



THE QUEBEC REFERENCE FOR OUTDOOR ACTIVITIES AND ADVENTURE

/ 2023

espaces

QUEBECOR
EXPERTISE | MEDIA

espaces

/ guides and inspires the active community in Quebec
outdoor+ adventure + discovery

ESPACES knows its readers well, publishing useful, relevant, inspiring and entertaining content.

BRAND OVERVIEW :



M35-64
INDEX 141



University
INDEX 138



Newsletter subscribers
48,266



Male readers
56 %



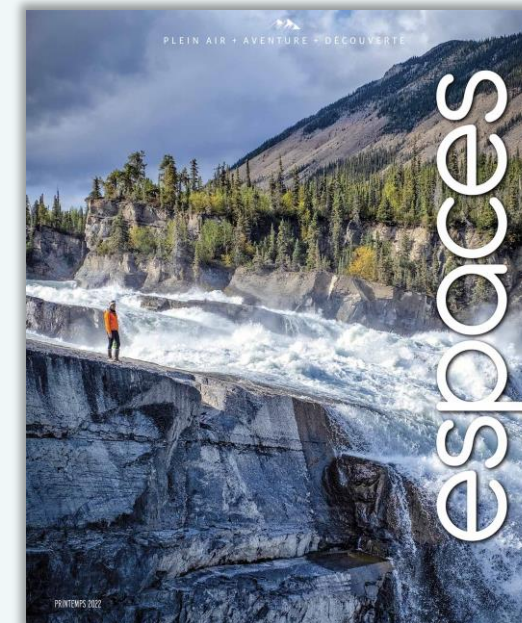
Female readers
44 %



Quebec readers
99 %



Users
74 %



HIGHLIGHTS

- 331,000 readers across all platforms
- 179,000 readers (print)
- 75,000 copies at outdoor gear retail outlets and Quebec's national parks
- 4 issues per year

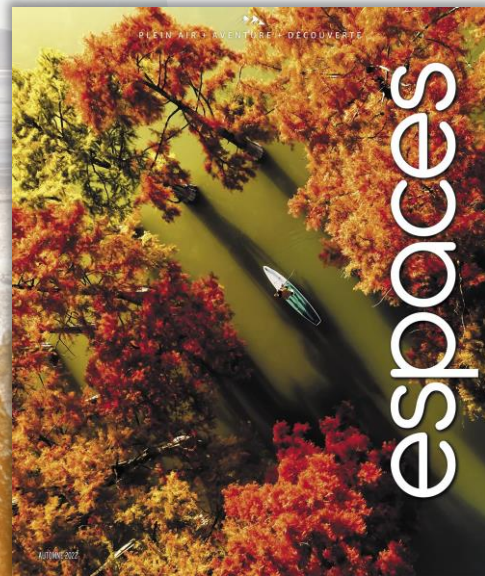
DIGITAL

- 457,000 page views per month
- 117,000 unique visitors per month
- 75,000 Facebook followers
- 3,000 Twitter followers
- 12,000 Instagram followers

Quebecor Insights

Sources: Vividata Spring 2020, Total Canada, 14+ / Profile: French Canada 14+, Print readership / Circulation: Internal data, June 2022 / Social media: November 2022 / Digital: Google Analytics, monthly average - 1er mai 2022 et 31 octobre 2022, Comscore, unique visitors, monthly average May 1st, 2022 - October 31, 2022 / Newsletter: November 2022.

for all outdoor enthusiasts



MOPEs
149



Investments
\$100 K +
115



Camping
enthusiasts
121



Extreme sports
enthusiasts
138



Love adventure
trips
115

a word from the editor

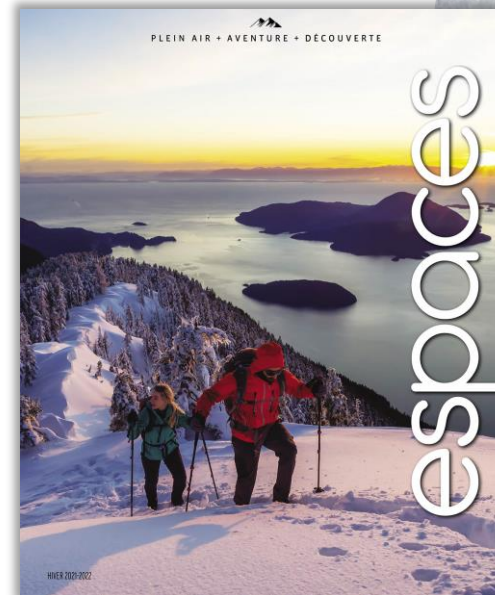
Espaces is Quebec's most influential, most complete and most read **outdoor and adventure magazine**, which has more than 25 years of existence !

Always on the lookout for new trends and loaded with quality content, *Espaces* covers all aspects of the **great outdoors**, as well as **training, fitness, nutrition and travel**, and presents **news, profiles and inspiring stories**.

SECTIONS :

- / ACTIVITIES
- / DESTINATION
- / TRENDS
- / EQUIPMENT
- / GREEN SPACES

- / TIPS
- / TRAINING
- / NUTRITION
- / ADVENTURE
- / GLOBETROTTER





key attributes

Outdoor and adventure enthusiasts

On the lookout for new trends

Active people

Contact with nature

The need to physically challenge yourself

Want suggestions for getaways, need support to do so

Environmentally conscious

Also like to live it up :
effort, then comfort

Want to dream and be inspired by the
achievements of others

content strategies

espaces

* content marketing is always subject to the editorial team's approval



SPONSORED CONTENT

Association with existing editorial content. Advertising placement in juxtaposition with the content.



EDITORIAL INSERT

Insert of your product with photo in the editorial article. Text on the product near the photo.



CO-BRANDED CONTENT

Content created by the editorial team based on the advertiser's brief. Co-branded content must be of genuine interest to readers and consistent with the editorial brand's DNA.



ADVERTORIAL

Advertising content provided by the advertiser that presents the features and benefits of a product or offer.

LEVEL OF CONTROL OF THE ADVERTISER

co-branded content

espaces

It's a content developed and endorsed by the editorial team, based on a brief from the advertiser. The editorial angle of the content takes into account the advertiser's communication objective.

BENEFITS

Espaces' team offers its expertise in the creation and development of relevant content that will create engagement with a targeted clientele. This association with *Espaces*, a well-established brand, recognized and appreciated by its community, will also allow you to benefit from its credibility and notoriety.

VISIBILITY

Co-branded article, full page or double page, to promote a product

- Mention at the beginning of the article: Espaces x Advertiser
- The name of the product will be mentioned, and some attributes of the product will be integrated into the content in a natural way
- Product photos
- Client's right of review: 2 rounds of approval

Under approval of the editorial team



Ex. : Tourisme Bromont, co-branded page + ad, Summer 2021



Ex. : Tourisme Bromont, co-branded page, Winter 2022
(declined on the web, see next page)

co-branded content on the web

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VISIBILITY

Adapting your co-branded print content for digital, hosted on espaces.ca :

- Your advertising banners for 4 weeks around the content*.
- Your logo with association mention in the content header
- Footer at the bottom of the content including your logo and commercial offer redirecting to your site

HIGHLIGHTING YOUR CONTENT

- A Facebook post on our page, with handshake and amplification
- Bank of native tile impressions
- Organic amplification in the content recommendation module

6,000
guaranteed
page views



Ex : Tourisme Bromont

*Material provided by the advertiser



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an effective campaign

/ print campaign

	People reached in Canada		Average exposure to the campaign		Gross advertising impressions
1 insert*	179 K	X	once	=	179 K
4 inserts**	281 K	X	2.55 times	=	717 K

Québecor Insights
Source : Vividata Spring 2020, Canada, 14+, print readership.
*Estimate made for 1 publication in Espaces.
**Estimate made for 4 publications in Espaces

appendices



readers who want to get moving



94 %

are concerned about the environment



56 %

like to entertain at home



55 %

are loyal to brands



51 %

sports play an important role in their lives



A close-up photograph of a person's hands holding and reading a magazine. The person is wearing a white, textured short-sleeved shirt and a gold ring on their left ring finger. The magazine is open, showing some colorful pages. The background is dark and out of focus.

why choose magazines?

THEY'RE ALWAYS POPULAR

Over **half** of Canadians (53%) read print versions of magazines, and more than **1 in 2** look at digital magazines.

THEY'RE ADAPTABLE

Print version, **digital** version, **website**, **application**, and **social media**. The multiplatform format integrates magazines into readers' everyday habits.

THEY INCITE ACTION

36% of Canadians took some type of action after seeing an ad in a magazine.

THEY REACH EVERY GENERATION

44% of Generation **Z**, **47%** of **Millennials**, **51%** of Generation **X**, **61%** of **Baby Boomers**, and **68%** of the **Silent** generation read a print magazine sometime in the last month.

THEY'RE VALUABLE

At a time when so much is free, Canadians are still paying for their magazines. **21.4** million magazines were sold last year.

2023 editorial planning

espaces

**For editorial planning, please contact
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