

TRANSIT

2021

WHY TRANSIT

TO BUILD AWARENESS

- In Laval or on the South Shore of Montreal
- In Montreal CMA
- In the province of Quebec

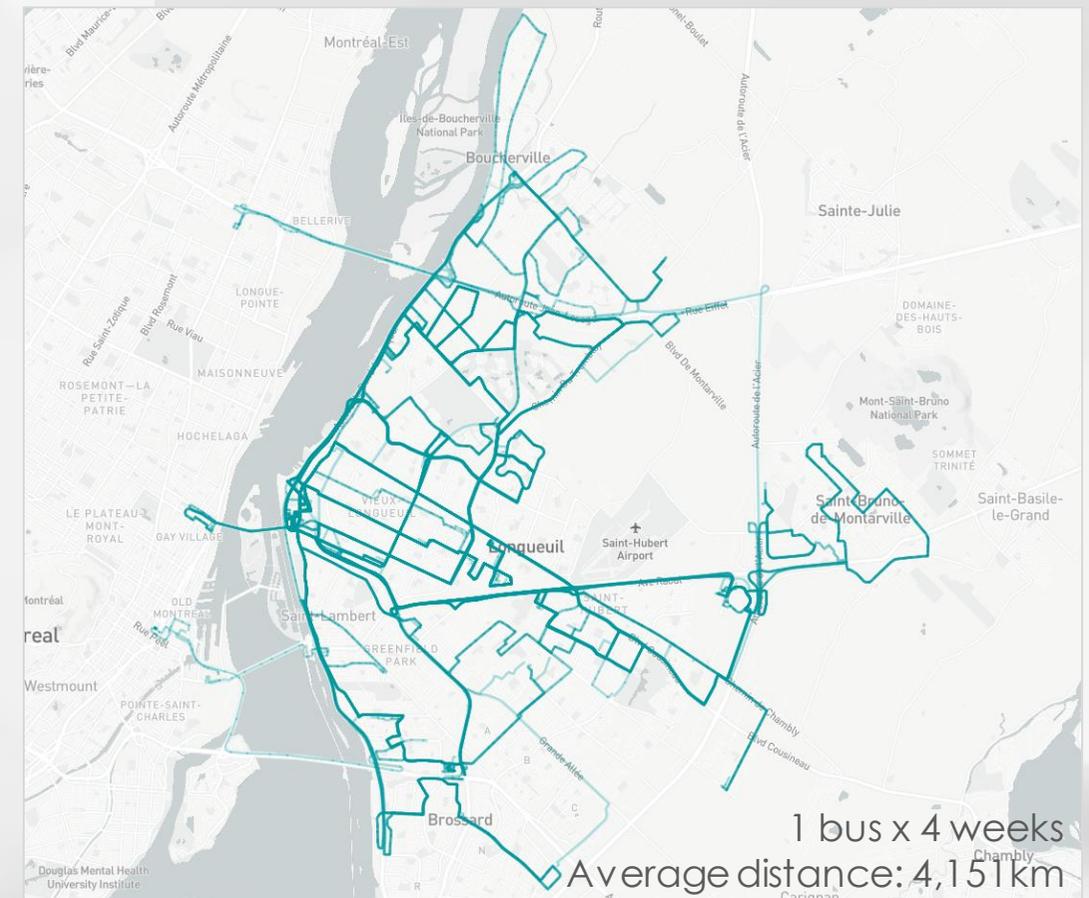
TO REACH SPECIFIC DEMOGRAPHICS

- **Residential neighbourhoods**
(to be promoted given teleworking and the partial lockdown)
- **Families**
- Households with **higher income**
- **Car owners**
- **Home owners**

FOR THE WOW EFFECT... AND BETTER REACH!

- Like billboards and superboards, our formats are **gigantic**
 - Side mural: 39 x 10 ft.
 - Side mini-mural: 14.5 x 8.5 ft.
 - Back mural: 8.75 x 9.5 ft.
- Buses travel to **where people are** in their neighbourhoods, as opposed to fixed billboards on highways (which are currently deserted)

FOR UNRIVALLED COVERAGE





TRANSIT FORCES

- Reaches motorists and pedestrians
- Unique geographic coverage thanks to this mobile media
- Exhibition media creating discussion
- Inexpensive
- High frequency

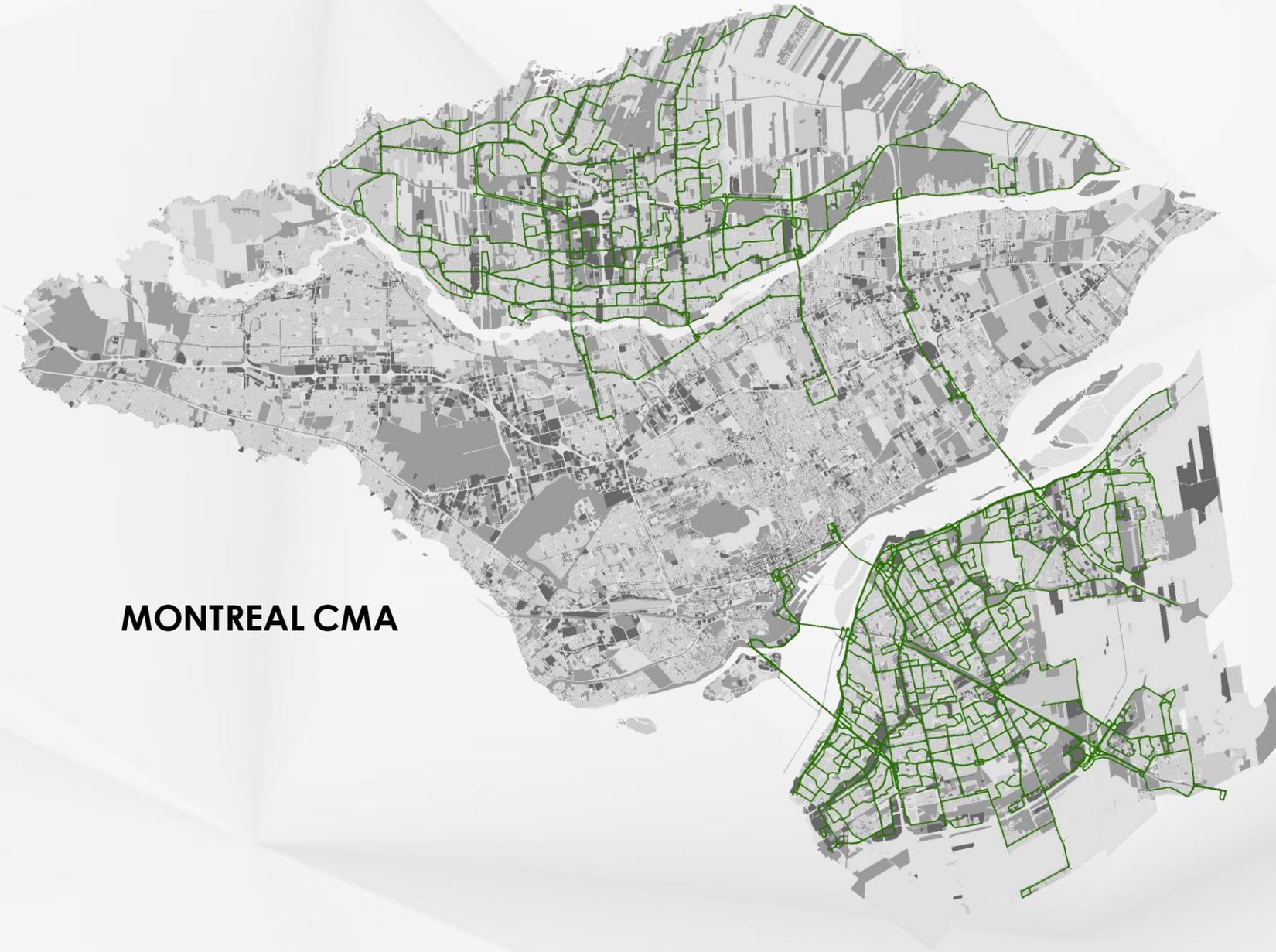


REACH AN ENTIRE MARKET
WITH A FEW BUS POSTERS!

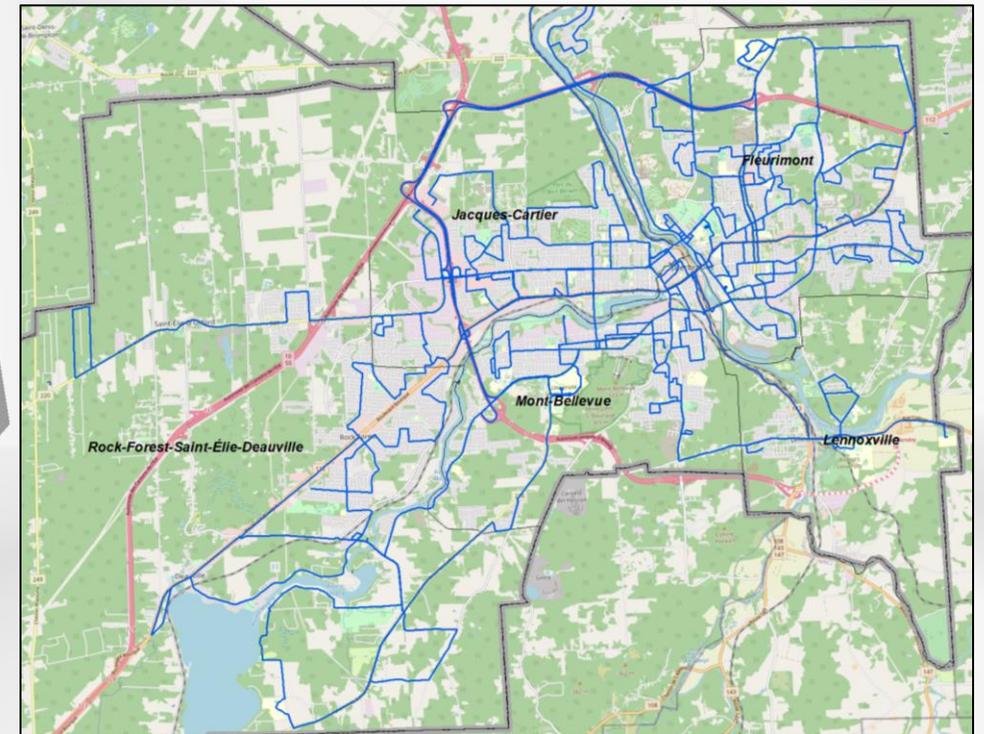


OUR TRANSIT COVERAGE

MONTREAL CMA



LÉVIS



SHERBROOKE

ADVERTISING OFFER



SEVENTY POSTER

70" x 21"

- Efficiently reaches drivers
- Creative formats available



KING POSTER

139" x 30"

- Efficiently reaches car drivers, pedestrians and transit users
- Superior size
- Creative formats available



INTERIOR SUPER CARDS

70" x 11"

- High frequency for transit users
- Proximity and long exposure
- Creative formats available



CREATIVE FORMATS

- Impact formats
- Affordable rates
- Endless customization possibilities
- Special and innovative projects (extensions, makeup, etc.)

« AN ACTUAL MOVING SUPERBOARD ! »



CREATIVITY ON BUSES

A SHORT MESSAGE FOR AN EFFECTIVE CAMPAIGN

- Messages loses impact as we add more words
- The message must be understood in 2 to 5 seconds
- A poster must contain a maximum of 8 words



TRANSIT

GLOBAL MARKET COVERAGE



LÉVIS

89

3,97 millions / year

SHERBROOKE

94

9,6 millions / year

LAVAL

318

22 millions / year

SOUTH SHORE

435

36,5 millions / year



SOUTH SHORE

4TH MOST IMPORTANT MARKET IN QUEBEC

- **Population: 415,350**
Includes: Boucherville, Saint-Lambert, Brossard, Saint-Bruno, Longueuil

A VALUABLE TARGET

- **Superior household income:** \$66,932
vs \$52,519 on the Island of Montreal
- 36% of households are **families**
vs 22% on the Island of Montreal
- 63% **homeowners**
vs 40% on the Island of Montreal
- Significant **student population:** 15,000
*University campuses (Sherbrooke, UQAM, UDEM),
Cégep Édouard-Montpetit, Champlain Regional College*

SUBURBAN-FOCUSED TRIPS

- **876,000 trips** made each day
- **72%** of trips are made **within the South Shore**
- **46%** of the population **work within the South Shore**



LAVAL

THIRD BIGGEST CITY IN QUEBEC

- **Population : 437,413**
vs 531 902 in Québec City

A VALUABLE TARGET

- **Superior household income:** \$70,216
vs \$52,519 on the Island of Montreal
- 43% of households are **families**
vs 22% on the Island of Montreal
- **69% homeowners**
vs 40% on the Island of Montreal

SUBURBAN-FOCUSED TRIPS

- **809,400 trips** made each day
- **66%** of trips are made **within the City of Laval**
- **37%** of the population **work within the City of Laval**

Sources: Institut de la statistique du Québec, 2018. Société de transport de Laval, 2016, Activity Report. Mobility of People in the Montreal Region, Origin-Destination Study, 2013, version 13.2a. Statistics Canada, Population Census, 2016.



LÉVIS

A MAJOR SUBURB OF QUEBEC CITY

- **Population: 147,807**

A VALUABLE TARGET

- **Superior Household income:** \$85,518
vs. \$69,843 in Quebec City
- 30% of households are **families**
- 70% **homeowners** / 30% **renters**
- Student population: **13 000**

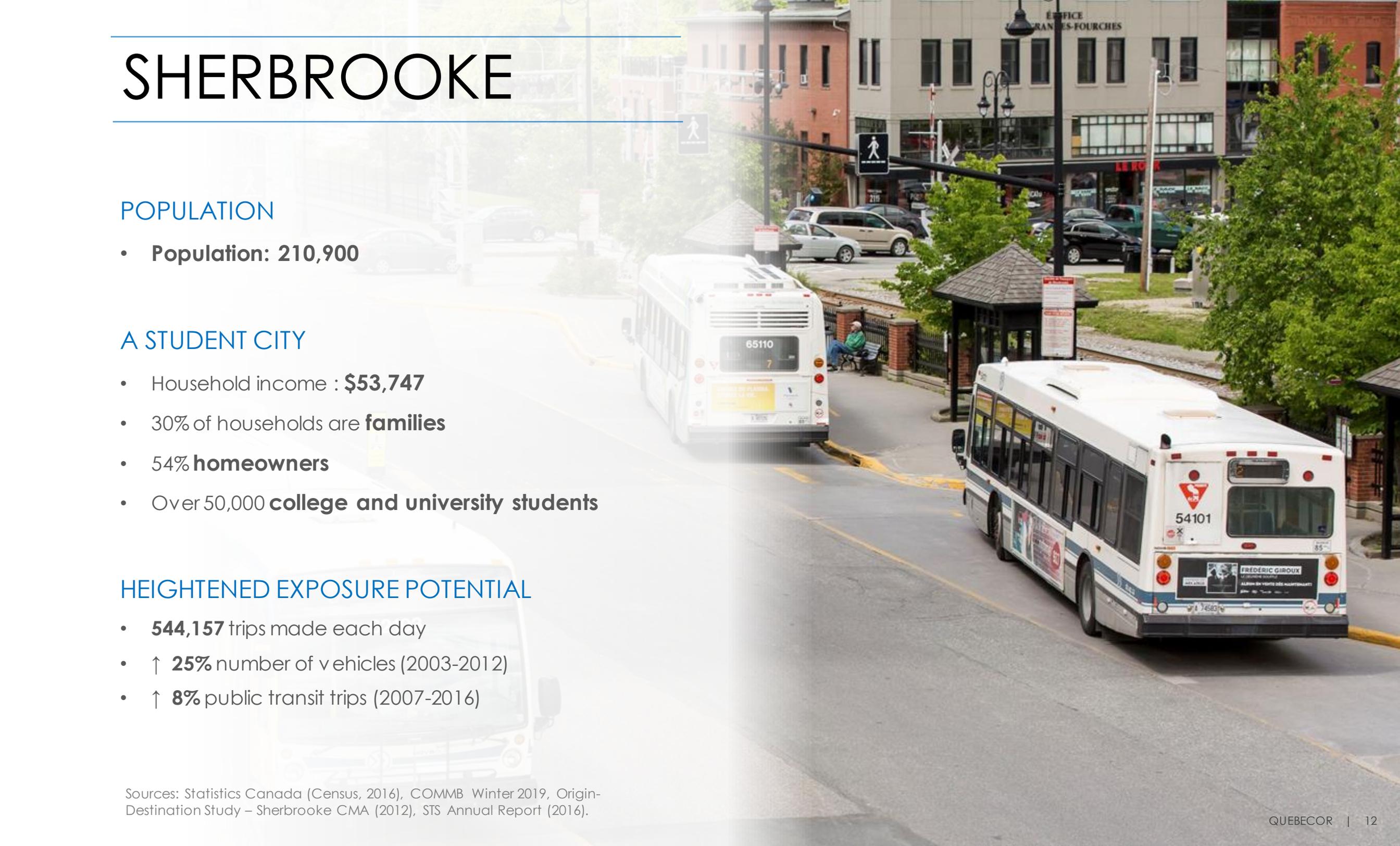
SUBURBAN-FOCUSED TRIPS

- **396,558** trips made each day (residents and non-residents)
- 68% of **trips are made within Lévis**
54% of residents work in Lévis
- ↑ 15% drivers in the Lévis region (2011- 2017)
- ↑ 23% public transit trips (2011-2017)

Sources: Statistique Canada, projection 2020 | Bulletin des écoles secondaires du Québec 2020 | Site officiel du Centre des services scolaire des navigateurs | Site officiel du Cégep de Lévis | Site officiel de l'université du Québec à Rimouski | Enquête Origine-Destination 2017, Région Québec-Lévis | Ville de Lévis, profil statistique novembre 2018, tiré de Statistique Canada 2016



SHERBROOKE

A background image of a city street in Sherbrooke, Quebec. In the foreground, a white bus with the number 65110 is driving away from the camera. To its right, another white bus with the number 54101 is driving towards the camera. The street is lined with buildings, including one with a sign that reads 'OFFICE GRANDES-FOURCHES'. There are trees and a pedestrian crossing sign visible.

POPULATION

- **Population: 210,900**

A STUDENT CITY

- Household income : **\$53,747**
- 30% of households are **families**
- 54% **homeowners**
- Over 50,000 **college and university students**

HEIGHTENED EXPOSURE POTENTIAL

- **544,157** trips made each day
- ↑ **25%** number of vehicles (2003-2012)
- ↑ **8%** public transit trips (2007-2016)

Sources: Statistics Canada (Census, 2016), COMMB Winter 2019, Origin-Destination Study – Sherbrooke CMA (2012), STS Annual Report (2016).

**PUT US
TO THE TEST:
CONTACT US.**

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QUEBECOR

The logo for Quebecor, featuring the word "QUEBECOR" in a bold, sans-serif font. Below the text is a white, curved swoosh that starts under the 'Q' and extends to the right, ending under the 'R'.