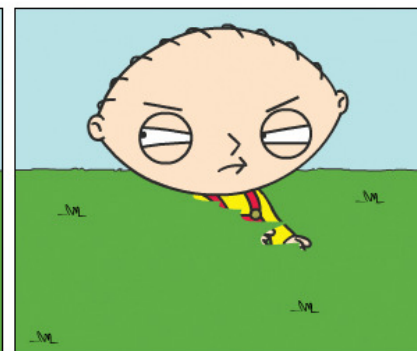
Ce qui se passe

La marque: Canal 4

La situation: Télé=Coupe du monde de rugby

La solution: Des publicités où les lecteurs veulent savoir ce qui se passe – les journaux et leurs sites

Les résultats: Lectorat +10 %, les autres: ↓







L'expo-science

# Expériences récentes



- Modèle payant
- Rédacteurs invités
- Partenariats
- Contenu payant (dépêches, livres électroniques)
- Collaborations (p. ex. Livraison partagée)
- Essai de liseuses gratuites pour les forfaits numériques
- Autres offres médias (magazines, radio)
- Publicités : Contenu sur demande, vidéo et plus
- Événements (par ex. croisières)





# Succès récents



37 % reçoivent des mises à jour et des bulletins par courriel de la part des journaux



23 % utilisent une application de journal



42 % visitent les sites mobiles des journaux

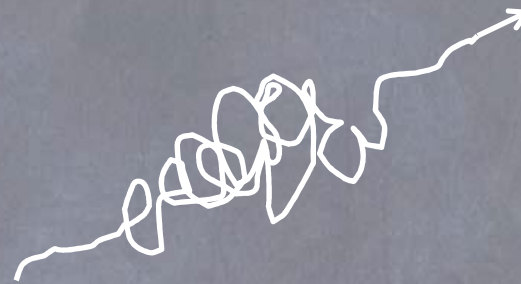


Le succès



À quoi les gens  
pensent qu'il  
ressemble

Le succès



Ce à quoi il  
ressemble  
réellement



LES JOURNAUX AJOUTENT À LA VALEUR!  
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