



JOURNAUX CANADIENS

Suite 200 | 890 Yonge Street | Toronto | Ontario | M4W 3P4
www.journauxcanadiens.ca | 416-923-3567

Objectif : Aider les annonceurs à promouvoir leurs produits et services

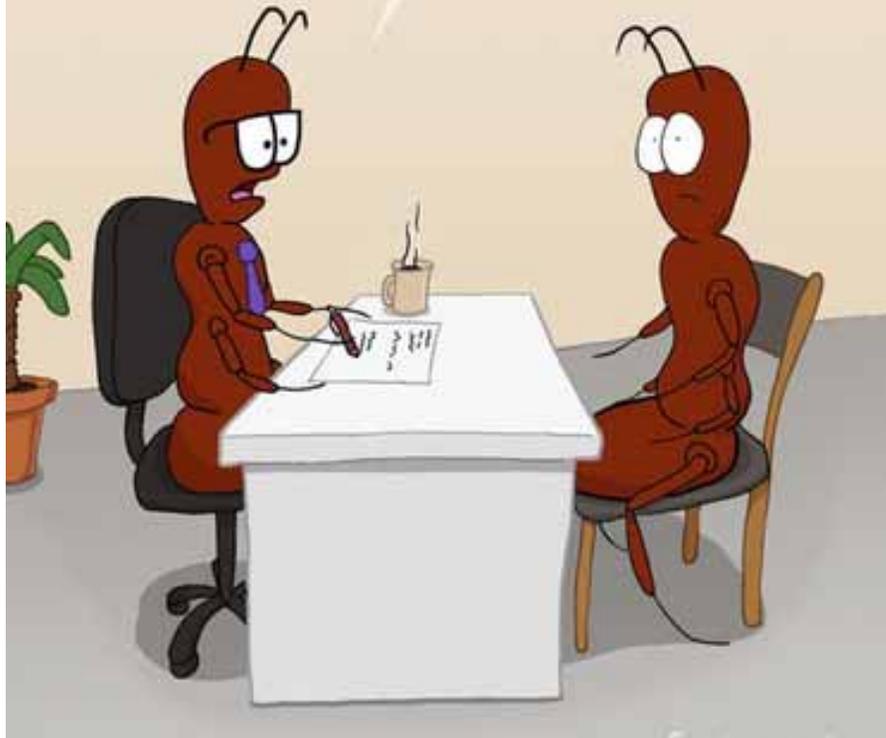
Expérience : 1752 à aujourd'hui **Le journal Canada**
Le roi des grandes transactions commerciales

- Sait rédiger des articles captivants et changer l'histoire
- Prend des photos qui savent émouvoir
- Offre des occasions publicitaires enlevantes
- Rallie les collectivités
- Privilégie à la fois l'imprimé et le numérique
- Travaille 24 heures sur 24, 7 jours sur 7

Scolarité : A+ : Chaque numéro renferme un éventail de publicités et d'articles

Intérêts : Actualités, sports, divertissements, soldes et aubaines, voyages, automobile, technologie, potins, jeux et mots croisés...

Qu'est-ce qui vous
démontre des autres
1 892 794 postulants?



Qu'est-ce
qui vous
démontre
du reste?

La confiance



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Sondage mondial sur la confiance en la publicité - 29 000 consommateurs dans 58 pays

« Les annonces dans les journaux, à la télévision et dans les magazines demeurent parmi les formes de publicité les plus crédibles. »



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« **Nos partenaires média** nous donnent une **crédibilité** que nous ne pourrions obtenir par nous-mêmes. »

- Kyle Monson, directeur de la création



« Les entreprises ont dépensé beaucoup d'argent pour attirer les lecteurs vers leurs sites Web avant de réaliser qu'il était **plus efficace de s'intégrer à de grandes marques de médias.** »

- Lewis D'Vorkin, chef de l'exploitation **Forbes®**

BlackBerry

TO OUR VALUED CUSTOMERS, PARTNERS AND FANS,
 You've no doubt seen the headlines about BlackBerry®. You're
 millions of users who count on BlackBerry every single day.
 We have one important message...

HELL
LEGAL DEPARTMENT

3 BRIMSTONE TERRACE
THE EIGHTH CIRCLE, HELL
0800 666 111

SATAN & SATAN
ASSOCIATES
"THE DEVIL'S ADVOCATES"

20th June 2013

ATTN: Pizza Hut
Auckland, New Zealand

NOTICE TO CEASE, DESIST AND GO SIT IN THE CORNER.

Dear Mr. Hut,

I represent Hell Pizza, New Zealand's foremost purveyors of quality pizzas. I wish to draw your attention to, and demand the removal of, your Google ad that orders people to "Don't Go Hell Pizza" (see fig. 1).

Crimes against grammar aside, this contravene the Slagging Off Your Opponents In A Desperate Attempt To Gain Customers Act of 1993.

Having once tried your product, I am not surprised to see such tasteless advertising tactics, but perhaps you should leave that to the professionals.

If you're losing customers, I recommend you discover why by going to Hell and sampling their appropriately named pizza, "Envy".

If not, I suggest you go to Hell anyway.

Yours faithfully,
D.E.Ville
 Mr. D. E. Ville
 Solicitor - Satan & Satan Associates

Google hell pizza

Web Images Videos News More

Don't Go Hell Pizza - PizzaHut.co.nz

Order Pizza Online & Get It Delivered To Your Couch!

Hell Pizza New Zealand

hellpizza.com/nz

Hell Pizza New Zealand Hell Pizza: Order Promotions - Locations - About - 1; 2; 3; 4; Site

fig. 1 - Screenshot - 19.06.13.png

porter
flying refined



No noise is good noise.

For over six years, Porter has been proud to call the Toronto waterfront home. But we're not the only ones - alongside us are local residents, businesses, families and communities.

We're thrilled to share our plans for adding new routes across North America, providing more jobs and boosting the local economy. And because we know no one likes a noisy neighbour, we're doing everything we can to make sure we don't disturb your peace.

We're planning to add the quietest commercial jet in production - the Canadian-built Bombardier CRJ1000 - to our fleet on new routes. This whisper jet is, in fact, comparably quiet to the CRJ900 that we already fly. So the only extra noise we plan on making is singing Toronto's praises even further afield.

Find out more about Porter's plans for change at porterplans.com

porterplans.com

To all those who use
our competitors' products:

Happy Father's Day.



Shhh...
 Introducing the quiet whisper jet.
 Click for details



porter



« Je voulais que mon CV soit
surprenant et mémorable.
Il est aussi disponible en
danse figurative. »

Comment
pouvez-
vous me
surprendre?



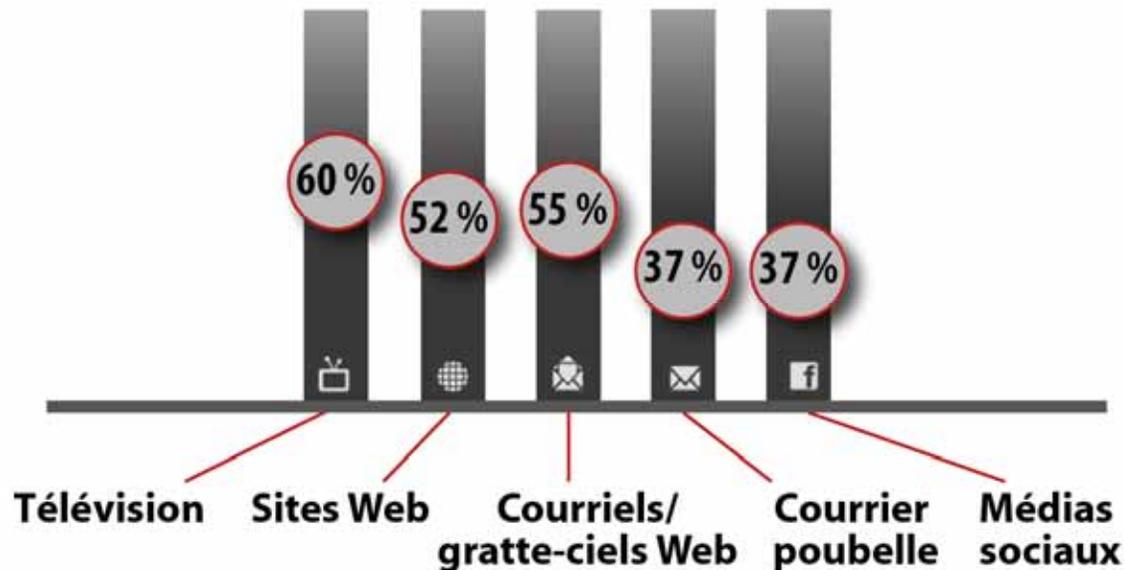
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87 % des lecteurs « **en ont assez**
des mauvaises publicités ».
Au point où **19 %** disent même
qu'elles **nuisent à leur vie sexuelle.**

Principaux endroits où l'on voit des
publicités ennuyeuses



Les publicités
des journaux
ne sont pas
ennuyeuses!

Cleareail
LASER CENTRES

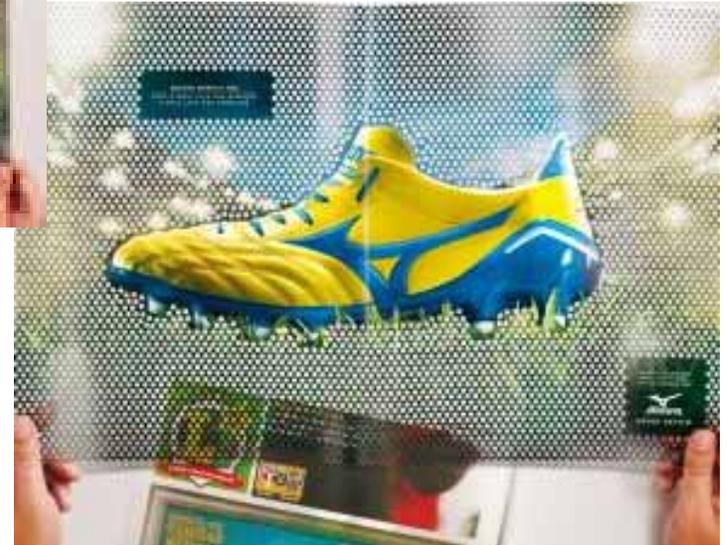
Be clear about your nails

say goodbye to toenail fungus



quick, safe, painless and highly effective - that's the beauty of laser.

1-855-663-8847 for the centre nearest you.
cleareail.ca



Topless.



The Beetle Cabriolet



The Auto.






SOMETIMES IT'S NOT EASY TO STOP

GOOD YEAR

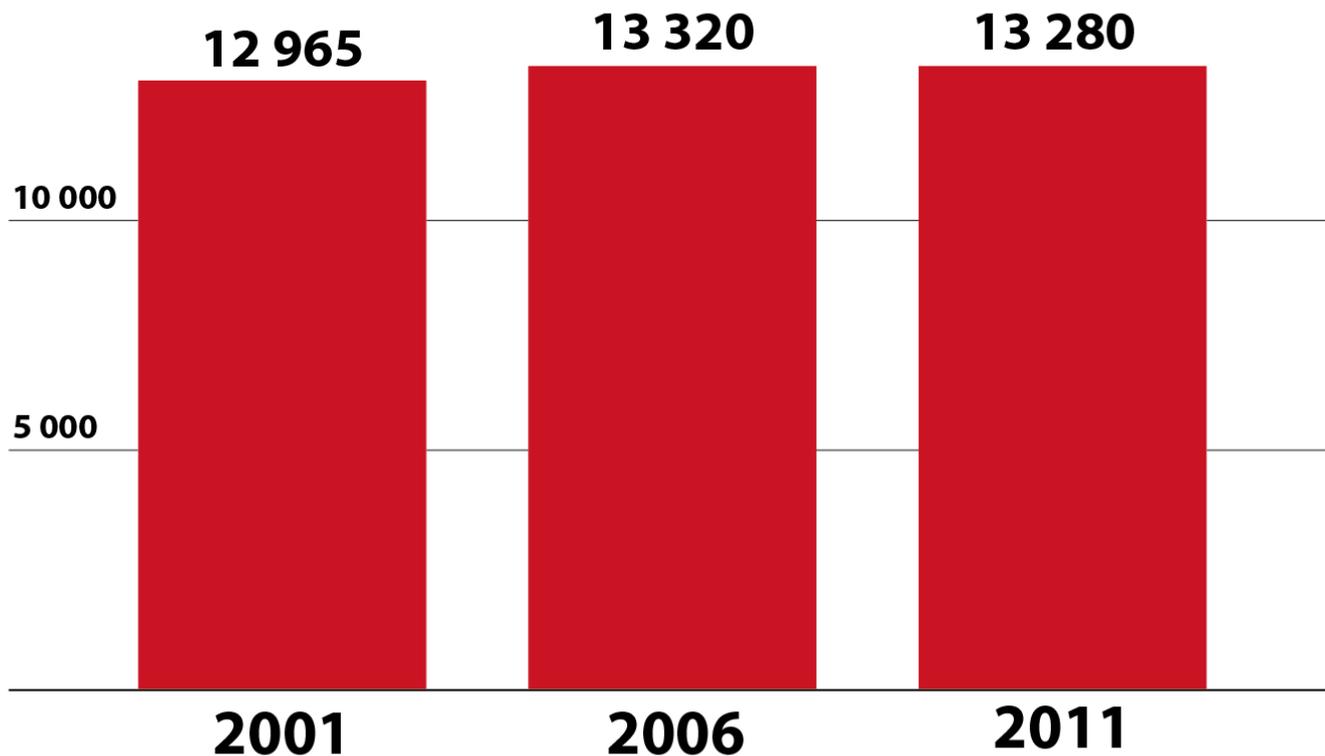


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Au Canada, le nombre journalistes est stable



Vancouver Sun, « No fewer journalists today than 10 years ago: statistics Canada », 19 août 2013

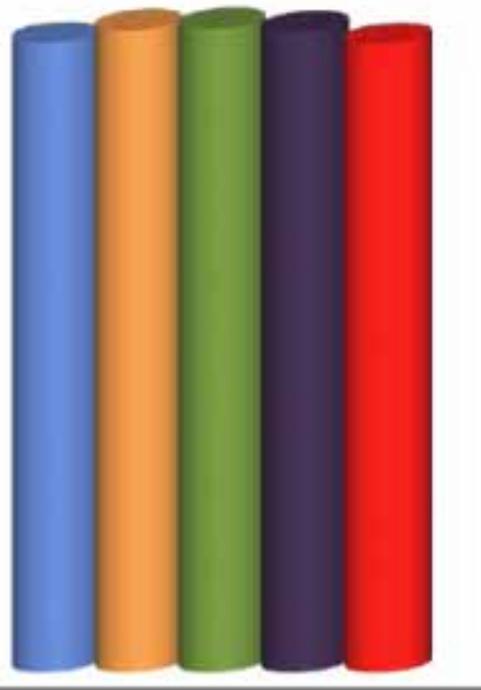


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Lectorat et temps passé à lire



19 principaux marchés

■ 2009	12,000,000
■ 2010	12,245,000
■ 2011	12,274,700
■ 2012	12,216,000
■ 2013	11,978,000

Temps passé à lire un journal chaque jour

En 2008 :

Imprimé : 47 minutes

En 2013 :

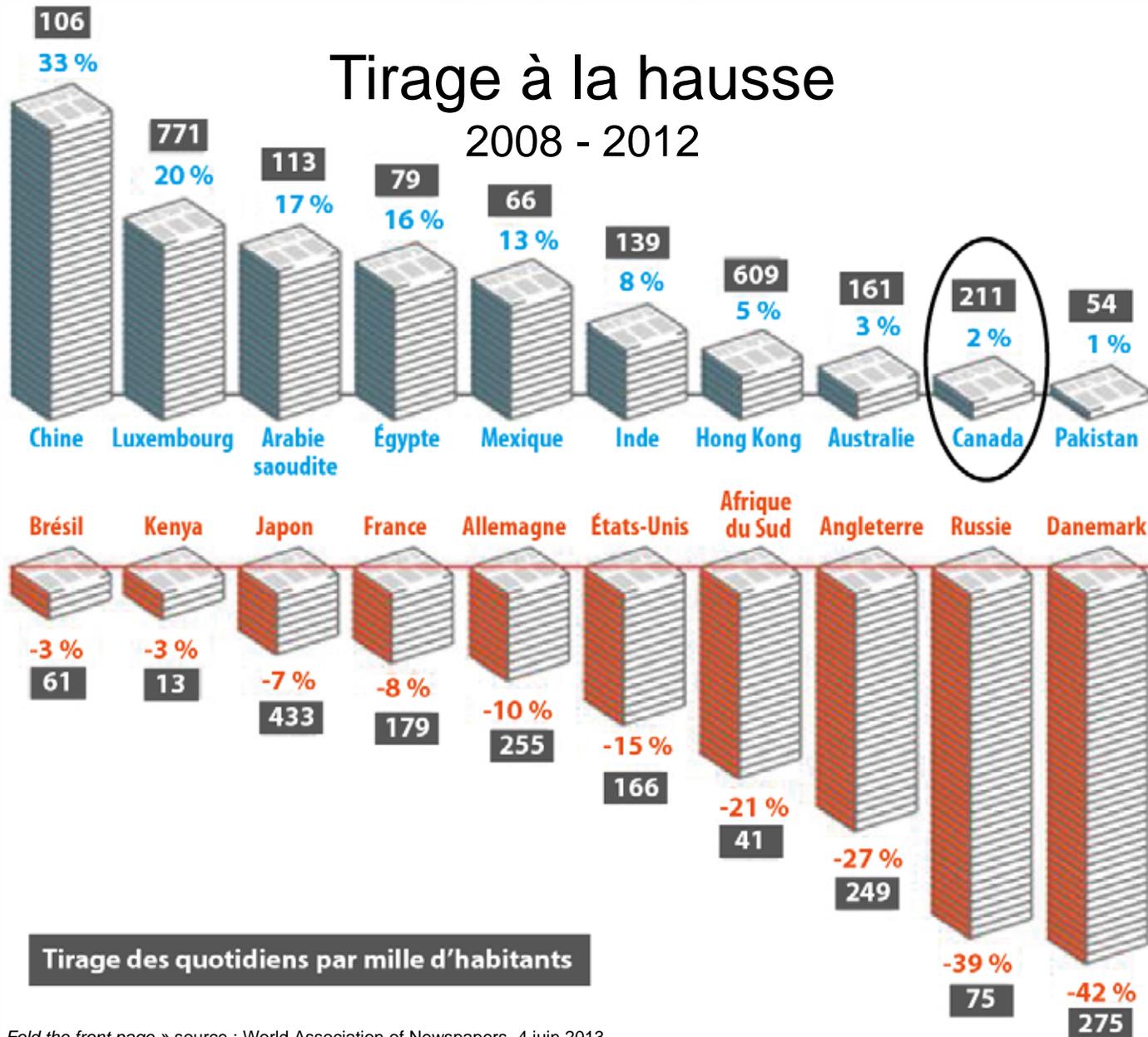
Imprimé : 53 minutes

site Web : 33 minutes

App. mobile : 33 minutes

Tirage à la hausse

2008 - 2012



Tirage des quotidiens par mille d'habitants

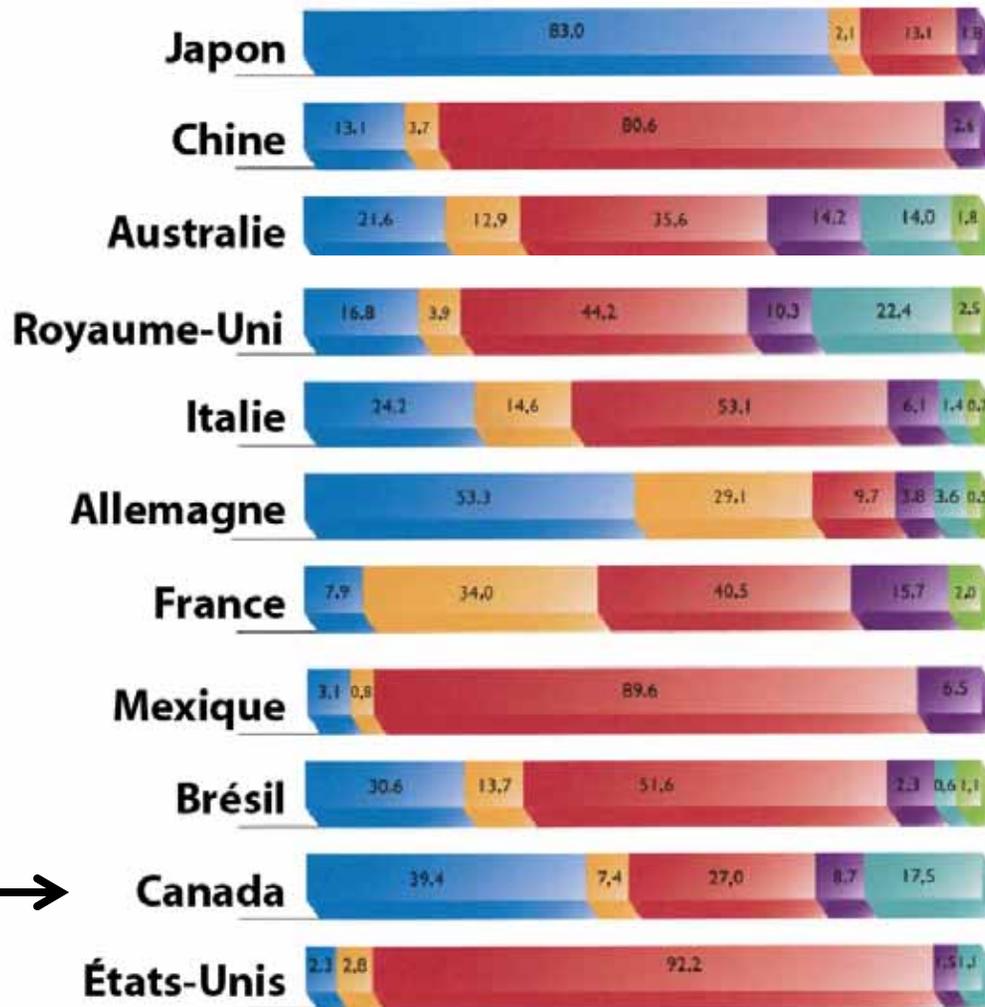


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Les revenus publicitaires des journaux sont solides au Canada



Partage de l'assiette des dépenses publicitaires selon Nielsen – Médias traditionnels

- Journaux
- Magazines
- Télévision
- Radio
- Pub. ext.
- Autre



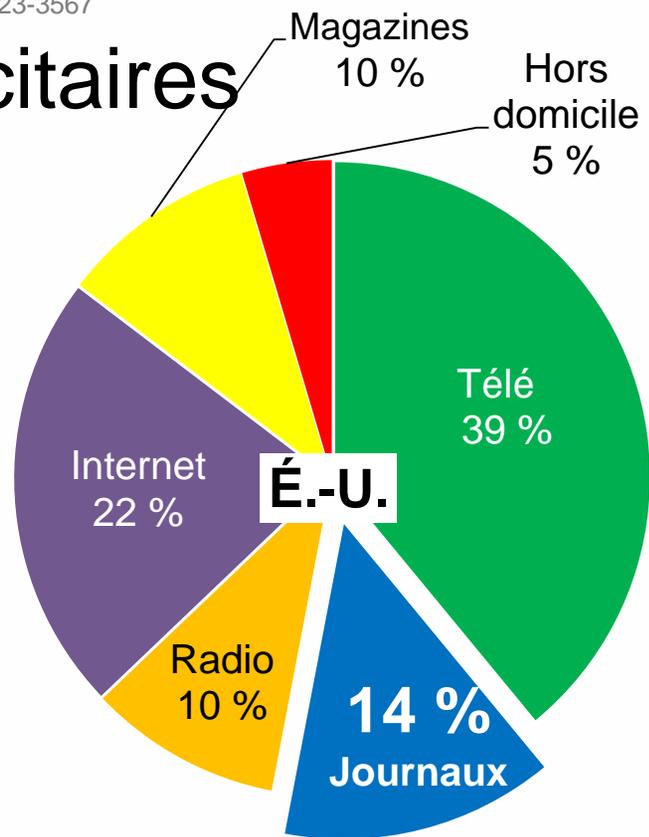
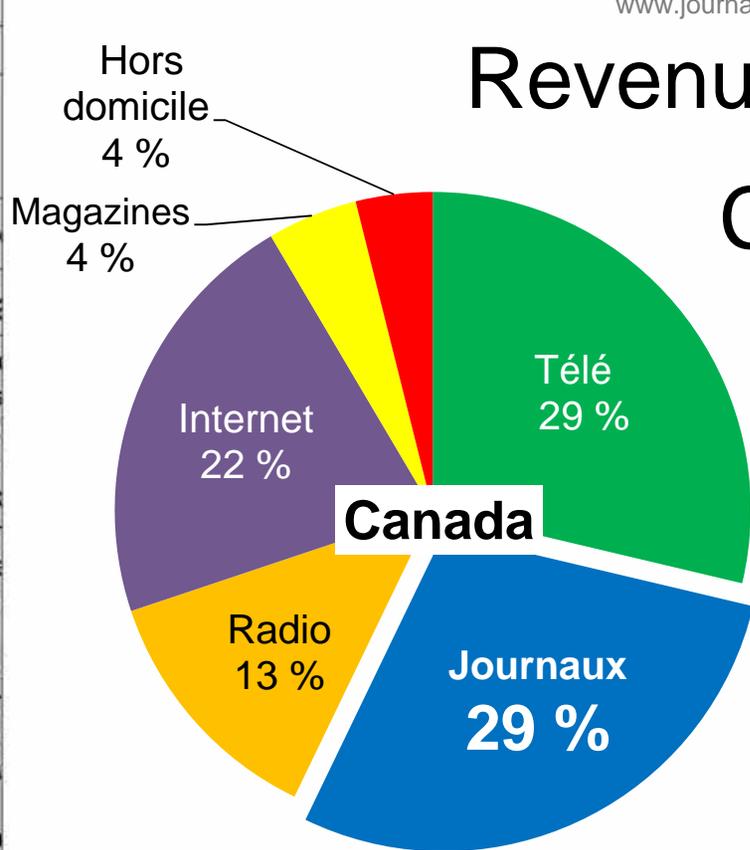
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Revenus publicitaires

Canada contre É.-U.



Croissance

sur l'an dernier +4 %

sur l'année 2005 -3 %

-7 %

-55 %

TVB Canada 2013 (Internet contenu dans la section télé et journaux et retiré de la section Internet); PricewaterhouseCoopers 2013; MediaDaily News, « Newspapers Ad Revs Drop Again », 8 avril 2013

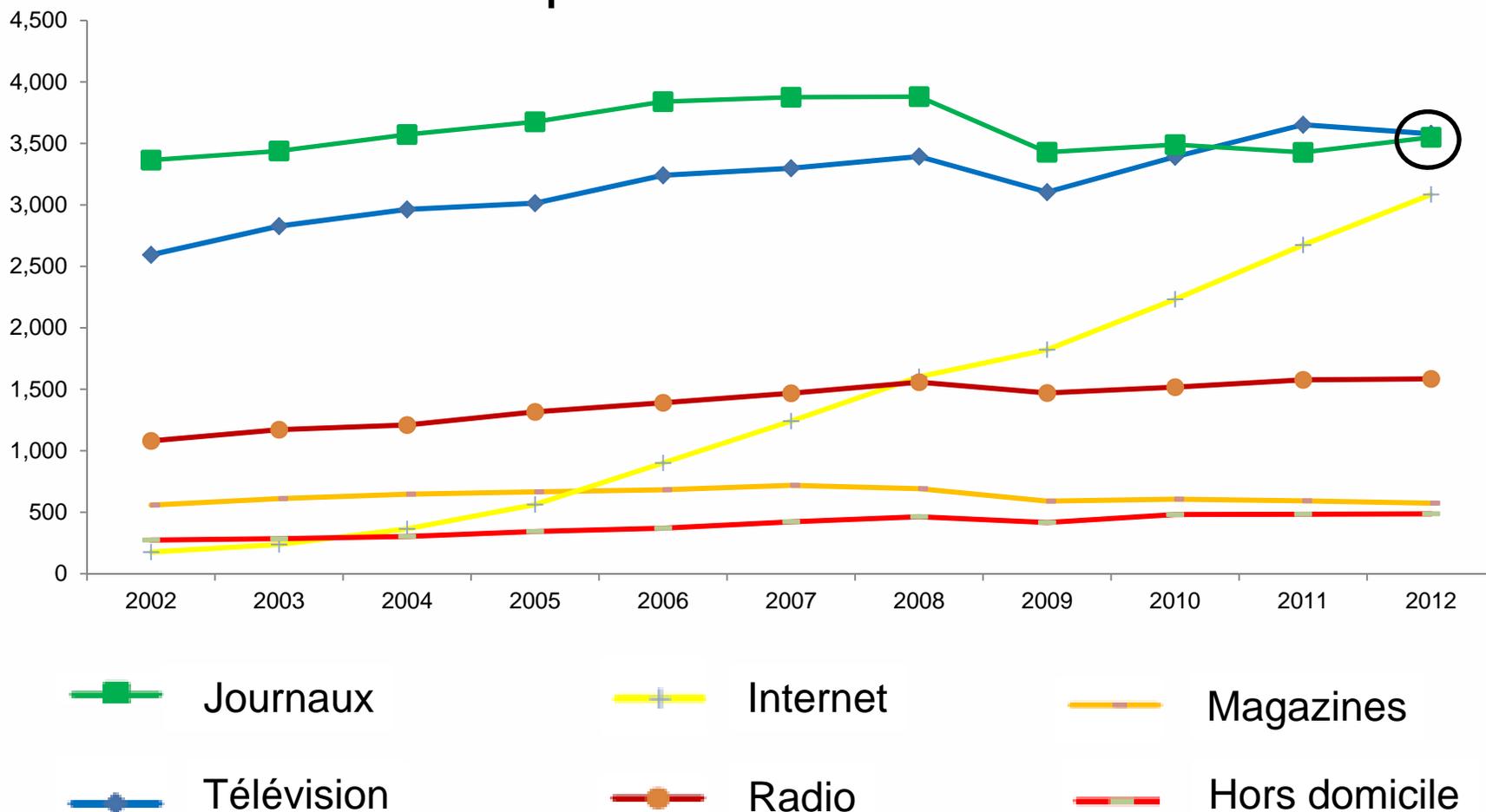


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Revenus publicitaires au Canada





Scolarité/Alphabétisation

Canada

É.-U.

#2 /16

#11 /16

Participation électorale

61 %

53.6 %

Marchés de journaux

7.5=6+1 or 2

1.5=1+1?

Quotidiens gratuits

16

26

Lectorat - semaine

77 %

67 %

- jour

50 %

42 %

Lectorat 18-34 ans - sem.

75 %

57 %

- jour

40 %

28 %

Liste abonnés non inscrits

Exempt

Non ex.

Prospectus (regardent)

75 %

60 %



Avez-vous
un atout?
Une
compétence
particulière?

Les
prospectus



« Mordant, intelligent et sans pitié? Bien sûr! Mais je crois que mon principal atout est mon instinct de survie! »



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BrandSpark : enquête auprès de 102 980 Canadiens



- **90 %** lisent régulièrement les prospectus **imprimés**
- **26 %** lisent régulièrement les prospectus **numériques** des magasins
- Chez ceux qui lisent les **deux** formats, **7 sur 10** préfèrent les **prospectus imprimés**



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« *Les **prospectus fonctionnent** toujours et ils continuent d'avoir un **grand impact sur la vente au détail**. Ceci va un peu à l'encontre de ce à quoi on pourrait s'attendre vu la croissance des médias numériques. En fait, les prospectus **influent beaucoup sur les habitudes d'achat des consommateurs**. »*

- Robert Levy, président



(Étude auprès des consommateurs canadiens)

ADVERTISEMENT FEATURE

SPREAD THE WARMTH
Lynda Bellingham and Age UK are helping older people this winter

Touch the red marked-out areas to raise the temperature of our cover

ageuk
Empowering older life

SPREAD THE WARMTH
Lynda Bellingham and Age UK are helping older people this winter

Touch the red marked-out areas to raise the temperature of our cover

ageuk
Empowering older life

Fanta LIKE A BURST OF SUNSHINE
through a cool wisp of wind,
IT'S SWEET AND TANGY, SURPRISING AND JUICY.
IT LOOKS LIKE A SPARKLING JACKET THAT YOU CAN'T WAIT TO USE.
AND HOW DOES IT FEEL AT EVERY TURN? Like an instant whiff of a fresh bouquet of flowers in spring!
With a quick, sharp jolt of tart and a sudden burst of sugary-citrusy-sweetness,
IT LEAVES YOUR TASTE BUDS FEELING PLEASANTLY.
THEN, IT CURLS DECIDUOUSLY AROUND YOUR TASTE BUDS,
TANTALIZING YOUR IMAGINATION & TIPPED HAPPY DOWN YOUR TONGUE.
ARE YOU STILL WITH US? GREAT! CAUSE WE WOULD LIKE YOU TO TRY FANTA'S NEW TASTE, DELICIOUSLY ORANGE. YES, RIGHT NOW!

JUST TEAR OFF A PIECE OF THIS PAGE
POP IN YOUR MOUTH
& ENJOY A FANTA BY TASTING THIS AD!

Based on a laboratory analysis of the new Fanta Orange. The above text contains areas which, when you tear them apart, reveal the real Fanta Orange taste.

NIVEA 30
EXTREME
SUNSCREEN

LOLLAPALOOZA
O MELHOR DO FESTIVAL

Coloque seu
CELULAR
AQUI
E ESCUTE
o que estamos
falando

PUT YOUR MOBILE HERE

BRIET
HOW
UNCOMMON



« Plutôt que vous donner mon CV,
j'ai imprimé mon horoscope
quotidien de la dernière année.
Vous verrez que je suis une
personne d'idées et que mon avenir
me réserve de grandes choses. »

Où prenez-
vous vos
nouvelles
idées?
Donnez
des
exemples



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**Les deux principales sources
d'idées pour les courses pour
la maison sont les journaux et
les prospectus.**



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Près de la moitié des « non-lecteurs » utilisent les journaux
Le tiers des « non-lecteurs » les consultent pour les publicités

**Usage des imprimés chez les non-lecteurs
dans la dernière semaine**

Net – une catégorie	42 %
Net – lié à la publicité	33 %
Ont regardé un prospectus	24 %
Ont cherché des soldes	21 %
Ont découpé des coupons	8 %
Ont lu leur horoscope	7 %
Ont consulté la météo	7 %
Ont comparé des prix pour un article qu'ils souhaitaient acheter	7 %
Ont consulté une petite annonce	6 %
Ont consulté les horaires de films ou de spectacles	4 %

Source: Totum Research;
Canadiens 18+; n'ont pas lu ou
regardé un journal dans la
dernière semaine; novembre
2013

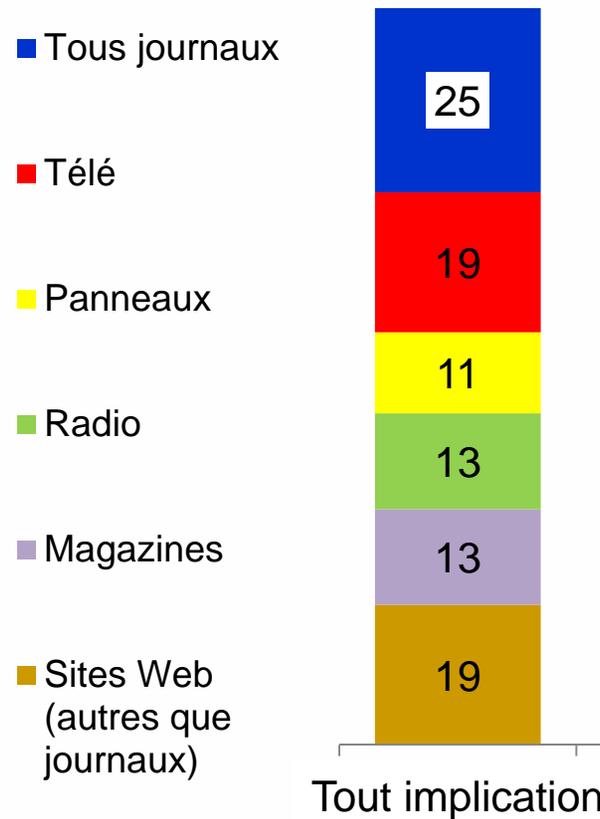


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Médias utilisés pour prendre des décisions d'achat



Les journaux :
meilleure source
pour les décisions
d'achats.

Totum Research; Canadiens 18+, août 2013

(Tout engagement : utilisent les médias pour aider dans la prise de décision d'achat)



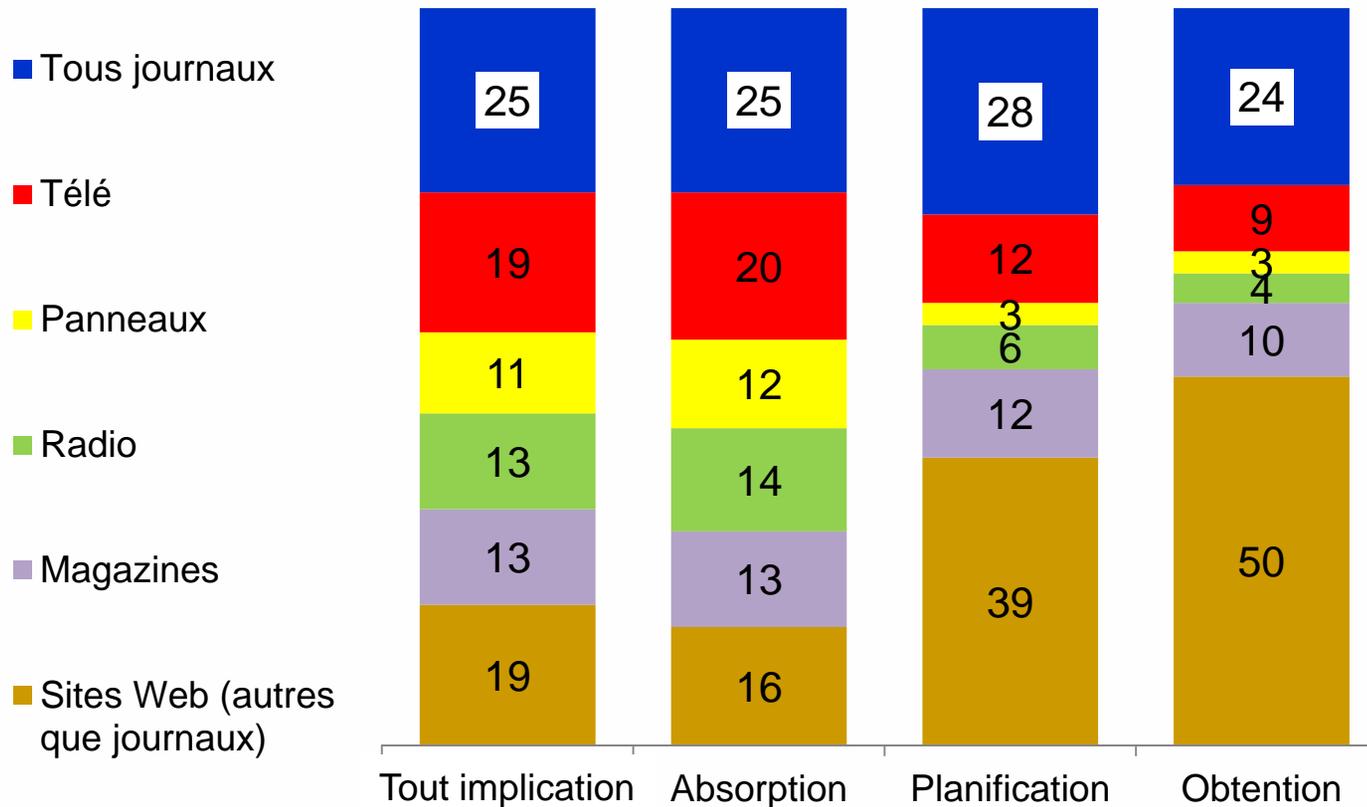
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L'influence des journaux est forte à toutes les étapes

Médias utilisés pour prendre des décisions d'achat

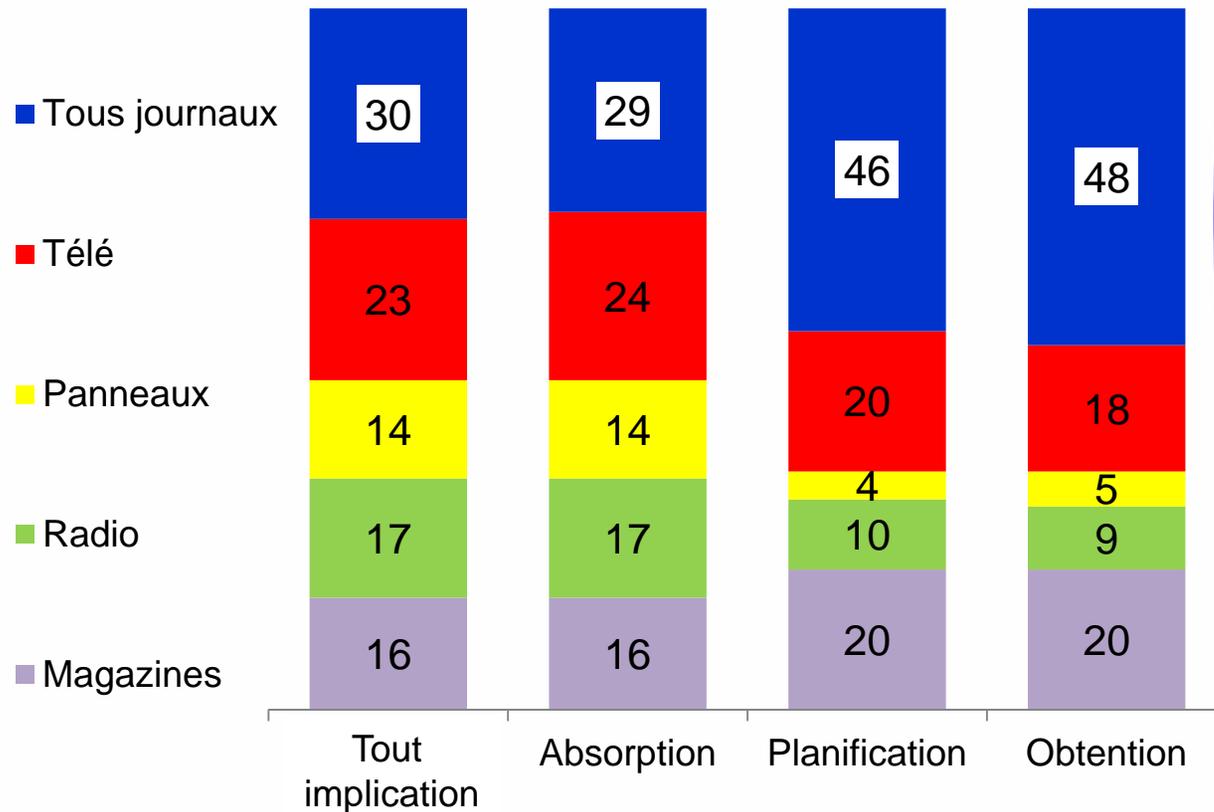


Totum Research; Canadiens 18+, août 2013 (Tout engagement – utilisent les médias pour aider dans la prise de décision d'achat; *Absorption* : voient ou entendent occasionnellement de l'information sur des fournisseurs ou des marques dans les médias; *Planification* : Utilisent les médias pour rechercher des fournisseurs ou des marques; *Obtention*: Sont prêts à acheter et à utiliser les médias pour décider où et quelle marque acheter.



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Médias utilisés pour prendre des décisions d'achat Médias traditionnels



Les journaux
influencent les
décisions
d'achat plus que
tout autre média
traditionnel.
Leur importance
augmente
lorsqu'approche
le moment de
l'obtention.

Totum Research; Canadiens 18+, Août 2013 (Tout engagement – utilisent les médias pour aider dans la prise de décision d'achat; *Absorption* : voient ou entendent occasionnellement de l'information sur des fournisseurs ou des marques dans les médias; *Planification* : Utilisent les médias pour rechercher des fournisseurs ou des marques; *Obtention*: Sont prêts à acheter et à utiliser les médias pour décider où et quelle marque acheter.

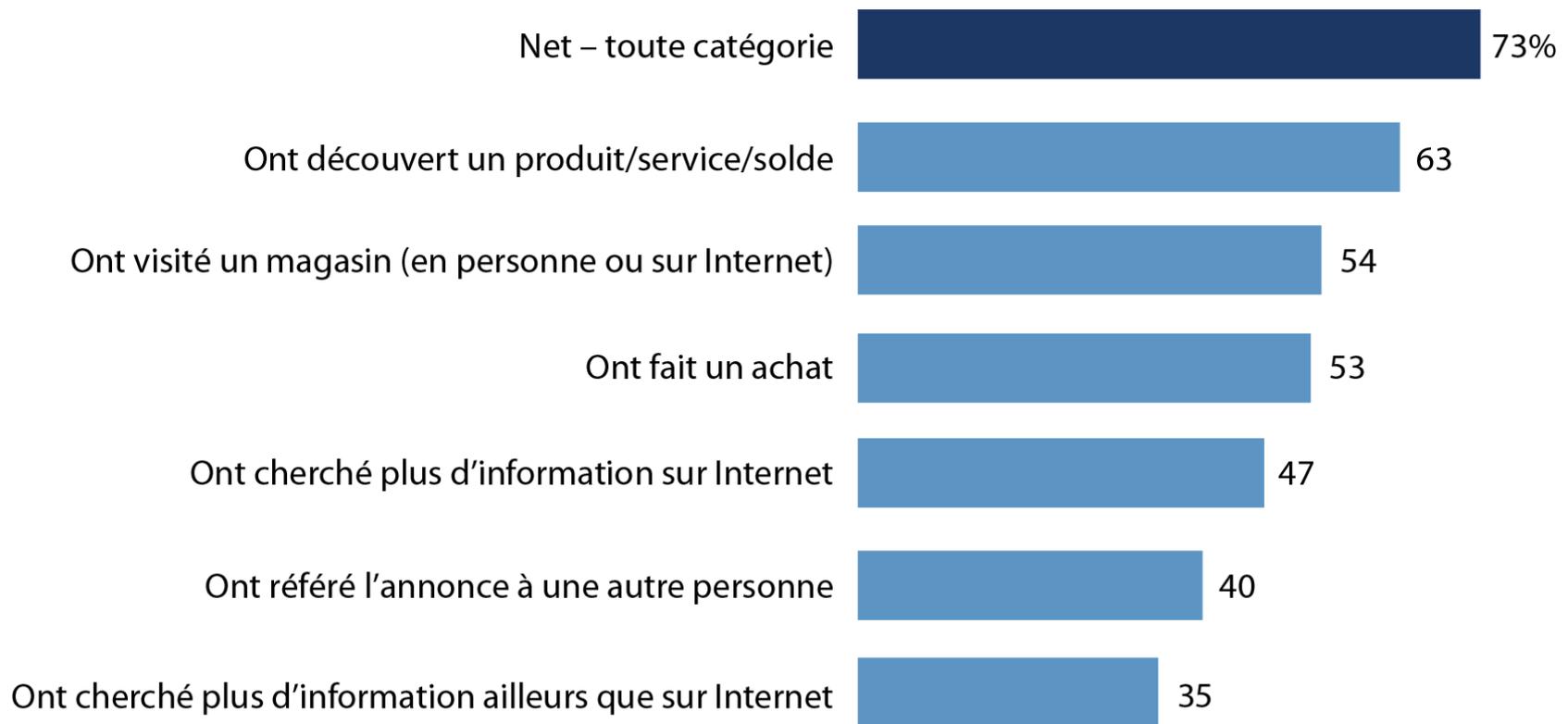


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73 % des Canadiens agissent après avoir vu une publicité dans le journal





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Marque : Dianes Lingerie (soutien-gorge Empreinte)

Situation : L'entreprise n'avait jamais annoncé

Résultats : Des acheteuses! Achalandage à la hausse
Les clientes ont demandé le soutien-gorge
par son nom, avec l'annonce en mains



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The many evolutions of the artist Sting

Q&A Singer-songwriter sat down with Metro to discuss his 30th anniversary, what he's listening to these days, and the importance of philanthropy

STING
INTERVIEW

Sting from Carlini's *Sting: The Many Evolutions of the Artist* (2013). Photo: Justin M. Sizemore/Red Bull Content Manager

Q: I want to appreciate the creative freedom I have, and the ability to do what I want to do. I've been pretty easy on myself and I always like to do something new and something else.

A: It's a beautiful experience. I think the audience has come to expect that. It's a beautiful experience. I think the audience has come to expect that. It's a beautiful experience. I think the audience has come to expect that.

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New album. Travelling overseas with Patti Smith and her music

The music of this month's feature is a collection of songs from the album *Travelling Overseas with Patti Smith and Her Music*.



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Paul Williams Still Alive — and kicking

Q&A Singer — now in his 70s — looks back in a new documentary chronicling his life



NEWS
INTERVIEW

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Cadence Weapon reveals more on buzzy third LP

Q&A Singer-songwriter reveals more on his third album, *Weapon*.



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Marque : Modèle sport Subaru BRZ
Plan : Prouver la puissance du modèle
Résultats : Tout l'inventaire fut vendu en six mois

jectif :
RIENCE
ction fr
s choix
ons un
luction
on euro
duction
créaire
aductio
uverne
raduct
raducti
Rédacti
uperLa
Stage
Traduc
Rédac
Créati
FORM
Présic
Tradu
• 4 • 201

que et
-prés
-1999
1996



TO SEE WHAT HAPPENS IF YOU
DON'T PROTECT YOUR SKIN EVERY DAY,
HOLD THIS PAGE UP TO THE SUN.

Marque : SunSense (FPS avec ingrédients anti-rides)

Plan : Lancé dans le journal 1-3 fois semaine, 4 sem.

Résultats : « La folie! » Inventaire d'un an vendu en 3 semaines



Vous en avez d'autres?

Quelles sont
vos forces?

L'implication



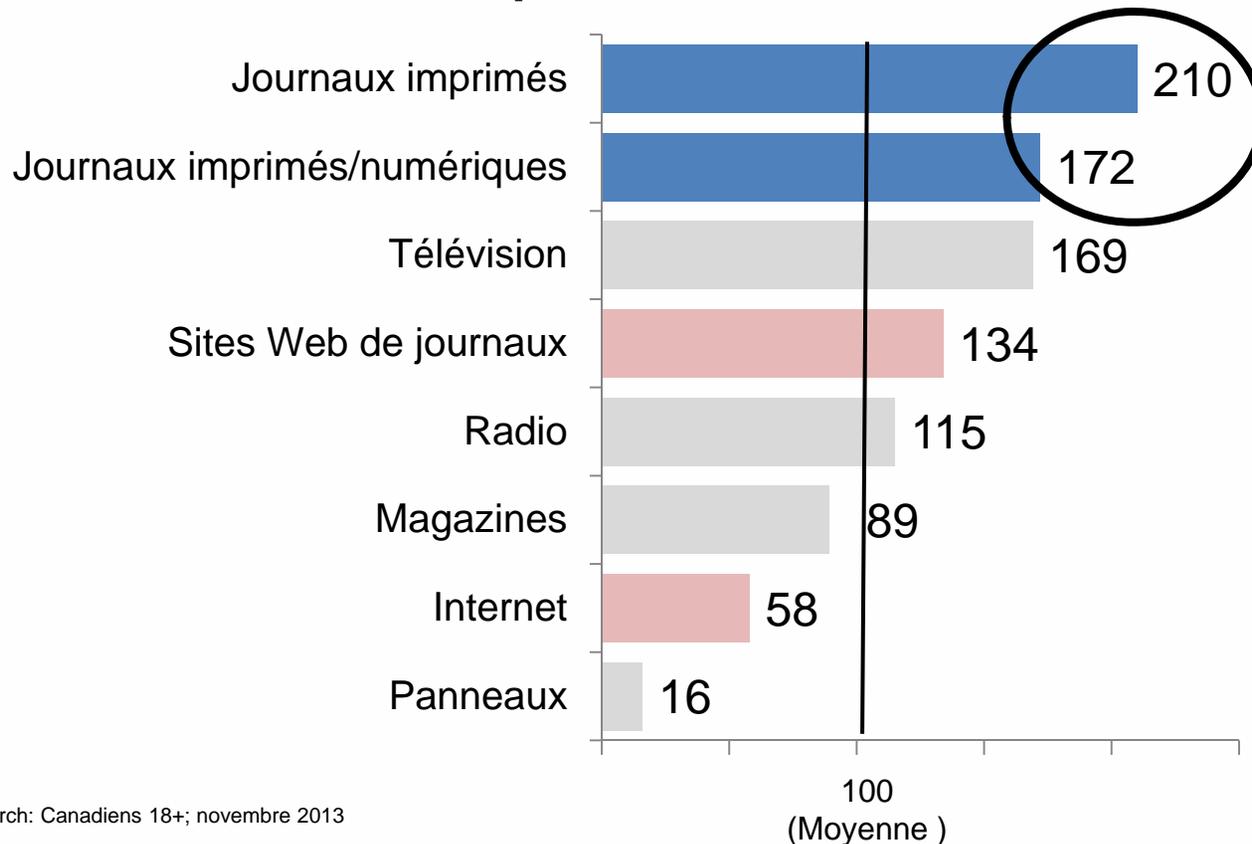
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Des Canadiens furent interrogés sur 11 catégories **d'implication avec les médias**, y compris la confiance et l'éthique, le degré d'implication que créent les médias chez les gens, la valeur ou l'inspiration qu'ils ajoutent à leur vie, et l'efficacité de la publicité

Indice d'implication avec les médias



Indice basé sur le pourcentage obtenu par chaque caractéristique entre 7 et 10 sur une échelle de 10 points, comparé à la moyenne pour tous les médias étudiés.



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Des Canadiens furent interrogés sur 4 catégories **d'implication avec la publicité**, y compris les annonces remarquées, l'information utile obtenue de celles-ci et l'influence qu'exerce la publicité sur les décisions d'achat

Implication avec la publicité	Indice
Journaux imprimés	477
Sites Web de journaux	139
Magazines	129
Télévision	119
Panneaux	26
Radio	10
Internet	-1

Indice basé sur le pourcentage de répondants d'accord avec chaque catégorie, comparé à la moyenne pour tous les médias étudiés



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Évaluation des médias : Remarquent habituellement les publicités	Indice
Journaux imprimés	213
Télévision	194
Sites Web de journaux	179
Magazines	129
Radio	88
Panneaux	82
Internet	39

Indice basé sur le pourcentage de répondants qui disent remarquer habituellement les publicités dans le média, comparé à la moyenne pour tous les médias étudiés



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Évaluation des médias : Probabilité d'achat	Indice
Journaux imprimés	246
Télévision	203
Magazines	137
Site Web de journal	91
Radio	63
Internet	43
Panneaux	29

Indice basé sur le pourcentage de répondants en accord avec : « les publicités dans ce média augmentent la probabilité que j'achète », comparé à la moyenne pour tous les médias étudiés

Intégrer



This Week's Top Toronto Star Photos

POWERED BY **Canon**
Because It Counts

Want more? See stunning photography at thestar.com/photos

Congress members want probe of Shell's Arctic drilling

Senate approves \$7.7 billion in flood funds

2013 Jetta
\$168 per month + \$1.99 per mile + \$0 down

2013 Tiguan
\$298 per month + \$1.99 per mile + \$0 down

Small prices. Big news.

Border Collie responds to the dangers of fetching sticks debate.

Beneficial
Pet Insurance

La supermodèle Gazelle s'est effondrée hier après avoir entendu un blogueur du monde de la mode dire qu'une Jetta 2013 ne coûte que 168 \$ par mois. « Ça m'a coupé les jambes, » a-t-elle déclaré aux journalistes.

Éveiller tous les sens

L'odorat



Le toucher



La vue





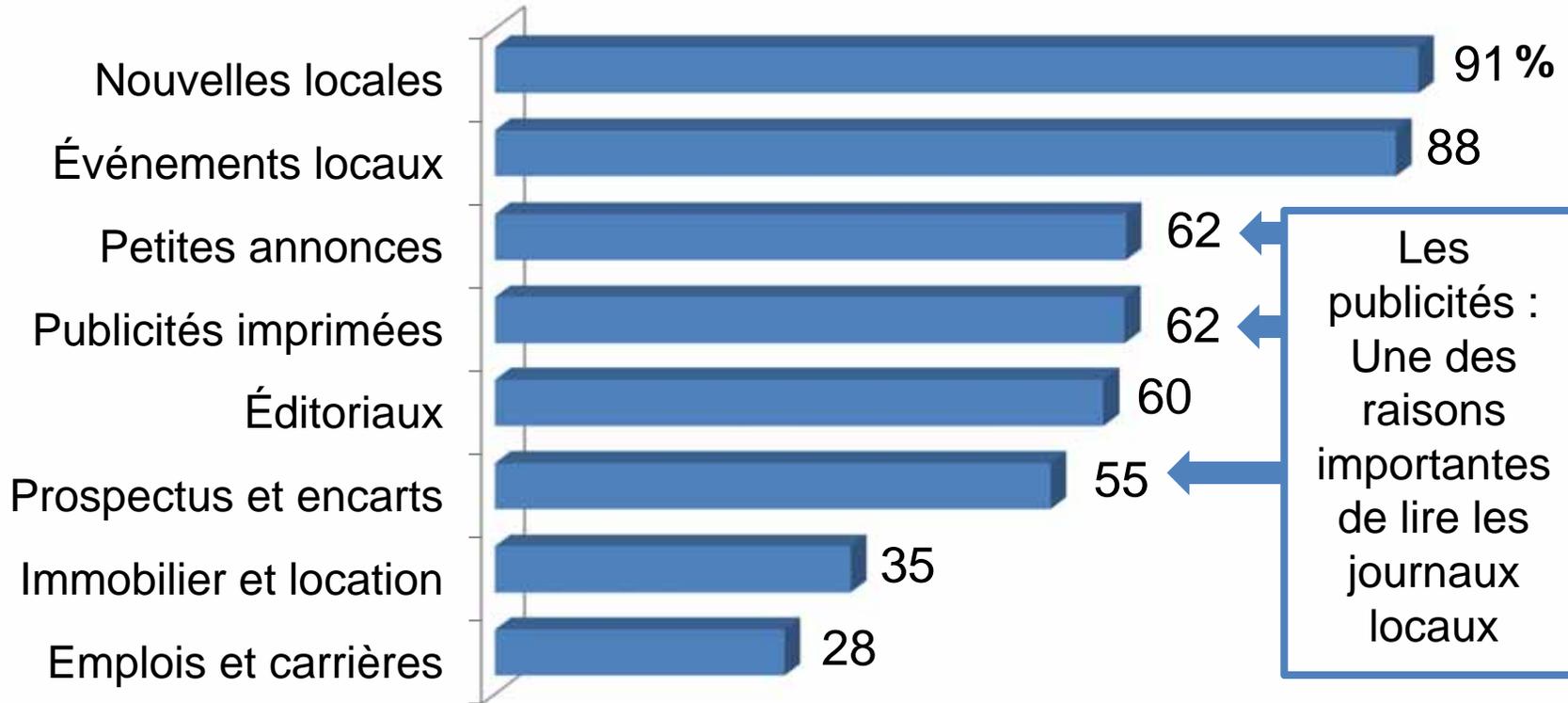
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S'impliquer localement

Pourquoi lire les journaux locaux?



SWAIN & ASSOCIATES
 CHARTERED ACCOUNTANTS INC.

ABERDEEN ROAD
 You are invited to visit us at our new office, 121 Aberdeen Road

WHAT'S HAPPENING
in Westlock
 is sponsored by: **Just add Sobeys**

EVERY MONDAY-FRIDAY in June, July & August there will be samples of medical scrubs on display for sale at the Westlock Health Care Gift Shop from 10:00 am - 4:00 pm.

EVERY MONDAY Elks Bingo every Monday night, doors open 5:30 pm, Bingo 7:00 pm at the Westlock Memorial Hall. Contact Billie 780-307-2388.

Hawaii en temps et lieu

nouveau clump crusher mascara by lashblast!

AUCUN GRUMEAU...
 MEME APRES 30 APPLICATIONS!

CONGRATULATIONS!
 George Brownridge
 for pleasing 15 women
 for an entire day!
 We were all exhausted and
 very satisfied and we
 look forward to next year...
 We all thank you!

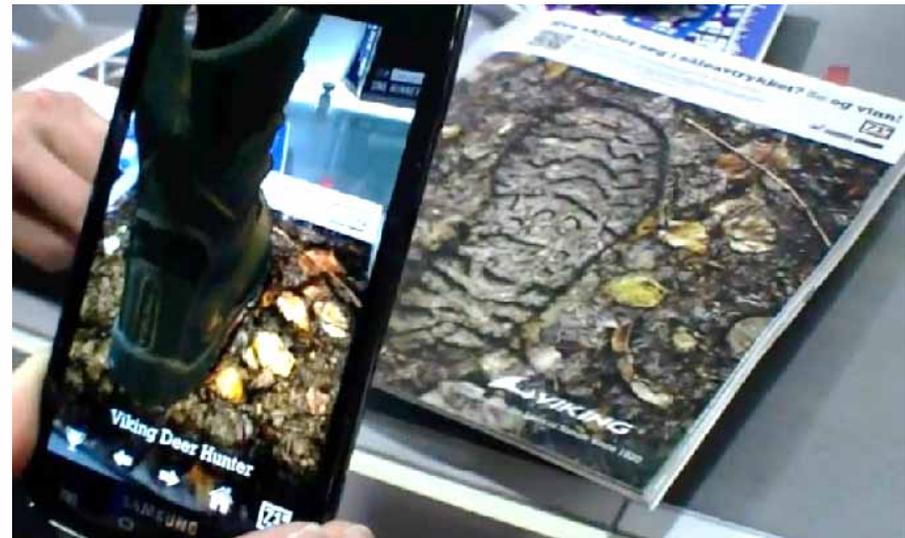
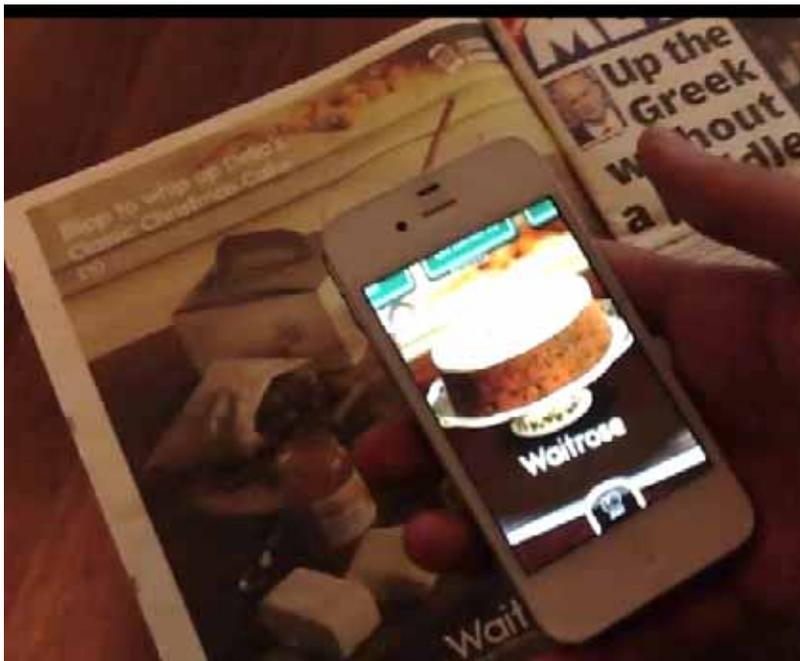




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Réalité augmentée



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Quel des 12 archétypes de Carl Jung êtes-vous?





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Console
de jeu

Tablette

Ordinateur

Mobile



Télé

Journal

Utilisateurs des
médias

d'information:

L'amoureux

Le sage

L'explorateur

Le hors-la-loi



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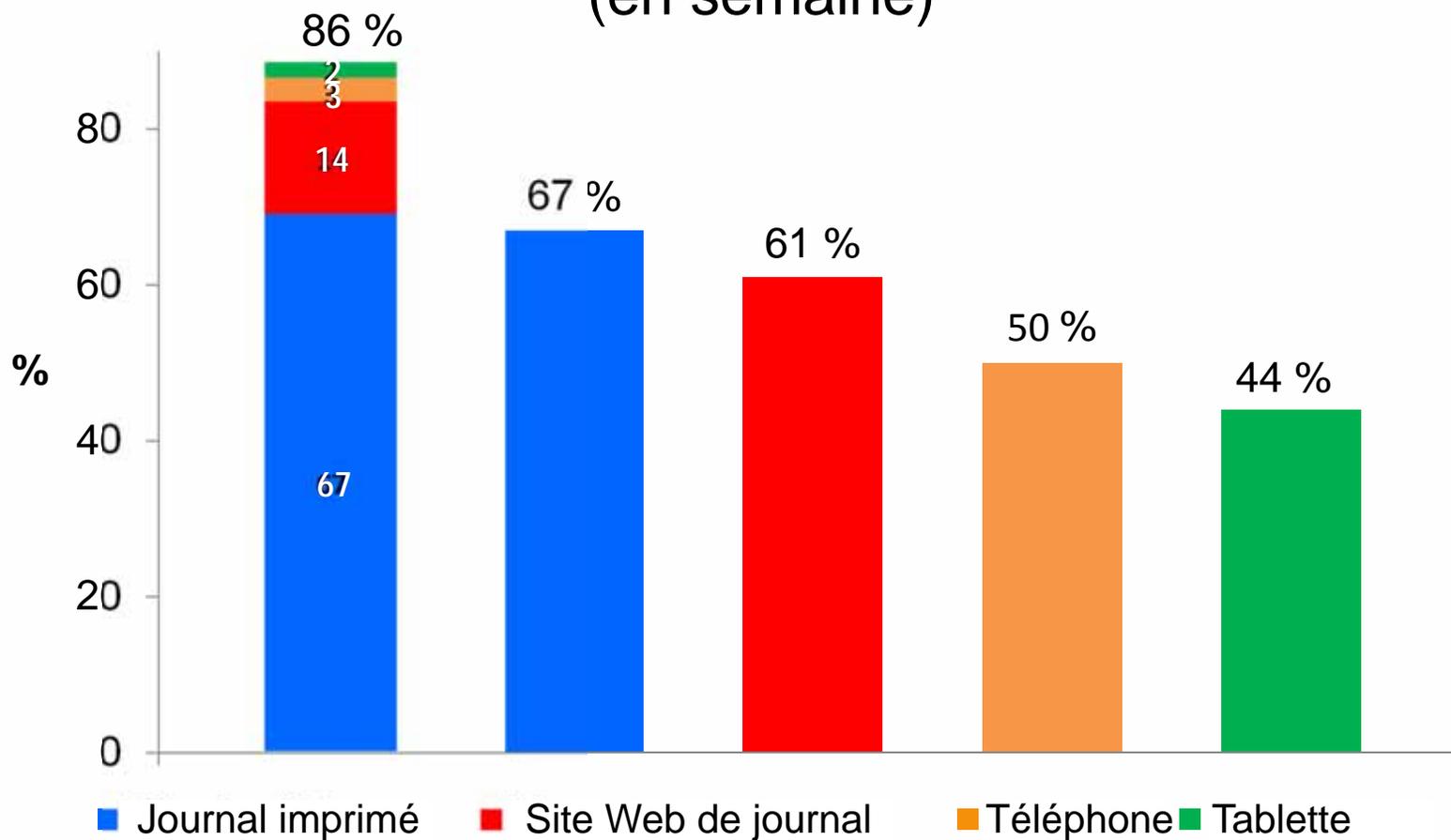
« Des gens assez scolarisés et à l'aise...
voilà précisément le marché que les
annonceurs recherchent. »

- Conrad Black dans le *National Post*



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Lectorat des journaux – toutes plateformes (en semaine)





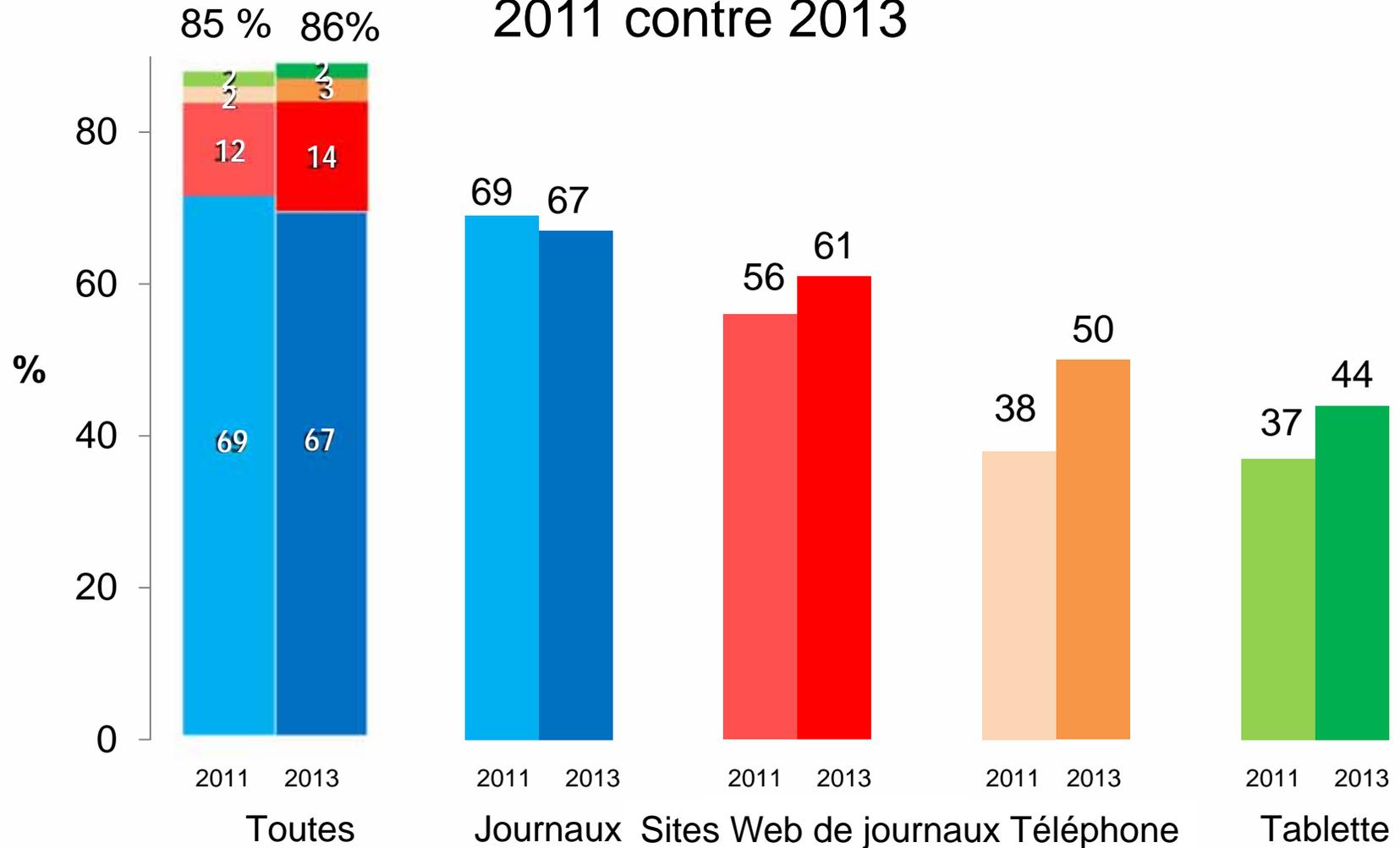
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Lectorat des journaux - toutes plateformes

2011 contre 2013

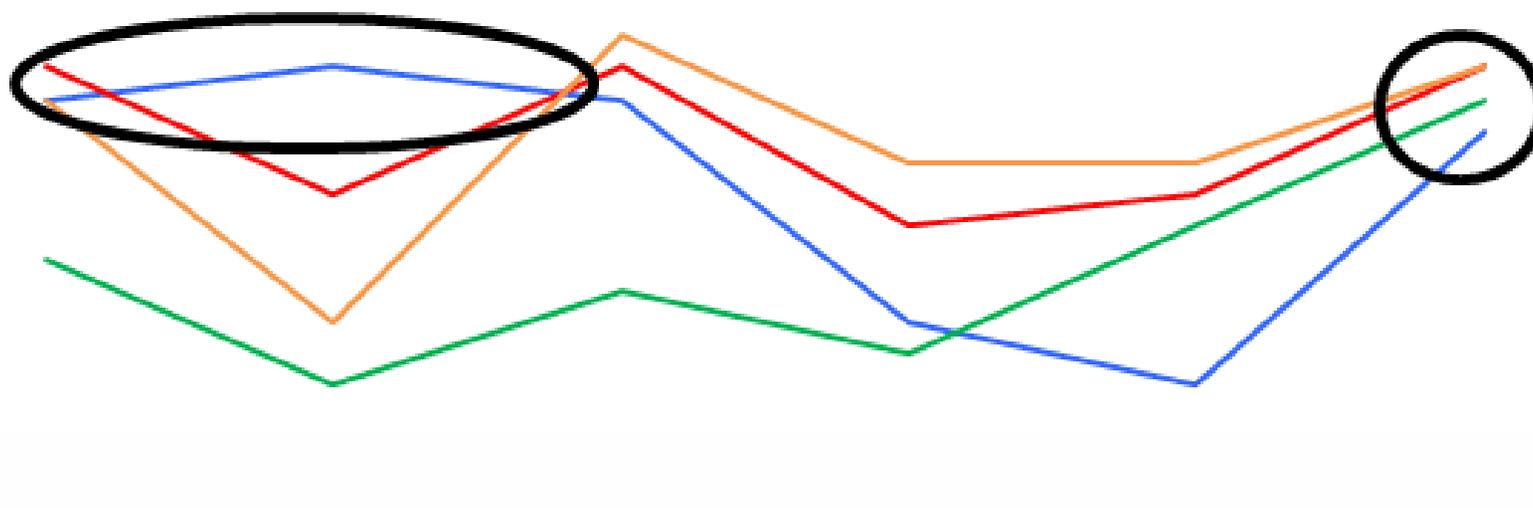


Canadiens, quel que soit le jour, novembre et décembre



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Lectorat des journaux selon l'heure



Tôt le matin Petit-déjeuner En avant-midi Repas du midi En après-midi En soirée

— Journal imprimé — Site Web de journal — Sur tablette — Sur téléphone

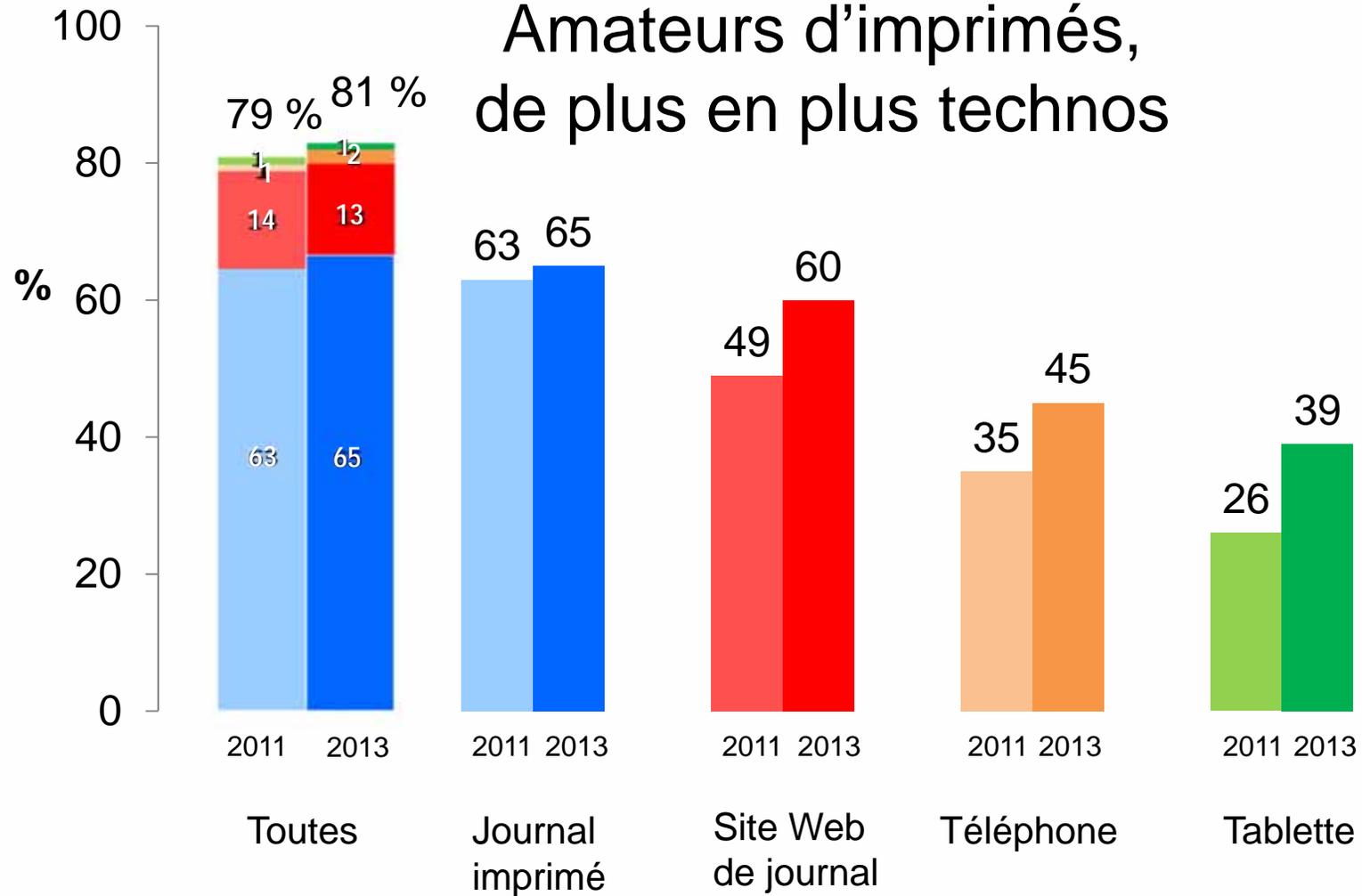


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Les *baby-boomers* Amateurs d'imprimés, de plus en plus technos



Totum Research: Canadiens 45-64 ans, jour de semaine, novembre 2013 et décembre 2011



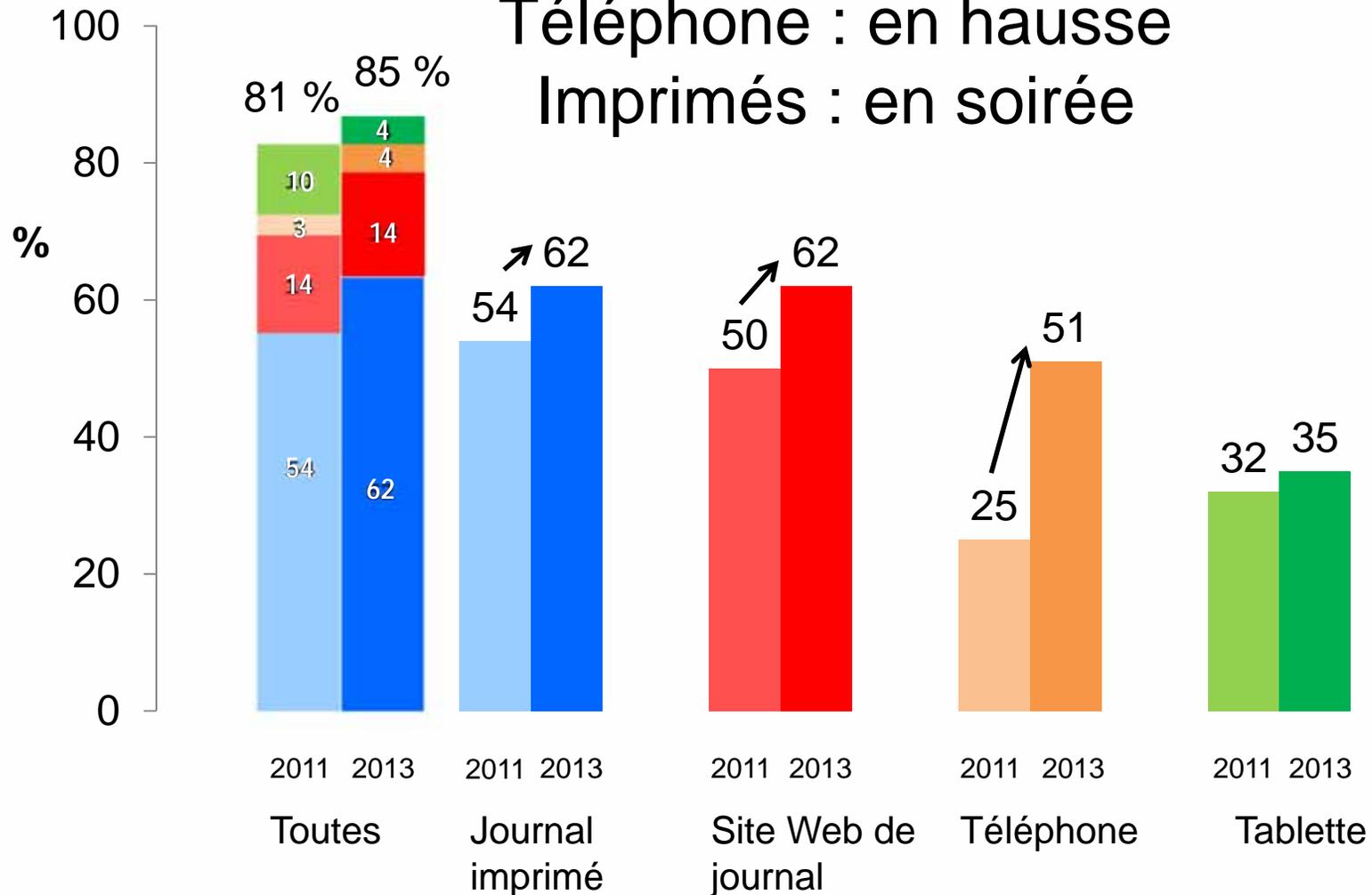
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Mères

Téléphone : en hausse
Imprimés : en soirée



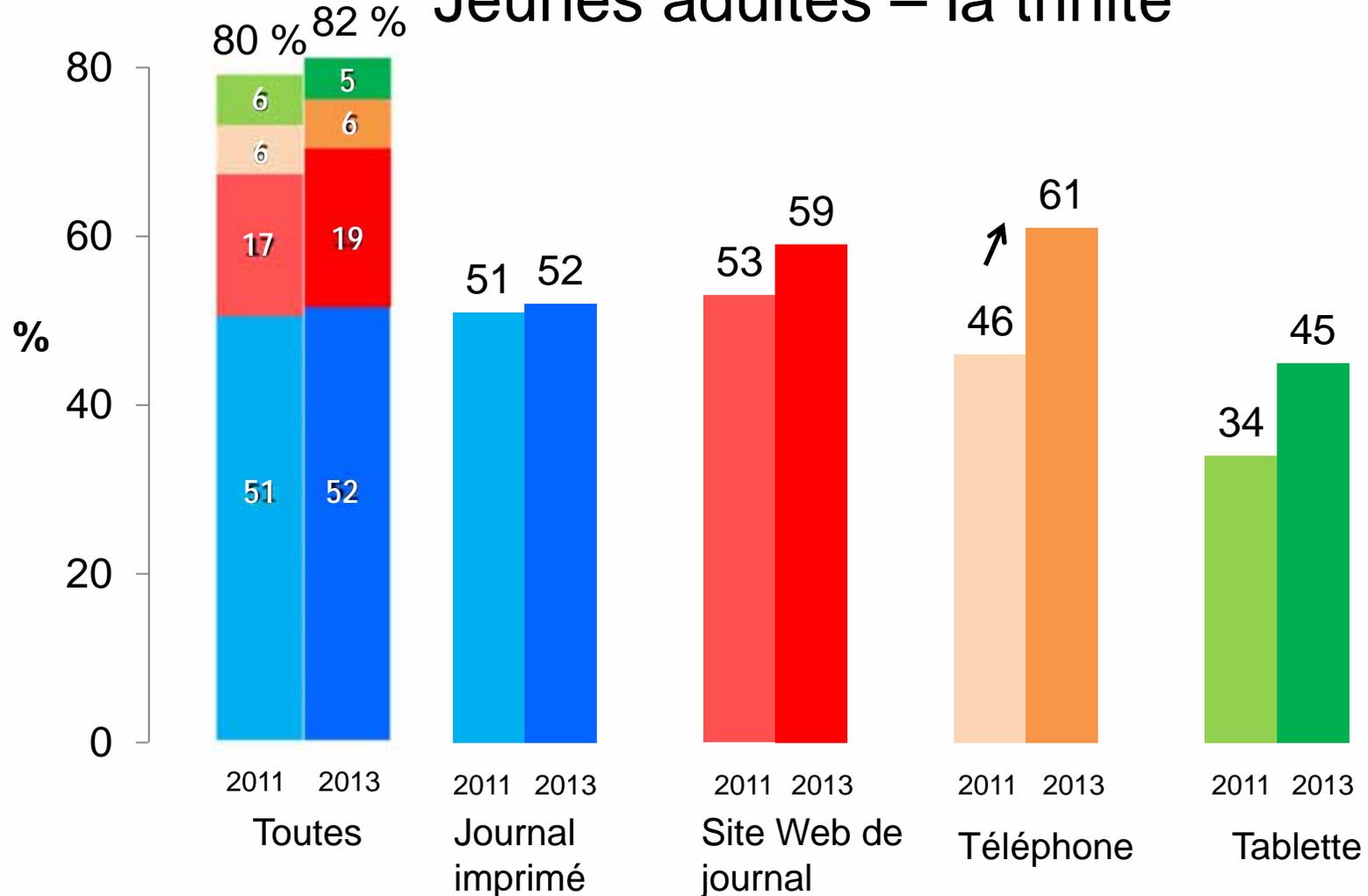


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Jeunes adultes – la trinité



Totum Research; Canadiens entre 18-34 ans, jour en semaine, novembre 2013 et décembre 2011

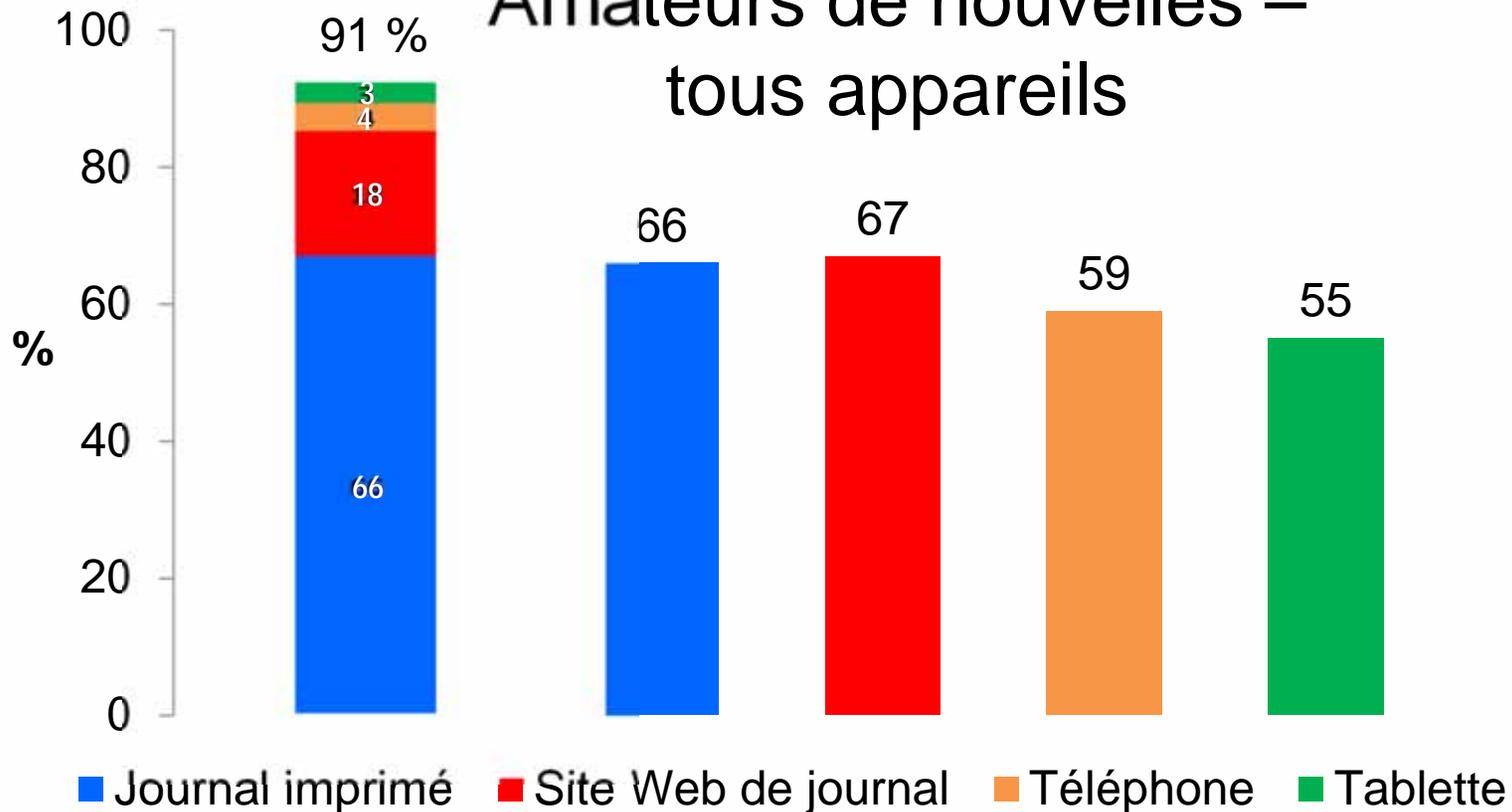


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Les influenceurs Amateurs de nouvelles – tous appareils





« Je sais influencer les autres. J'ai passé 18 ans à dire à mes parents quoi faire. »

Influencez
-vous les
autres?
Donnez
des
exemples.



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« Aujourd'hui, vos **consommateurs les plus primés ne sont pas** nécessairement ceux qui **font le plus d'achats uniques** mais ceux qui vous donnent la plus grande valeur sociale en **influençant les autres et en les persuadant de devenir vos clients.** »

- Ed Keller, PDG





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« Le score Klout* n'équivaut pas à l'influence réelle »

(* :niveau d'influence en ligne)

... Les **influenceurs** sont des **amateurs d'information** ... ces personnes sont **davantage** représentées dans les auditoires des **médias imprimés** et des **éditeurs en ligne**, plus que dans les auditoires de Facebook et de Twitter... **Il faut cibler les influenceurs par le biais des médias qu'ils utilisent.**

« *How Influence Works* », Admap

Pourcentage des gens qui donnent des conseils et des recommandations

Influenceurs Public

Alimentation/Restaurants	77 %	36 %
Pub. détail/Vêtements	61	25
Médias/Divertissements	59	26
Boissons	56	24
Technologie	55	26
Sports/Passe-temps	52	21
Soins personnels/Beauté	50	21
Santé/Soins de santé	48	22
Produits pour la maison	46	19
Automobile	41	19
Affaires publiques/Politique	41	18
Foyer	40	16
Télécommunications	40	15
Produits pour enfants	37	18
Services financiers	37	17
Services voyage	31	12

Admap, « *How Influence Works* », décembre 2012



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Les influenceurs

- Lecteurs de médias d'information!
- Lisent 7,3 fois par jour (30 % > en moyenne)
(Imprimés 2, en ligne 3, tablette 1, téléphone 1)
- 1/3 chez les 25-34 et 1/3 chez les 45-54
- ♂ et ♀ au travail, revenus plus élevés

Lecteurs de journaux imprimés :

La moitié ont référé une annonce à quelqu'un d'autre

33 % de plus
que la
moyenne

Lecteurs de sites Web de journaux :

La moitié ont référé une annonce à quelqu'un d'autre

50 % de plus
que la
moyenne

Lecteurs de journaux (imprimés et sites)

7 sur 10 ont référé une annonce à quelqu'un d'autre

38 % de plus
que la
moyenne

En Chine, un père embauche un tueur à gage virtuel pour « tuer » son fils dans des jeux sur Internet afin qu'il puisse trouver un emploi

Par Becky Evans, mis à jour à 9 h 29 le 8 janvier 2013



Est-ce que
la
technologie
vous
allume?



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Comment les utilisateurs d'Internet découvrent de nouveaux produits :



Les journaux,
la télévision et les magazines
sont les trois médias de choix



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Les lecteurs de journaux numériques ont
« le doigt sur la gâchette ».
62 % d'entre eux souhaitent interagir avec
la publicité; ils aiment cliquer.



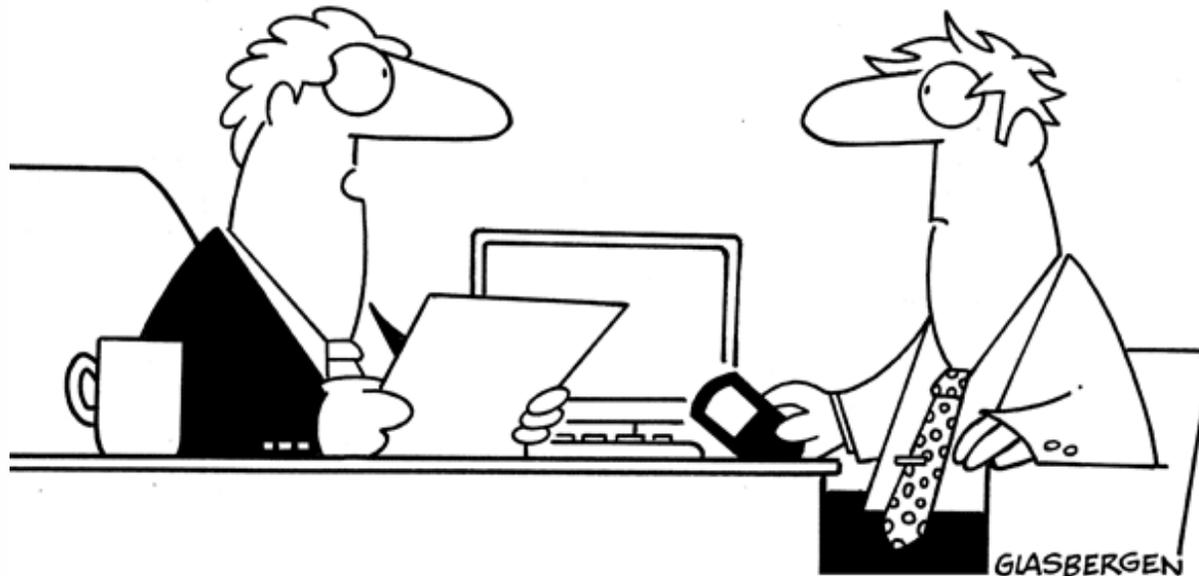


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Avez-vous de l'expérience avec les appareils mobiles?



« Votre téléphone intelligent est surqualifié. »

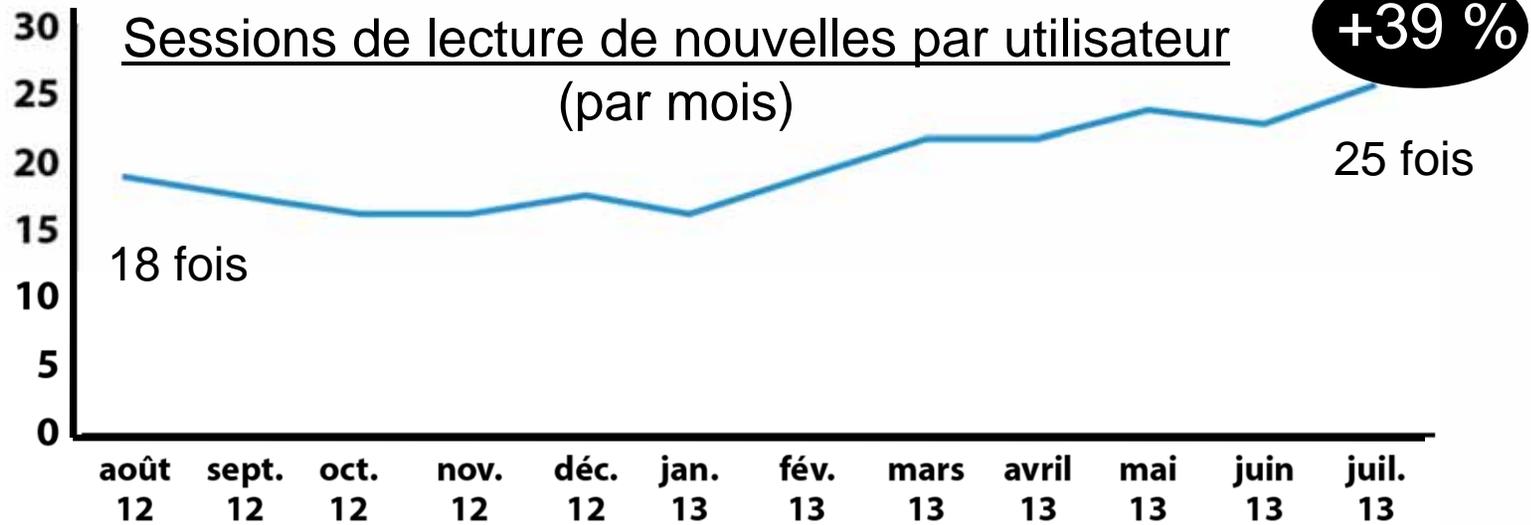


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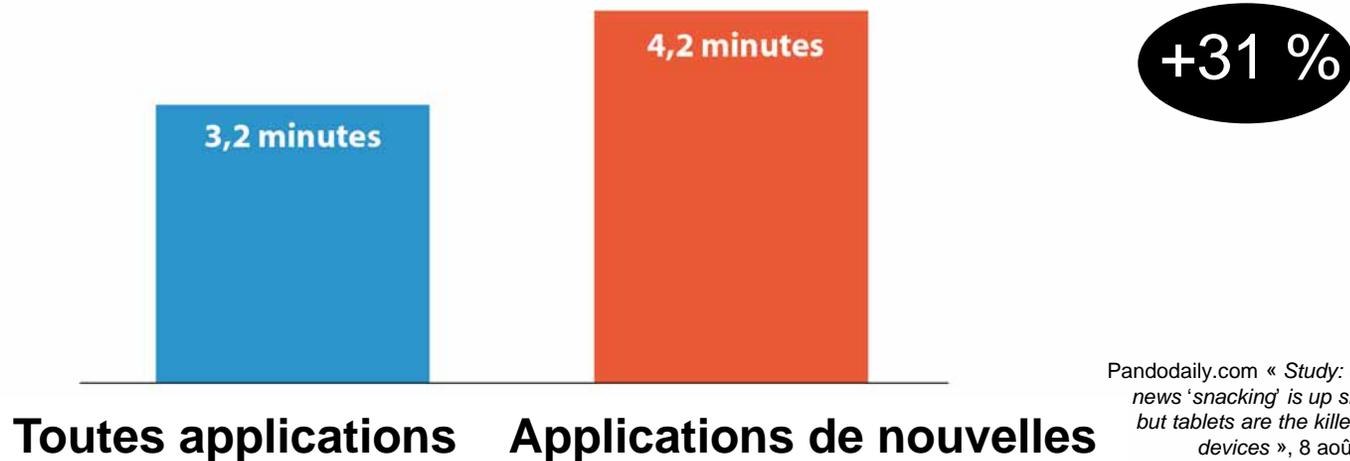
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Les applications de nouvelles : bien accueillies



Temps passé par jour



Pandodaily.com « Study: Mobile news 'snacking' is up sharply, but tablets are the killer news devices », 8 août 2013



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Les lecteurs de journaux sur les appareils mobiles consultent les sites, les applications ou les courriels des journaux quatre fois par jour!



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50 publicités mobiles ciblant plus de
40 000 consommateurs

*« Les publicités fonctionnent non pas en
fournissant de la nouvelle information, mais
en **rappelant** plutôt aux consommateurs
l'information ou la connaissance
qu'ils ont déjà du produit. »*



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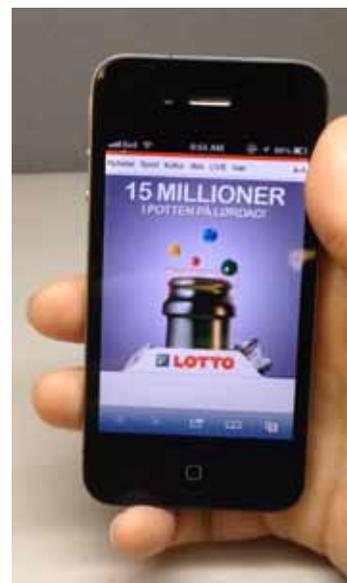
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Cube



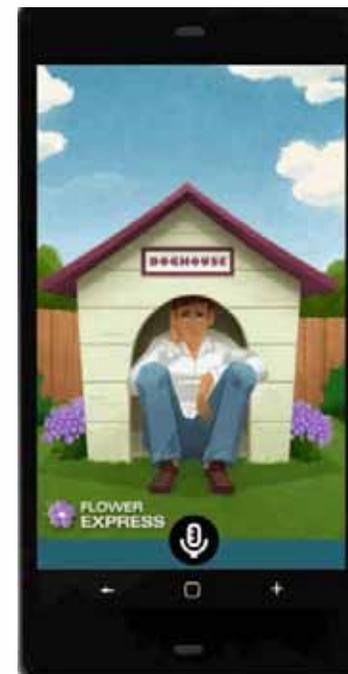
Secouer



Glisser



Son interactif
« Nuance »





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Les lecteurs de journaux sur tablettes
consultent les sites Web ou les applications de
journaux **quatre fois par jour!**



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Lecture des journaux sur tablettes

- **Neuf lecteurs sur 10 aiment les éditions sur tablettes**
- **Deux lecteurs sur trois lisent quasi toutes les pages**
- **L'impact des publicités sur tablettes est aussi puissant que celui des publicités imprimées**
- **Le rappel des publicités vidéo est 27 % plus élevé sur les tablettes qu'à la télévision**



Inma.org, « Digital newspaper: same advertising impact and so much more », 26 mars 2013;
gigaom, « Viewers recall ads best when they watch them on tablets: Study », 23 août 2013



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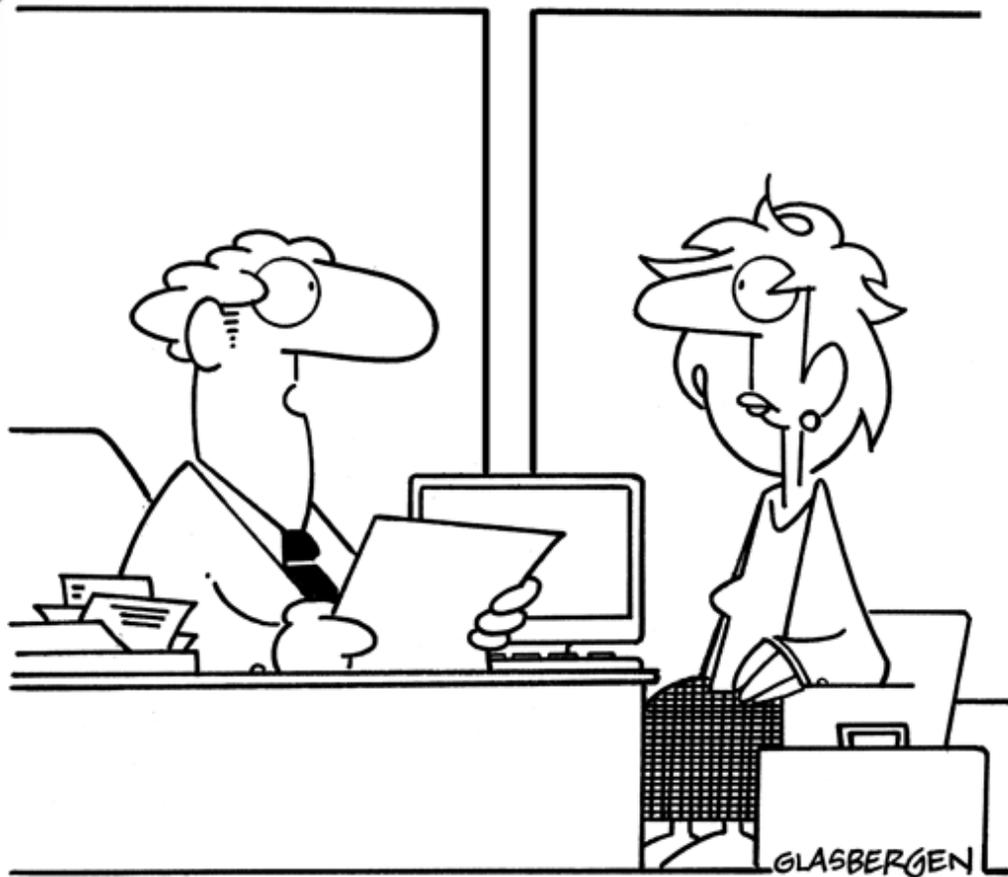
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Qu'en est-il
de vos
habiletés
multimédia?

« Pour l'instant, nous n'embauchons
que des jumeaux : un pour le bureau
et l'autre en copie sur le nuage. »



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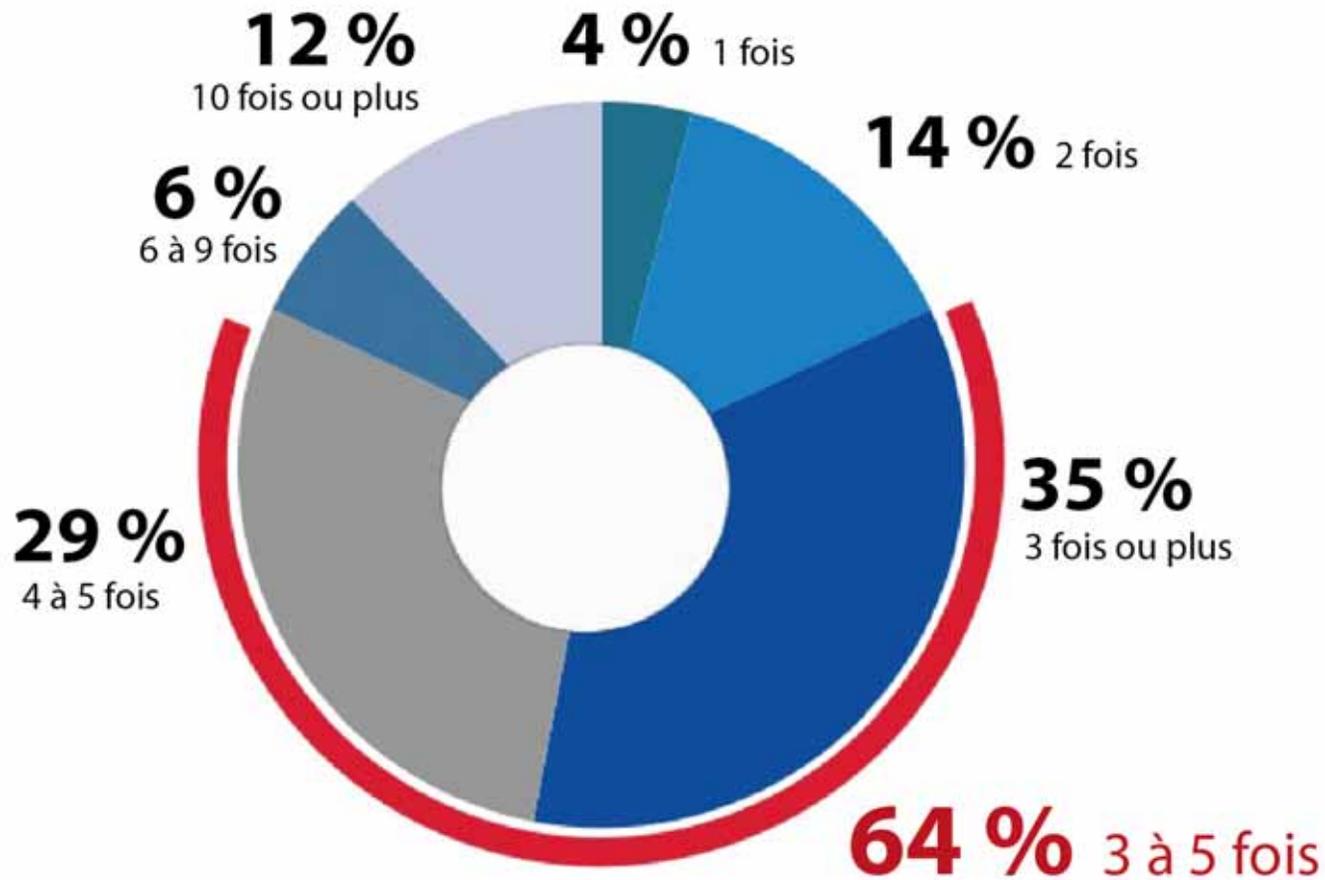


Selon la recherche, les lecteurs de journaux, toutes plateformes confondues, sont plus au fait des publicités et ont un meilleur rappel des marques. Les interactions multiples avec une annonce, quelle que soit la plateforme, font croître l'efficacité publicitaire.



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Deux consommateurs sur trois
doivent avoir entendu l'information livrée par une entreprise
entre **3 et 5 fois** avant d'en **croire** le message



Magazine : 44 pages



: Idées



Publicités dans le journal – couverture + pages internes



Email





: Motive
les achats



ourt on Tuesday strengthened the power of the
ommission to block hospital mergers, issuing an
ould limit the ability of public hospital authorities to
y from federal antitrust laws.

pears to
Soybean
(13)

on Overall
Donations
(13)

when they join forces with other health care providers
d accountable care organizations, as called for in the
law.

FACEBOOK

TWITTER

GOOGLE+

SAVE

E-MAIL

SHARE

PRINT

REPRINTS

MIA
WASIKOWSKA

What's Popular Now

China's Army Is
Seen as Tied to
Hacking
Against U.S.



Long Prison
Terms Eyed as
Contributing to
Poverty



"I think this is going to limit one of the lines of defense that the A.C.O.'s will have," said David Dranove, professor of health industry management at the Kellogg School of Management at Northwestern University.

Various hospitals are merging now, often arguing that combining broadens the range of services and makes them more efficient. But consolidation can also increase the hospitals' leverage with insurance companies, leading to higher prices.

In the Georgia case, the F.T.C. had tried to block the acquisition of HCA Holdings' Palmyra Medical Center by Phoebe Putney Memorial Hospital, which is owned by the Hospital Authority of Albany-Dougherty County.

States are generally exempt from federal antitrust laws, and that immunity can extend to local governments. Both the Federal District Court in Georgia and the Court of Appeals for the 11th Circuit ruled that the Albany deal was exempt because it was under the auspices of the county hospital authority.

But the Supreme Court said that local governments qualify for antitrust immunity only when they are acting pursuant to a clearly articulated state policy to limit competition.





The picture.

The 1,000 words.

Is a picture really worth a 1,000 words? And if so, wouldn't it be helpful to see the proof once in a while?

An article or a 100 million of them's not a bad idea with a picture. It's a picture to promote the use of images in advertisements.

Standard, an amazing picture can tell us the most interesting story about your car. That picture is the only one you'll see. So don't miss it.

The picture, giving you a complete, because you're seeing the car in its natural habitat. It's not just a car, it's a lifestyle. It's not just a car, it's a lifestyle. It's not just a car, it's a lifestyle.

And why not? The most interesting and exciting picture about your car is the one that shows it in its natural habitat. It's not just a car, it's a lifestyle. It's not just a car, it's a lifestyle.

So, don't miss it. It's the most interesting and exciting picture about your car. It's not just a car, it's a lifestyle. It's not just a car, it's a lifestyle.

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So, when it comes to cars, we've had a lot of experience. The Accord has also been completely redesigned to help make more space and luxury.

At all, the all-new Accord has more driving fun. But how about getting your picture?

The substance.
There are plenty of reasons to look up the Accord, starting with its performance.

At the very heart of this is Honda's all-new Earth Dreams™ Technology. An all-in-one engineering solution that reduces friction, weight and increases efficiency. Resulting in an engine and transmission that delivers more torque while still delivering a smooth driving experience that doesn't come at the expense of fuel efficiency or performance.

So, when it comes to cars, we've had a lot of experience. The Accord has also been completely redesigned to help make more space and luxury.

At all, the all-new Accord has more driving fun. But how about getting your picture?

The style.
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the best, giving you an improved driving angle of opportunity for safety, and visibility of all the important things you need to know.

At all, the all-new Accord has more driving fun. But how about getting your picture?

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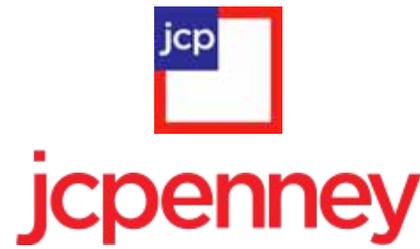
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Mexico Votes to Pry Open Its Venerable State Oil Monopoly
By RANDAL C. ARCHBOLD and ELISABETH MALKIN 2:03 PM ET
Mexican lawmakers on Thursday approved a proposal to open Mexico's energy industry to private investment after 75 years.
19 Comments

House Set to Vote on Budget, With the Right Still in Dissent
By JONATHAN WEISMAN
A bipartisan deal that would reverse spending cuts has support from Republican leaders and is expected to pass, but conservatives are mustering opposition.
• Ryan Takes Fire From Conservatives for Budget Deal

In Rule Fight, Reid Counters Delay With Senate All-Nighter
By JEREMY W. PETERS
Harry Reid of Nevada, the majority leader, kept the Senate in session through Wednesday night and into late Thursday morning, part of a continuing battle

Ukraine's East Prefers Putin to Protesters
By ANDREW ROTH 1:29 PM ET
In industrial Ukraine, the base of support for President Viktor F. Yanukovich, the movement in Kiev is frowned upon. Above, protesters near a newly erected barricade in Kiev.

Gun Country
By CATRIN EINHORN
Photography by TOOO HEISLER
The United States continues to love and revile its

The Opinion Pages

PRIVATE LIVES Have We Met?
By MARK HERRMANN
I'm bad with faces. But it's not my fault.

OP-ED | JULIA BAIRD Snooping Derails Diplomacy
The feud between Australia and Indonesia has serious consequences.

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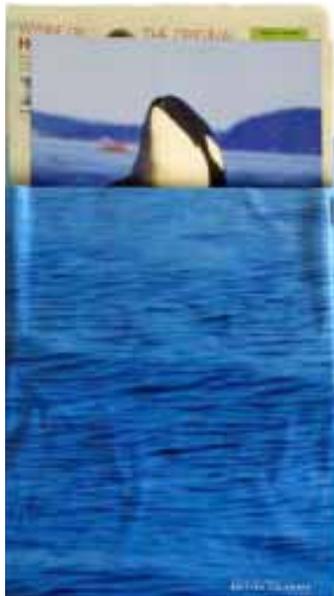
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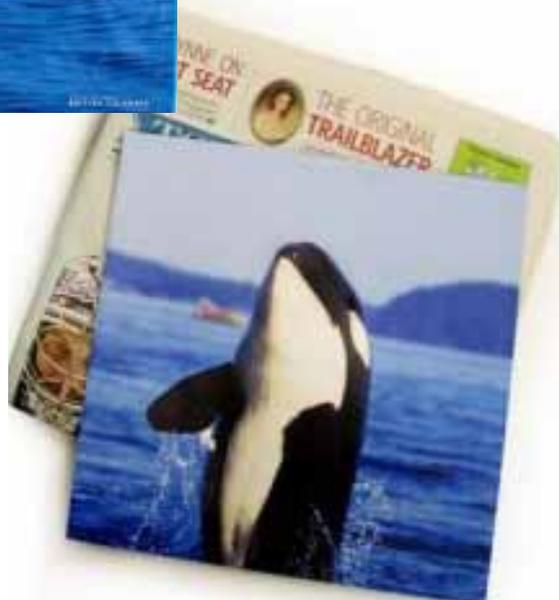


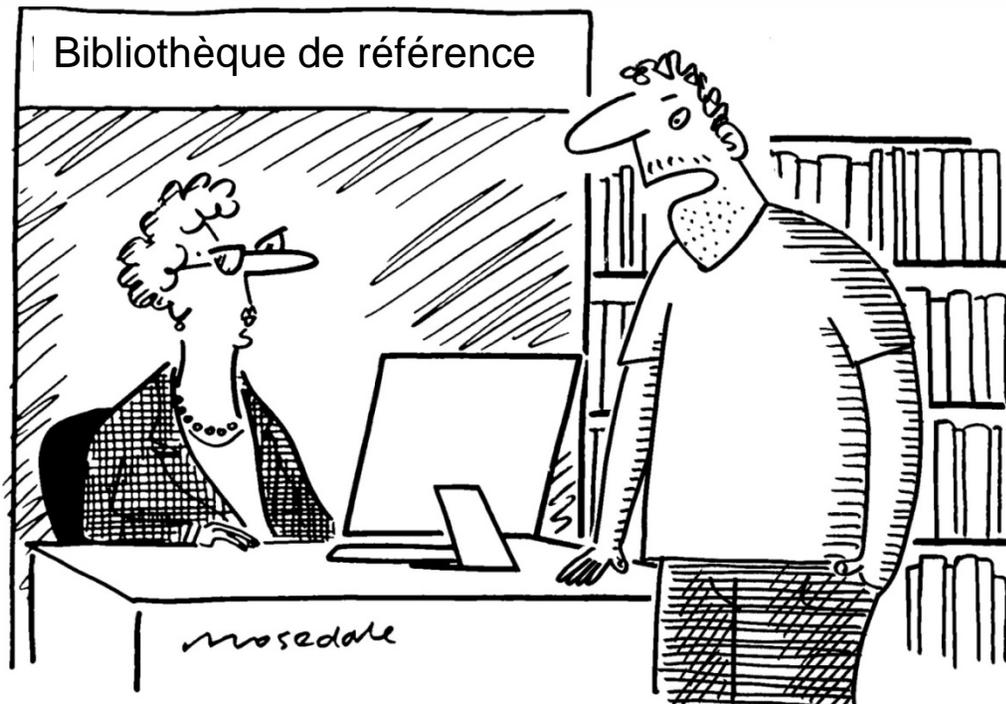
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-a appuyé le journaliste Glenn Greenwald sur un site de nouvelles

Chris Hughes, le co-fondateur de Facebook

-a acheté *The New Republic*

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