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## MEDIA KIT 2013

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### MONTREAL AS SEEN BY MONTREALERS THE MAGAZINE



*“Creativity, Innovation, Sharing”*

## THE CONCEPT

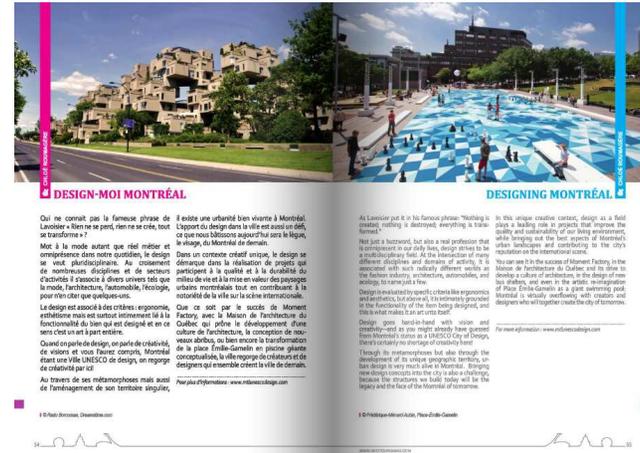
*Geotourism Magazine* is published in partnership with the STM (Montréal's Transport Authority). It is a bilingual magazine that allows users of public transportation and of the 747 Express Bus airport shuttle, Montrealers, and visitors to live the values and attractions that Montréal has to offer in a spirit of responsible tourism.

The Magazine's rich editorial content focuses on sustainable development. It is distributed free of charge between May 1 and October 31 every year in the arrivals areas of Montréal's International Airport, in the 747 Express Bus airport shuttle, and in selected Metro (subway) stations.

In addition to promoting Montréal's tourist attractions, the Magazine supports L'itinéraire, a social economy community group. Thus, the Magazine relies on its advertising revenues to achieve three objectives: providing Montrealers with a different perspective from which to see their City, offering tourists a welcoming gift, and investing its profits to help L'itinéraire finance its social reinsertion program aimed at the homeless.

In terms of concerted achievement and community sense, the Magazine, its partners, and its more than 100 volunteers are positioning Montréal as a city and tourist destination that is eco-responsible and where public transportation plays a central role.

Thanks to a circulation that will reach 100,000 copies in May 2013, the Magazine will further highlight the social, environmental, cultural, and heritage dimensions of Montréal and place the efforts and achievements of the City and its citizens in an eco-responsible perspective.



## AN EDITORIAL LINE-UP THAT REFLECTS THE IMAGE OF THE CITY AND OF ITS PEOPLE

The Magazine's editorial focuses on identity, history, heritage, quality of life, knowledge, and culture, and addresses each from a perspective of creativity, innovation, and sharing.

**Creativity** – In a multicultural environment, the commitment and values of both the City and its citizens manifest themselves in a number of projects and initiatives that the Magazine highlights as characterizing Montréal locally, provincially, nationally, and internationally.

**Innovation** – By definition, innovation is an ongoing evolutionary process as is Montréal. In that perspective, the Magazine recognizes and promotes Montréal's strengths in urbanism, its capacity to attract leading-edge industries, to promote social mobilisation and culture, and to nurture an exceptional basin of knowledge and expertise.

**Sharing** – A welcoming, vibrant city, Montréal shares its passion for the development of the arts, culture, science, and gastronomy with its citizens and visitors alike.

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## CONTENT

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### THE MAGAZINE'S FLAVOUR

Geotourism Magazine is a 6' x 9', 132-page publication, printed in colour on glossy stock. Its cover is printed in colour on a heavier glossy stock.

The Magazine's objectives:

- Raise Montrealers' awareness of their city's attractions
- Promote the discovery of Montréal's geotourism attractions
- Provide an index of Greater Montréal's tourist infrastructures
- Suggest off-the-beaten-path fair-trade tours and typically Montréal and Québec gourmet tours
- Highlight the sense of human responsibility inherent to the achievements of non-profit organisations
- Provide a comprehensive calendar of the most important cultural events taking place in Montréal
- Feature "Did you know" highlights and practical roadmaps
- Propose itineraries accessible by public transport
- Provide information on tourist, civic, and institutional projects and initiatives taking place in Montréal



### 4 SECTIONS

#### Montréal: the City, its attractions, and its neighbourhoods

A discovery of Montréal from an original, authentic angle with a focus on the cultural, social, and economic mélange that makes the City unique in North America.

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#### Montréal civic initiatives

A tour of the City's many neighbourhoods reveals the actors that make Montréal a more human and responsible city and affords visitors the opportunity to discover and support citizen action at its best.

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#### Month-by-month events

A detailed listing of Montréal events, from modest to major, with highlights of those that citizens and the Magazine's volunteers particularly enjoy.

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#### Getaways

A menu of out-of-town getaways to many areas, ranging from the Laurentians to the Granby national park, that visitors and Montrealers like to visit in search of urban and open-air discoveries.

## DISTRIBUTION

- 16 STM 747 Express Bus shuttles that link the airport with Montréal's downtown
- The STM airport information counter
- Hand delivery by STM agents in Montréal's Metro on an ad-hoc basis between May and July ( Berri-UQAM, Place des Arts, McGill, and Bonaventure stations)
- All international arrivals terminals at Montréal's airport
- At Montréal's Vitrine Culturelle
- At the Quartier des spectacles
- Throughout Montréal's cultural network
- In some 40 three- and four-star Montréal hotels
- In Montréal's universities (UQAM, McGill, Concordia, Université de Montréal HEC, and ETS) to regular and international students
- At the Complexe Desjardins urban shopping mall
- At the Place Montréal Trust urban shopping mall
- At the Palais des congrès convention centre
- At the Botanical Garden, Biodôme, Insectarium, and Planétarium
- To the Magazine's advertisers and, upon request, at certain events, especially those of an international nature

## CIRCULATION

100 000 COPIES

6 MONTHS' VISIBILITY IN PRINTED VERSION

ALL YEAR ROUND VISIBILITY ON WEB AND MOBILE PLATFORMS

## Intimately Connect With A Highly Receptive Audience of 350,000 Valuable Readers



## READERSHIP

3.5 READERS PER COPY FOR A TOTAL OF 350,000  
 75% ARE MONTRÉAL RESIDENTS, 25% ARE VISITORS  
 60% FRANCOPHONES, 40% ANGLOPHONES

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## MOBILITY THAT SPELLS SUPERIOR USER EXPERIENCE

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### AN INNOVATIVE WEBSITE THAT RELIES ON NEW TECHNOLOGIES AND MOBILE APPLICATIONS ADAPTED TO THE NEEDS OF MOBILE USERS

Entirely developed by volunteers, our website and mobile applications are interactive and practical.

In addition to a clickable advertising banner placed on the site, advertiser-partner logos and videos that will shortly be featured on the site are as innovative as they are in constant evolution.

Our bilingual website is divided into four sections: Articles, Events, Photos, and Suggestions.

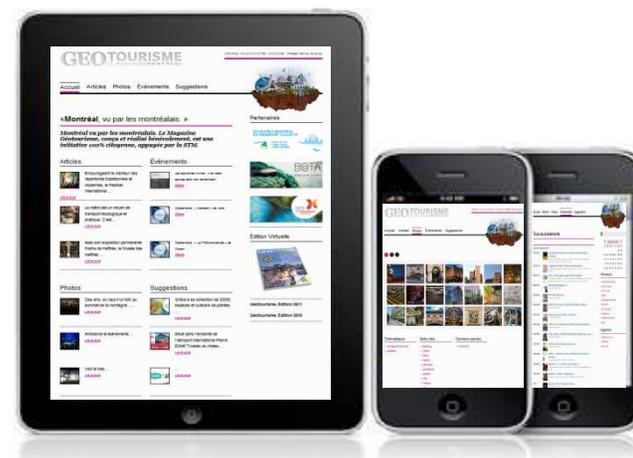
Each geographically targeted section combines suggestions/promotions from our partners in keeping with their relevance and allows users to contribute.

Over and above what the printed Magazine features, the website and mobile applications act as an incubator of ideas and promote positive impressions of Montréal while acting as a mobile marketing tool for our partners.

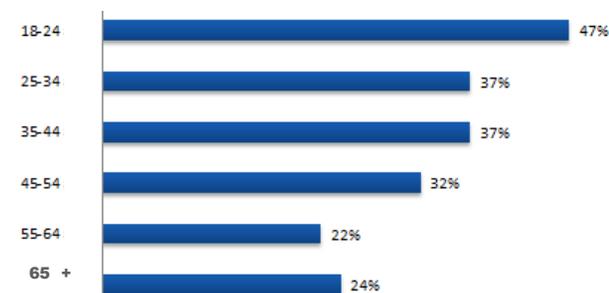
Our application, whether for Ipad, Iphone, or Android allows for the integration of telephone, accelerometer, gyroscope, GPS, and camera features which make their use extremely rewarding.

Our constantly evolving web and mobile platforms feature, among others, the following functionalities:

- The most comprehensive calendar of cultural activities and events in the City, complete with referencing to our partners' offers
- An extension of the contents of the printed version enriched by a plethora of additional information (mobile marketing)
- Four interrelated and geographically targeted sections that deliver accrued coherence and pertinence to users
- Photo and, soon, video sharing
- The packaging of mobile marketing offers that take into account users' interests and our partners' objectives, and deliver them directly to users
- The capacity to get close to citizens more quickly
- The targeting of a broader clientele
- A website and applications that are related to our partners' and distributors' websites, thus increasing platform traffic



Proportion of Quebecers who used a mobile device by age group (2011)



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## PROMOTION

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### EXCEPTIONAL MARKET PENETRATION

- A unique distribution network
- A practical tool for Montrealers and visitors alike
- A welcoming gift handed out at the airport
- Website and mobile applications in tune with current technologies and tendencies
- An efficient, multimedia promotional network (billboards, TV, radio, Web)
- Strategic visibility among a wide public

### STRONG PROMOTIONAL SUPPORT THAT ENSURES A HIGH LEVEL OF READERSHIP OF THE MAGAZINE AND INCREASES WEBSITE TRAFFIC [WWW.GEOTOURISMAG.COM](http://WWW.GEOTOURISMAG.COM) VIA :

- Clickable links redirecting users from [www.geotourismag.com](http://www.geotourismag.com) to our partners websites
- 200 STM bus cards
- Fifteen-second messages broadcast in rotation on 300 digital screens of the Zoom Media network
- Fifteen-second messages broadcast in rotation on the MétroMédia Plus Métrovision Network
- Fifteen-second messages broadcast in rotation on the Astral PasseportMédia network in all baggage claiming areas of the Montréal-Trudeau airport and distribution of the Magazine from the Astral display
- 20 Astral street advertising columns in downtown Montréal
- 1,500 Publicité Sauvage posters in downtown Montréal
- One 30-second commercial promoting the [www.geotourismag.com](http://www.geotourismag.com) web and mobile platforms on radio stations 107.5 Rouge FM, Radio NRJ 94.3, FM 98.5 Montréal, 96.9 CKOI, 105.7 Rythme FM, CIBL-FM, Cime FM, Radio-Circulation 730
- One 30-second commercial promoting the [www.geotourismag.com](http://www.geotourismag.com) web and mobile platforms on television stations ARTV, Canal Évasion - Zeste , RDS - Sport Network , Télé Québec, V-télé and Global Montreal
- Counter cards, websites, and bulletins distributed by our advertising and distribution partners

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### VALUE OF THE MEDIA VISIBILITY CONCENTRATED OVER A SIX-MONTH PERIOD:

**\$250,000**

**WEEKLY AUDIENCE REACHED: 1,500,000**



Astral Street Advertising Columns



STM Bus Cards



Publicité Sauvage Posters

## RATES, CONDITIONS, AND PROCEDURES

### PROCEDURES

- Print edition covering the months of May, June, July, August, September, and October 2013
- Advertising material deadline: Monday, March 25, 2013.
- Payment terms: 50% at the time of contract signature, 50 % at the date of release of the Magazine.

### SHIPPING OF ADVERTISING MATERIAL

[chloeroum@gmail.com](mailto:chloeroum@gmail.com),

Cc your advertising representative.

### TECHNICAL SPECIFICATIONS

- Illustrations saved in TIFF, PDF, or JPG Format, CMYK mode
- Resolution: 300 dpi, minimum
- Logos: EPS or AI formats
- Web banner format: 270 x 110px

Special formats (spreads, foldouts, etc.) On request

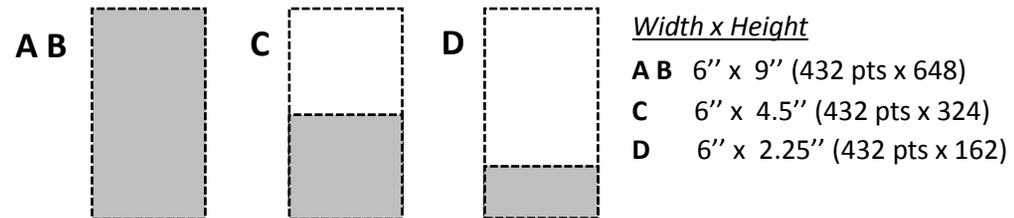
**A** Inside covers C2 and C3      **\$7,000** (including web banner)

**B** Inside full pages      **\$ 5 800** (including web banner)

**C** ½ page (horizontal)      **\$3,700** (including web banner)

**D** ¼ page ( horizontal)      **\$2,300** (including web banner)

*Net Prices*



Bleed advertisements: add a 0.125 inch safety margin.

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## CONTACTS AND INFORMATION

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### PARTNERS



ZOOM MEDIA

Montréal 



QUARTIER  
DES SPECTACLES

Geotourism Magazine supports L'Itinéraire  
Community Group

You can retrieve our 2010, 2011, and 2012  
editions in PDF format on our website  
[www.geotourismag.com](http://www.geotourismag.com)