



Media Kit 2012-2013

Les **présentoirs**
touristiques
du **Québec**
(Quebec's Tourism Pamphlet Stands)

A specialized solution
for targeted distribution of
your tourism publications

SATQFEQMEDIAS.com
THE site for all your tourism media opportunities



Quebec's Tourism Pamphlet Stands Are:



- An associative service **created in 1996** to meet the needs of members at Festivals et Événements Québec and the Société des Attractions Touristiques du Québec (SATQ-FEQ).
- The expertise of distributing printed tourism publications in Quebec for nearly 20 years.
- A network of **targeted distribution**, adapted to the needs of our customers.
- A personalized consulting service to help you design your distribution strategy for tourism publications.

"Nearly half of Quebecers use tourism brochures and pamphlets to learn about Quebec destinations, and two thirds of travellers obtain a brochure during their trip, which makes it a primary source of information during their stay."

Tourism Intelligence Network¹

Other Advantages

- Located in **10 Quebec tourist regions** having high tourist traffic.
- Found at more than **55 tourist sites** across Quebec with an average annual traffic of 200,000 visits per site.
- The entire network welcomes nearly **11 million visits** annually.
- More than 1 million tourism publications distributed annually.
- A rigorous follow-up concerning your distribution.

**AN ENTHUSIASTIC, EXPERIENCED TEAM
DEDICATED TO MEETING YOUR NEEDS**



¹ NEAULT, Chantal. Transat Chair in Tourism, École des sciences de la gestion, UQAM, our translation: [<http://veilletourisme.ca/2011/05/13/outils-promotionnels-pour-presentoirs-une-utilite-qui-ne-se-dement-pas/>], May 13, 2011.

Tourism Publications: Effective and Modern!

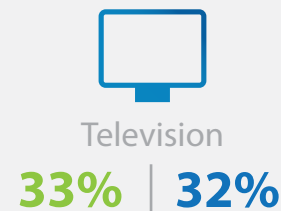
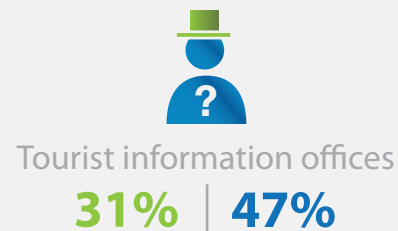
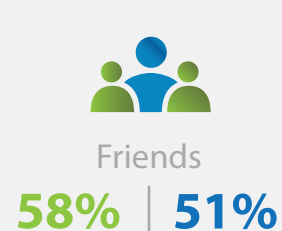
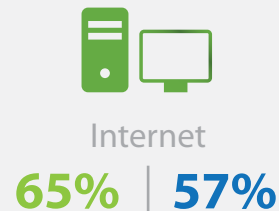
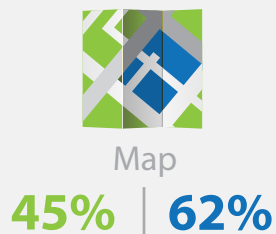
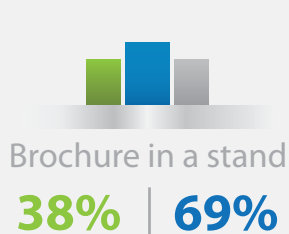


In 2010, the International Association of Professional Brochure Distributors carried out a study in 5 countries including Canada and the United States among tourists concerning the influence of media.¹

According to the study, Internet is the first source of information for planning a trip.

However, once **on site**, brochures had the greatest influence among tourists. Within the province, a study conducted in 2009 obtained similar results.²

IMPACT OF BROCHURES IN TRAVELLERS' DECISION-MAKING PROCESS



■ Before travel ■ During travel

76%
of people took a
brochure from
a stand
during their stay

66%
discovered a
new attraction
or a **new service**

57%
might change their
itinerary
according to
information found in
the **brochures**

¹ Association of Professional Brochure Distributors, Brochure Distribution Research, 2010 (1,766 respondents), [<http://iapbd.org/assets/cfdsapbd/wms/Survey-Results-2010-i121.pdf>].

² BBRI, Étude sur le comportement des touristes, 2009 (4,029 respondents).

Design Tips and Tricks



Position the most important information in the **upper third** of the cover page

Use easy-to-read **characters.**
Develop an **inviting** and **catchy**
VISUAL!

To pique curiosity, make it **simple, handy, easy-to-read** and **understand**

Contact information:
address, telephone number,
website, directions and map



On top of the pamphlet, mention if the other side is printed in **another language**

Don't include **too many** elements

A maximum of **5 to 8**

Learn more about consumers and measure the efficiency of distribution by including the following:

- A code
- A dedicated telephone number
- A coupon

“Digital is all well and good, but [...] sometimes it’s necessary to make use of traditional media to encourage travellers to discover new technology.”

Frédéric Gonzalo [our translation]

Speaker, Marketing and Tourism Communications Strategist

2012-2013 Distribution Sites



Month

J F M A M J J A S O N D

East A	J	F	M	A	M	J	J	A	S	O	N	D
Québec												
Aquarium du Québec	x	x	x	x	x	x	x	x	x	x	x	x
Valcartier's Campground						x	x	x	x			
Canyon Sainte-Anne					x	x	x	x	x	x		
Plains of Abraham	x	x	x	x	x	x	x	x	x	x	x	x
Les Galeries de la Capitale's Méga Parc (2)	x	x	x	x	x	x	x	x	x	x	x	x
Mont-Sainte-Anne - Outdoor Centre	x	x	x	x	x	x	x	x	x	x	x	x
Observatoire de la capitale	x	x	x	x	x	x	x	x	x	x	x	x
Parc de la Chute-Montmorency	x	x	x	x	x	x	x	x	x	x	x	x
Tourism Wendake	x	x	x	x	x	x	x	x	x	x	x	x
Valcartier Vacation Village	x	x	x	x	x	x	x	x	x	x	x	x
Total East A	8	8	8	8	9	10	10	10	10	9	8	8

East B	J	F	M	A	M	J	J	A	S	O	N	D
Centre-du-Québec												
Lac Le Mirage's Aquatic Centre						x	x	x				
Parc Marie-Victorin de Kingsey Falls						x	x	x	x	x		
Tourisme Drummond	x	x	x	x	x	x	x	x	x	x	x	x
Vélogare du Grand-Tronc				x	x	x	x	x	x	x		
Village Québécois d'Antan					x	x	x	x	x			
Mauricie												
Boréal, centre for the history of the paper industry	x	x	x	x	x	x	x	x	x	x	x	x
Corporation touristique et culturelle de Grand-Mère	x	x	x	x	x	x	x	x	x	x	x	x
Parc de l'île Saint-Quentin	x	x	x	x	x	x	x	x	x	x	x	x
Total East B	4	4	4	5	6	9	9	9	8	7	4	4

West A	J	F	M	A	M	J	J	A	S	O	N	D
Montérégie												
Croisières des Îles de Sorel						x	x	x	x			
Croisières Richelieu Saint-Jean						x	x	x	x			
Électrium	x	x	x	x	x	x	x	x	x	x	x	x
Musée des beaux-arts de Mont-Saint-Hilaire	x	x	x	x	x	x	x	x	x	x	x	x
Parc de la Cité	x	x	x	x	x	x	x	x	x	x	x	x
Parc historique de la Pointe-du-Moulin					x	x	x	x	x			
Parc Michel-Chartrand	x	x	x	x	x	x	x	x	x	x	x	x
Parc Safari					x	x	x	x	x			
Théâtre de la Dame de Cœur										x		
Théâtre de Rougemont										x	x	



Month

J F M A M J J A S O N D

West A (contd.)	J	F	M	A	M	J	J	A	S	O	N	D
Eastern Townships												
Bleu Lavande						x	x	x	x	x	x	
Sherbrooke Nature Science Museum	x	x	x	x	x	x	x	x	x	x	x	x
Parc de la Gorge de Coaticook	x	x	x	x	x	x	x	x	x	x	x	x
Ski Bromont.com	x	x	x	x	x	x	x	x	x	x	x	x
Granby Zoo (2)	x	x	x			x	x	x	x	x	x	x
Total West A	7	7	7	7	11	12	14	14	12	10	7	7

West B	J	F	M	A	M	J	J	A	S	O	N	D
Lanaudière												
Arbraska Rawdon			x	x	x	x	x	x	x	x	x	x
Office du tourisme et des congrès de la région de Joliette	x	x	x	x	x	x	x	x	x	x	x	x
Laurentians												
Au Pays des Merveilles							x	x	x	x		
Parc national d'Oka						x	x	x	x	x	x	
Parc national du Mont-Tremblant	x	x	x	x	x	x	x	x	x	x	x	x
Tourisme Vallée de Saint-Sauveur	x	x	x	x	x	x	x	x	x	x	x	x
Santa's Village							x	x	x			
Laval												
Cosmodôme - Space Camp Canada	x	x	x	x	x	x	x	x	x	x	x	x
Parc de la Rivière-des-Mille-Îles				x	x	x	x	x	x	x		
Montréal												
Atrium - Le 1000	x	x	x	x	x	x	x	x	x	x	x	x
Forum de Montréal	x	x	x	x	x	x	x	x	x	x	x	x
Saint Joseph's Oratory of Mount Royal	x	x	x	x	x	x	x	x	x	x	x	x
La Ronde						x	x	x	x	x		
Stewart Museum	x	x	x	x	x	x	x	x	x	x	x	x
Mont-Royal Park (2)	x	x	x	x	x	x	x	x	x	x	x	x
Parc Jean-Drapeau	x	x	x	x	x	x	x	x	x	x	x	x
Olympic Park						x	x	x	x	x	x	x
Outaouais												
LaFlèche Adventure	x	x	x	x	x	x	x	x	x	x	x	x
Great Canadian Bungee							x	x	x	x	x	
Parc Oméga	x	x	x	x	x	x	x	x	x	x	x	x

Total West B	12	12	15	15	18	20	20	20	19	18	14	13
Overall total	31	31	34	35	44	51	53	53	49	44	33	32

2012-2013 Rate Card



	Annual 12 months Flexible dates		Summer 6 months May to October		Summer 4 months June to September		Fall/Winter/Spring 6 months November to April	
	member	non-member	member	non-member	member	non-member	member	non-member
Across Quebec	\$4,150	\$4,975	\$3,500	\$4,200	\$2,875	\$3,450	\$1,625	\$1,950
Western Quebec Region	\$2,950	\$3,550	\$2,725	\$3,275	\$2,285	\$2,750	\$1,175	\$1,400
West A (Montérégie, Eastern Townships)	\$1,550	\$1,875	\$1,325	\$1,600	\$1,225	\$1,475	\$435	\$525
West B (Laurentians, Lanaudière Montréal, Laval, Outaouais)	\$1,875	\$2,250	\$1,695	\$2,025	\$1,540	\$1,850	\$825	\$990
Eastern Quebec Region	\$1,875	\$2,250	\$1,750	\$2,100	\$1,495	\$1,800	\$745	\$895
East A (Québec)	\$1,250	\$1,500	\$1,050	\$1,250	\$985	\$1,190	\$510	\$615
East B (Mauricie, Centre-du-Québec)	\$995	\$1,200	\$895	\$1,075	\$825	\$990	\$305	\$365

To distribute your tourism publications
or for more information, please feel free
to contact:

France Normand, Account Manager
514-252-3037 or 1-800-361-7688, ext. 3582
fnormand@satqfeq.com

Festivals and Events - Across Quebec					
1 month Summer (June to September)		1 month Fall/Spring/Winter (November to April)		1 month Intermediate season (May or October)	
member	non-member	member	non-member	member	non-member
\$875	\$1,050	\$485	\$585	\$695	\$850

The above rates have been calculated for pamphlets no wider than 5 in. (12 cm).
Additional fees apply for wider pamphlets.
Taxes extra.