



espaces



THE DOMINANT BRAND FOR QUEBEC'S ACTIVE PEOPLE



2019 MEDIA KIT

OUTDOORS+ADVENTURE+DISCOVERY
PRINT+DIGITAL+WEB+SOCIAL MEDIA

A MULTICHANNEL DISTRIBUTION NETWORK

In their living rooms and offices, in public transit or at their massage therapists, our readers are reached in many ways:

Print magazine + Digital magazine (all platforms) + Espaces+ app (iOS and Android) + Website + Social media + Events

QUALITY AND INFLUENCE

The editorial team knows its readers like its own family and publishes useful, inspiring and entertaining content every day. Its quality and influence are recognized. And powerful analytical tools provide accurate data on the appreciation and engagement for each publication.

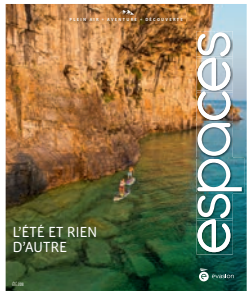
VALUABLE DATA, PROFITABLE SURVEYS

Accurate statistics from independent sources are available for each platform (Vividata, Verified, Google Analytics, Facebook Audience).



A POWERFUL ECOSYSTEM

The Espaces brand guides and inspires Quebec's active community. Our editorial team maintains a constant dialogue on several platforms, each with powerful statistical tools.



PRINT AND DIGITAL MAGAZINE

100 000 COPIES
299,000 READERS PER ISSUE
60% MALE 40% FEMALE



espaces.ca

NEARLY 1,000,000 USERS/YEAR.
A 71% INCREASE OVER 12 MONTHS.
55% FEMALE / 45% MALE



APP ESPACES+

+ 34,000 DOWNLOADS
(1-12-17 TO 5-31-18)



FACEBOOK

+ 33,000 FANS (MAY 2018)



NEWSLETTER

+ 49 000 SUBSCRIBERS



PRINT AND DIGITAL

QUEBEC'S BIGGEST OUTDOOR MAGAZINE

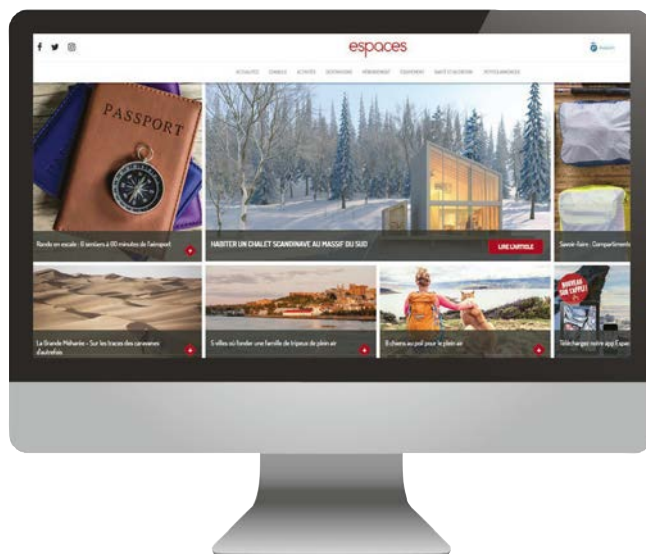
Espaces is Quebec most important source of outdoor content since 1995. With clean graphics, inspiring editorial content and a team of seasoned editors, Espaces magazine is read, appreciated and recommended.

A TARGETED AND AUDITED DISTRIBUTION NETWORK

Guaranteed minimum: 70,000 copies.
Distribution audited by Verified.

Espaces is available in specialty shops (sports, outdoors, bike, travel), parks, universities, bookstores, sports centres, as well as in some cafes and public places. Espaces is also distributed directly to some large private companies.

100 000 COPIES | 299,000 READERS/ISSUE | 60% MALE / 40% FEMALE | AVERAGE AGE : 44 | AVERAGE INCOME : \$75,000



WEB

SIGNIFICANT GROWTH. A DOMINANT PRESENCE.

1,689,000 SESSIONS 71% INCREASE

987,000 USERS 51% INCREASE

2,305,000 PAGES VIEWS 48% INCREASE

From Juin 1st, 2017 to May 31st, 2018 / Source: Google Analytics

INFLUENTIAL CONTENT

91% of Espaces's digital readers are influenced by published texts when it comes to choosing their outdoors destination.

Source : Hotjar survey, May 2018

AN INEXHAUSTIBLE SOURCE OF INSPIRATION

The most complete offering in Quebec: over 2,500 articles that guide, inspire and get our community going.

AUDIENCE

51% → 25-49 YEARS OLD

70% → 25-54 YEARS OLD

FEMALE → 55%

MALE → 45%

Source: Google Analytics May 2018



DIGITAL SOLUTIONS

ESPACES'S DIGITAL ECOSYSTEM REACHES AND INFLUENCES A SUBSTANTIAL TARGET AUDIENCE IN QUEBEC. SEVERAL DIGITAL PLATFORMS ARE AVAILABLE TO YOU: THE WEBSITE, THE APP, FACEBOOK AND THE NEWSLETTER.



AVAILABLE OPPORTUNITIES

Branded content | Facebook Live | Video clips | Targeted push/promotions | Multiple banner formats | Sponsored Posts | Special feature sponsorship | Contests

SALES

Lucie Lacroix, Sales Manager

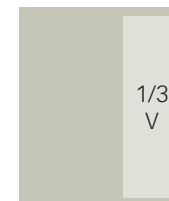
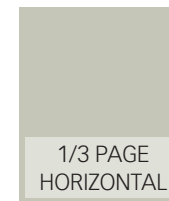
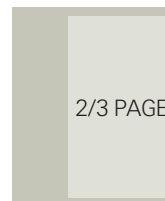
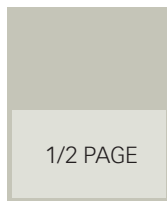
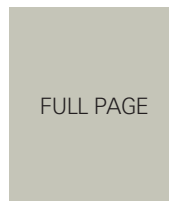
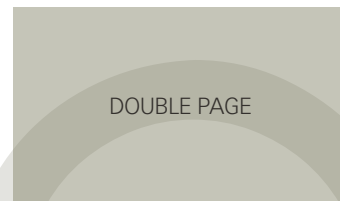
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2019 RATES | PRINT MAGAZINE

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	1 ISSUE	2 ISSUES	4 ISSUES
Full page	\$4,525	\$4,300	\$4,085
Double page	\$7,710	\$7,325	\$6,960
2/3 page	\$3,850	\$3,660	\$3,475
1/2 page	\$2,665	\$2,530	\$2,405
1/3 page	\$1,860	\$1,765	\$1,675
1/4 page	\$1,390	\$1,320	\$1,255
Double page (Inside Cover)	\$9,605	\$9,125	\$8,870
Double page (Cover Flap)	\$14,520	\$13,795	\$13,105
Cover 3	\$5,010	\$4,760	\$4,520
Back Cover	\$5,435	\$5,165	\$4,905



299 000 READERS / ISSUE

GUARANTEED MINIMUM: 100,000 COPIES.



ADDITIONAL OPPORTUNITIES

Branded Content | Advertorial | Impact advertisements | Newsletter sponsorship |
Social Media Campaign Promotion and Amplification | Support | Development



2019 DIGITAL RATE CARD & TECHNICAL SPECS

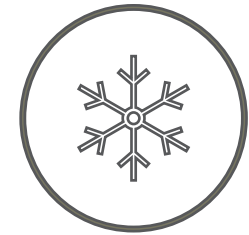
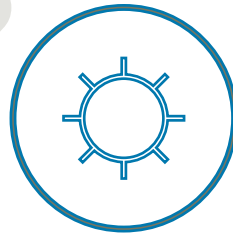
	STANDARD FORMAT (CPT)	OTHER OPTIONS
Billboard (970 x 250 pixels)	\$45	<ul style="list-style-type: none"> • SPECIAL SECTIONS • TOP 10 • CONTESTS • CONTEXTUAL SEARCH • BRANDED CONTENT • WEB TAKEOVER
Leaderboard (728 x 90 pixels)	\$25	
Big Box (300 x 250 pixels)	\$30	
Double Big Box (300 x 600 pixels)	\$35	
Newsletter Big Box (300 x 250 pixels)	\$35	

TYPE DE BANNIÈRE	DIMENSIONS (pixels)	TYPE OF FILES	WEIGHT
Billboard	970 x 250	PNG or JPG	Less than 60 ko
Leaderboard	728 x 90	SWF, PNG, JPG or GIF	Less than 60 ko
Big Box	300 x 250	SWF, PNG, JPG or GIF	Less than 60 ko
Double Big Box	300 x 600	SWF, PNG, JPG or GIF	Less than 90 ko
Newsletter Big Box	300 x 250	SWF, PNG, JPG or GIF	Less than 60 ko

NOW
100,000
COPIES

EDITORIAL CALENDAR

ESPACES inspires and influences an active and curious community that is open to the world. Our collaborators publish continually on our content platforms, which are authoritative in Quebec.



SPRING 2019 (MARCH - APRIL)

ON THE COVER. Preparing your summer season (destinations and equipment).

DESTINATIONS. 20 new ideas to rediscover Quebec. Plus: Where to start the season on the right foot (cycling, hiking, camping).

EQUIPMENT. Innovations and novelties (cycling, hiking, camping) • Sandals and hiking shoes • Maintenance: waterproofing clothing and equipment • The art of choosing a used bike.

CLOTHING. Fashion, durability and performance: the best deals of spring.

REPORTS. Tips for preserving your relationship outdoors • Last call for your 2019 summer bookings.

ADVICE. Accommodations: The 10 commandments for a successful stay • Eight beginner's mistakes during a trail run.

FITNESS. Muscle up your back before hitting the trails.

GLOBETROTTER. Our Top 10 active destinations to discover • Summer trends for 2019.

NUTRITION. What you need to know about what you should eat.

Reservation : February 7 2019

Materiel : February 14 2019

Distribution : March 6 2019

SUMMER 2019 (MAY - AUGUST)

ON THE COVER. Quebec, from the mountains to the ocean.

DESTINATION. Hassle-free family holidays • The most beautiful base camps in Quebec • Secret trails of our national parks • Our Top 10 most beautiful road trips in Quebec • How to spend less and travel more! • Hiking with your dog.

CLOTHING. Why you need to renew your wardrobe (men and women) and your equipment.

EQUIPMENT. Hiking boots for long trips. • Family camping: tents and accessories for successful holidays.

REPORTS. On the surf road: a road trip with punch! • The Top 10 best three-day hikes • 48 hours on a bike with the Petit Train du Nord • Hike & camp on the most beautiful islands in Quebec

GLOBETROTTER. Last-minute destinations • Leaving in the fall.

ADVICE. Graphics on 10 tips to keep you healthy (hydration, protection against wind and sun, water treatment, etc.).

Reservation : April 5 2019

Materiel : April 12 2019

Distribution : May 1st 2019

FALL 2019 (SEPTEMBER - OCTOBER)

COVER. Fresh ideas for autumn colours.

DESTINATION. Fall holidays in Quebec • Top 10 best summit hikes (or the art of walking on the peaks without taking a plane!) • End-of-season bicycle outings.

CLOTHING. Fall fashions for hiking • Cozy clothing for chilly weather • Breathable waterproof jackets.

EQUIPMENT. Hiking boots and backpacks for long hikes.

REPORTS. The worst day of my life - when adventure turns to hell.

GLOBETROTTER. Where to go before Christmas?

Reservation : July 18 2019

Materiel : July 25 2019

Distribution : August 29 2019

WINTER 2019-2020 (NOVEMBER - FEBRUARY)

ON THE COVER. This winter, I'm getting active in Quebec! Winter guide to Quebec's most beautiful destinations • From a half-day to a long weekend, 20 ideas to dive into winter • Safe trails for first outings.

CLOTHING. Warmth, elegance, performance: what it takes to enjoy the cold, from head to toe (multisport).

EQUIPMENT. Innovations and novelties (cross-country skiing, snowshoeing, alpine touring) • Backpacks for winter sports • Gift ideas.

REPORTS. Outdoor lovers: five cities to start a family in • Fatbike: 5 must-haves to put on your list • Winter Pentathlon with the family • Hiking with the ghosts of Sutton • Four ski resorts where to try cross-country skiing • Snowshoeing: off-trail + the unknown trails of national parks.

GLOBETROTTER. Hot or cold, a buffet of ideas to face winter around the world • A survey of travel clinics.

NUTRITION. The impact of the cold.

ADVICE. 10 ways to train at the office • Choosing the right home-trainer.

Reservation : October 4 2019

Materiel : October 11 2019

Distribution : October 30 2019

SALES

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