

Quebecmusters.com



Print and Web Campaign



Media Kit | Winter/Spring 2010

Campaign for English-speaking Quebec,
Toronto and Eastern Ontario Markets

► Quebecmusters.com – The Best Media Mix

For the second winter in a row, the SATQ and FEQ in collaboration with Tourisme & Cie and regional tourism associations are offering the best media mix for the Winter/Spring 2010 Quebecmusters.com campaign: a printed colour magazine and a website.

Investing in this campaign gives you visibility:

- in the Quebecmusters.com Brochure
- on the Quebecmusters.com website

► Strengths of the Quebecmusters.com Campaign:

- Perfect synergy between web and print, for even more impact;
- **New horizontal format** for the brochure (10½" wide and 8" high);
- Aesthetic and inspiring use of photos;
- Editorial content inviting readers to discover Quebec's great winter attractions;
- Carefully analyzed and channelled distribution of 500,000 copies, reaching target markets in Eastern Ontario, Toronto and English-speaking Quebec through newspaper inserts;
- Visibility for your company on the Quebecmusters.com website (visit Quebecmusters.com to see the types of visibility available in the sections *Deals & Packages*, *Attractions* or *Events*);
- Online promotional campaign
 - Contests
 - Newsletter
 - Banner advertising
 - Pay per click campaign on Google, Yahoo and others
 - Visibility in social media (Facebook, YouTube, etc.)

Quebecmusts.com



Details

Print Run: 500,000 copies

Publication Date: November 14, 2009

Reservation Deadline: **October 9, 2009**

Material Deadline: October 16, 2009

Sales Team

Festivals et Événements Québec and Société des Attractions Touristiques du Québec

Tel.: 514-252-3037 or
1-800-361-7688

www.satqfeqmedias.com

Annick Provencher, ext. 3758
annick.provencher@satqfeq.com

Geneviève Callaghan, ext. 3421
genevieve.callaghan@satqfeq.com

Luc Martineau, ext. 3477
luc.martineau@satqfeq.com

Marie-Claude Chalifoux, ext. 3630
marie-claude.chalifoux@satqfeq.com

Sylvain Martineau, ext. 3748
sylvain.martineau@satqfeq.com

Published by:



In collaboration with:



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Distribution

Newspapers	Number of Copies
Toronto Star	300,000
Ottawa Citizen	100,000
Ottawa Sun	20,000
The Gazette	80,000
Total	500,000

Distribution of the **Quebecmusts.com** Brochure is carefully analyzed in order to reach target markets, but subject to change. Please consult www.satqfeqmedias.com for regular updates.

Rates

Format	Rate
Full page	\$13,000
1/2 page	\$7,000
Back Cover	\$15,000
Inside Cover	\$14,000
Other	Check format used by your RTA

For a
WINNING MEDIA MIX:

SATQFEQMEDIAS.com

THE site for all your media opportunities

Web - TV - Print