

## EDITORIAL PROFILE

### L'actualité: Leadership that Delivers Readership

**L'ACTUALITÉ HAS BEEN AN IMPORTANT PART OF CULTURE AND PUBLIC OPINION IN QUEBEC—AND IN CANADA—FOR MORE THAN 25 YEARS. DURING THIS TIME, THE MAGAZINE HAS BUILT A DEDICATED READERSHIP THROUGH THE USE OF GROUND-BREAKING JOURNALISM, COMPELLING PHOTOGRAPHY AND VIBRANT ILLUSTRATION.**

*L'actualité's* mandate is to explore all aspects of change, wherever it occurs—at home, across the nation or around the world. The only French-language current affairs magazine in the country, *L'actualité* consistently leads other media in interpreting the news in a manner that's both timely and relevant.

With intriguing articles, comprehensive special reports, revealing portraits, exclusive interviews and provocative columns, the magazine probes ideas and inspires debate. It asks the tough questions of politicians, policymakers, business people and scientists—and it gets real answers.

*L'actualité's* success is due, in part, to its ability to balance a precise focus on key events with coverage of a broad range of topics. In addition to national and international news, each issue surveys the rich cultural landscape of Quebec, reviewing dance, literature, music, theatre and more.



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*L'actualité* zeros in on the crucial stories its readers need to know about, providing them with unmatched insight into emerging trends and important issues. With more than 500 awards, the publication's critically acclaimed team of editors, journalists and artists is widely recognized as among the best in Canada. Because of this, *L'actualité* draws readers from all segments of Quebec society—and represents the single best way to reach that audience.