



Media Kit | Winter Campaign 2010

The Guide des Vacances au Québec Hiver/Printemps 2010: improved for an even better performance!

In this age of media synergy, we recently decided to marry our two media companions: the Guide des Vacances au Québec has taken the name of its "cybercompanion" and is now known as the brochure Quebecvacances.com Hiver/Printemps 2010.

New!

The presentation of the winter edition has been revised and updated to better target Quebecers who travel in the winter season!

Three types of experience are featured and introduced with an editorial page that describes the type of vacation found in that section:

- **J'ai le gout... de me faire dorloter!**

(I feel like... being pampered!)

This section includes information about Nordic spas, health centres, relaxation packages, etc.

- **J'ai le gout... profiter de l'hiver!**

(I feel like... enjoying winter!)

This section includes information about festivals, carnivals, family packages, sports, outdoors, tourist attractions, downhill skiing, etc.

- **J'ai le gout... d'une escapade!**

(I feel like... a great getaway!)

This section includes information about romantic and gourmet packages, vacations for two, cultural and urban activities, inns, B&Bs, etc.



The Quebecvacances.com brochure and website: Synergy between traditional media and the Internet, for even more impact!

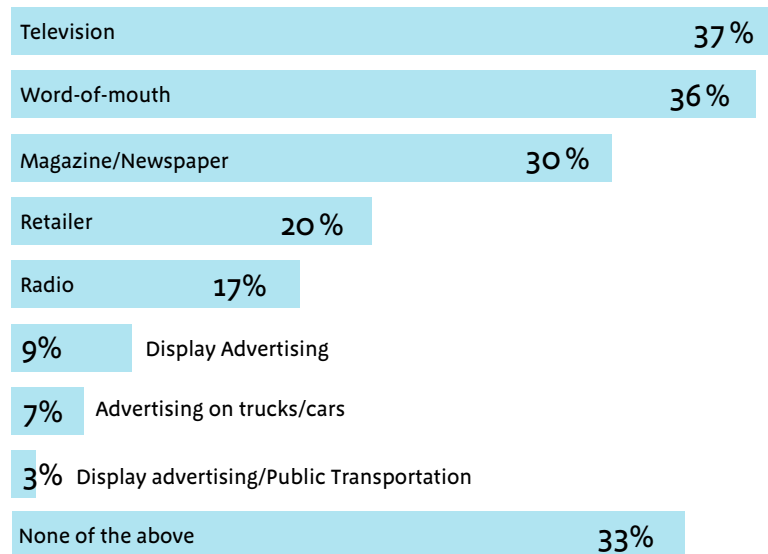
Traditional media, such as the brochure **Quebecvacances.com** Hiver/Printemps 2010, will always have its place in a media-mix campaign.

In fact, studies clearly show that Internet users are influenced by traditional advertising campaigns.

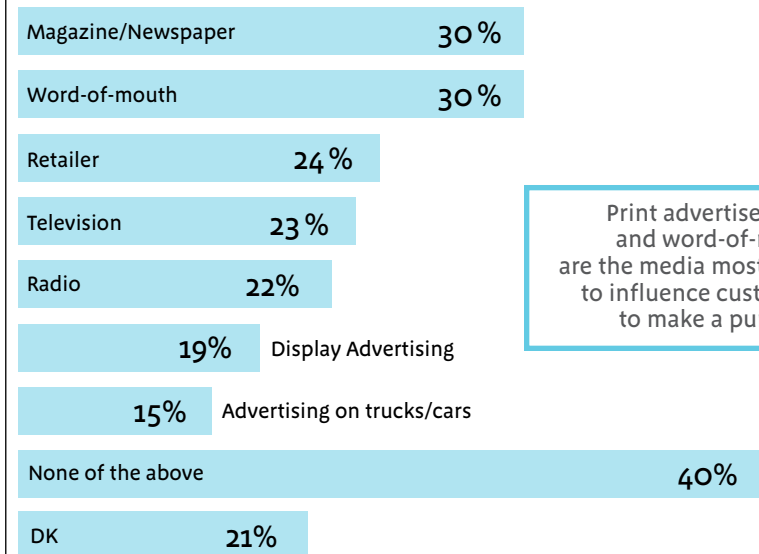
92% of Internet users have visited a website for a brand or a product after having seen an advertisement.¹

67% of people searching online for information about a company or a product were **influenced by exposure to traditional media** and **39% of these people** made a purchase!²

Influence of traditional media on online search for information.



Purchase made after online search for information influenced by traditional media



Print advertisements and word-of-mouth are the media most likely to influence customers to make a purchase

¹ Les moteurs de recherche, relais des medias traditionnels, Union des annonceurs, Isobar, Ouverture, mai 2005.

² iProspect Offline Channel Influence on Online Search Behavior Study, iProspect, www.iprospect.com/about/researchstudy_2007_offlinechannelinfluence.htm, August 2007

The Same Targeted Distribution

The unfailing strength of the brochure **Quebecvacances.com** is its targeted newspaper and magazine distribution. Inserting the brochure in these media is still the best strategy for distribution because **it reaches readers of the French print media directly.**

Promotional Campaign

The release of the brochure will be accompanied by a Web and television campaign and press relations.

Distribution of the Brochure Quebecvacances.com Hiver/Printemps 2010

Distribution Type	Distribution Date	Quantity
Newspapers (mostly subscriptions)	December 12	
La Presse (Montréal metro area and western Quebec)		120,000
Le Devoir (Montréal metro area)		20,000
Le Nouvelliste (Trois-Rivières metro area)		10,000
La Tribune (Sherbrooke metro area)		10,000
Le Soleil (Québec metro area and eastern Quebec)		72,500
Le Droit (Ottawa metro area)		28,000
Newspapers Total		260,500
Magazines (subscriptions only)	Early January	
Clin d'œil		38,000
Coup de pouce		165,000
Magazines Total		203,000
Other Networks	mid-December	
SAO outlets – Montréal and Québec metro areas		31,500
Tourisme Québec call centre		1,200
Various		3,800
TOTAL		500,000

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

Choose your experience!

Get the visibility you deserve in one, or even several, of our experience sections with units of advertising space.

- **J'ai le gout... de me faire dorloter!** (I feel like... being pampered!)
- **J'ai le gout... profiter de l'hiver!** (I feel like... enjoying winter!)
- **J'ai le gout... d'une escapade!** (I feel like... a great getaway!)

Details and Rates

Formats	Regular Rate	ATR Rate*	National Rate
1 unit (56 mm x 73 mm)	\$1,750	\$1,650	—
2 units (116 mm x 73 mm)	\$3,500	\$3,300	—
3 units (175 mm x 73 mm)	\$5,250	\$4,950	—
6 units (175 mm x 149 mm)	\$10,500	\$9,900	—
9 units (175 mm x 225 mm)	\$15,750	\$14,850	—
Page	\$15,750	\$14,850	\$17,850
Inside covers	\$16,000	—	\$18,500
Outside cover	\$17,500	—	\$19,500

Important Dates

Reservation Deadline:

November 6, 2009

Publication Dates:

December 12, 2009 and January 2010

Print Run:

500,000 copies

Distribution:

Daily and magazine inserts

*These rates are keyed to participation in your regional tourism association (co-op or group buy). They will be revised downward for any total purchase exceeding 27 units.

To reserve your spot today or for more information, please contact us.

Sales Team

Festivals et Événements Québec and Société des Attractions Touristiques du Québec

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