

MEDIA KIT

**GEOTOURISM
MAGAZINE
2012**



« *Montreal,*
A Model of Urban Miscegenation »

L'ITINÉRAIRE... A SECOND CHANCE AT LIFE!

Geotourism Magazine is published in partnership with Montreal's Transport Authority (STM) and the City of Montreal to the benefit of L'itinéraire Community Group, www.itineraire.ca, a registered non-profit organization that develops social economy projects for homeless people of all ages and for extremely impoverished individuals who are far outside of the job market.

L'itinéraire's primary objective is to provide the most vulnerable members of our society with a concrete, effective, and individualized alternative to homelessness and poverty, based on adapted work and socio-professional training. Social reintegration efforts are focused on providing aid recipients with an attentive ear, advice and psychological support, and on helping them to achieve clear and realistic life goals. Its objective is to offer a second chance at life to those who no longer believed it was possible. The guiding principle of L'itinéraire is that a viable economy can be sustained by providing work for people, even those with the least access to the job market, by creating a work platform adapted to their needs. Since its creation in 1989, L'itinéraire has been at the forefront of Quebec's community organizations, transforming the job market in totally new ways in order to provide accessible employment options for our most disadvantaged citizens.

Even before the concept of social economy was introduced in 1995 at Socioeconomic Summit on the Economy and Employment, L'itinéraire had set up social development centers making use of innovative adapted employment structures, such as Café L'itinéraire in 1989, L'itinéraire Magazine in 1994, L'itinéraire Productions in 2005.

Today, the organization provides work for nearly 450 people each year in sales, production, and service activities in support of the homeless and economically disadvantaged. L'itinéraire thus ensures that the people we help are included in our day-to-day operations. In addition, L'itinéraire contributes to the social integration of some 2000 visitors to our café, a community unto itself in which employees, volunteers, partners and aid recipients mingle and interact. Over the years, L'itinéraire has won many awards for its exemplary involvement and is a leader in the international movement of street newspapers.

THE CONCEPT

The relatively new concept of geotourism is attracting increasing interest worldwide. Geotourism can be defined as “*tourism that sustains or enhances the geographical character of a place, its environment, heritage, aesthetics, culture, and the well-being of its residents*”.

In 2007, Montreal became the first urban centre to sign the Geotourism Charter of National Geographic Society, thereby reinforcing its status as a cultural, innovative city, resolutely focused on sustainable development. This Geotourism Charter includes 13 principles that are popularized in Geotourism Magazine's authoritative sustainable tourism content, which seeks to share with readers authentic experiences that reveal a true sense of places.

Geotourism Magazine's rich editorial content is backed by the powerful enthusiasm of a volunteer team of editorial professionals and signature photographers. The volunteer involvement of this “Montreal Lovers” editorial committee provides our readers with knowledge and resources to help them enhance their experience of Montreal and its attractions.

Geotourism Magazine delivers to readers insightful information on what to see and how to get there, in four handy dedicated sections. It covers the best that the city has to offer in a spirit of eco-citizenship and sustainable tourism, with the mindset to explore Montreal with different eyes.

Geotourism Magazine also aims to speak to the widest and most diversified audience possible, being distributed at 100,000 copies to a highly responsive audience at Montreal-Trudeau Airport's international, trans-border and domestic arrivals and in STM's 747 Express Bus shuttle, as well as through a channel of sixty affiliate distribution partners mainly located in downtown Montreal.

Advertising in Geotourism Magazine then lets sponsors support a highly valued social cause, while reaching a highly responsive audience through a sustainable tourism energized content that readers trust and refer to regularly.

GEOTOURISM MAGAZINE INTERACTIVE EDITION... CHANGING THE WAY TO SEE MONTREAL!

Geotourism Magazine's 2012 Edition offers to readers even more ways to connect with exciting Montreal through an interactive edition, which includes Montreal's most comprehensive event-calendar. This new interactive edition features cutting-edge Android, iPhone and iPad mobile applications, as well as geo-localization and interactive maps applications, offering ultimate interactivity that enhances the overall reading experience of users.

Geotourism Magazine's interactive edition lets readers discover at a sweep of a finger tip Montreal's historic heritage and districts, typical architecture, locally grown music, cuisine and crafts, international cuisines local style, local cultural celebrations and performing arts, international festivals and a lot more of what makes Montreal worth visiting.

Advertisers can also benefit from Geotourism Magazine's interactive edition, as it provides the opportunity to engage with viewers through innovative promotional opportunities.

Every advertiser running any page format in Geotourism Magazine is included in the interactive edition at no extra cost.



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Geotourism Magazine supports L'itinéraire Community Group.

FIND PDF OF 2010 AND 2011 EDITIONS ON OUR WEB SITE

WWW.GEOTOURISME.CA

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