



# NEWS *release*

## **FOR IMMEDIATE RELEASE**

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### **ENVISION: SEEING BEYOND MAGAZINE APPLIES FOR ABC MEMBERSHIP**

Laval, QC (January 10, 2012) – *Envision: seeing beyond*, an optical trade magazine distributed across Canada, has applied for membership in the Audit Bureau of Circulations.

Breton Communications, publisher of professional magazines and directories serving the eyecare industry since 1994, launched *Envision: seeing beyond* in May, 2011. “The optical world is made up of a variety of individuals; opticians, optometrists, ophthalmologists, and other stakeholders... our bimonthly magazine covers the multitude of challenges and realities faced by all of these professionals on a daily basis,” said Martine Breton, publisher. “A publication with a broad scope and international flair, *Envision: seeing beyond* is a premier optical magazine also offered in a digital format. ABC’s position as an innovative industry leader, along with their reach across North America, is a perfect fit for us. While we have always implemented a number of safeguards to ensure the most accurate distribution possible, applying to ABC is the natural and logical next step in providing our advertisers the transparency and integrity they have come to expect from us.”

Michael J. Lavery, ABC’s president and managing director, said, “Today’s media marketplace is more competitive than ever before. In addition, advertisers are demanding increased accountability from the media they use. Publishers need every marketing edge to meet these challenges. We are pleased that *Envision: seeing beyond* recognizes that ABC will assist in achieving the objectives of publishers and advertisers. We welcome their application for membership.”

ABC is a forum of North America's leading magazine and newspaper publishers, advertisers and advertising agencies. The organization provides credible, verified information essential to the media buying and selling process. ABC maintains the world’s foremost online database of audited circulation information and a growing array of readership, audience and Web site usage data. ABC’s digital arm, ABC Interactive, is one of the world’s leading independent auditors of Web sites and digital ad-based technology. To learn more, visit <http://www.accessabc.ca>.

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