

Fitness Destination

/ Powerful Out of Home to Reach an Attentive and Loyal Audience



OFFER

1st Expanding media in fitness centres across Canada

369 advertising faces

113 sites

29.7 M impressions / 4 weeks

2 major markets

- Quebec
- Ontario

PERFORMANCE

AWARENESS

1/3 say out of home improves their perception of a brand (index**137**).

CONVERSION

78 % of fitness centres members feel happy and energized during or after training. Reaching your target audience in this setting can increase your Out of Home effectiveness by 40%.

PRODUC

- Digital Horizontal in training areas
- Digital Vertical in traffic areas

STRENGTHS

AN ATTENTIVE, RECEPTIVE AND LOYAL CLIENTELE

- Target regular, high-attention span consumers to maximize retention and engagement with your brand.

AN EDUCATED AND ACTIVE TARGET MARKET

- Reach active, affluent consumers focused on wellness, health, and physical activity in a targeted and effective way.



AVAILABLE FOR PROGRAMMATIC PURCHASE

CONTACT US

FOR A SUSTAINABLE FOOTPRINT

QUEBECOR MEDIA EXPERTISE

montreal@quebecormedia.com

toronto@quebecormedia.com

**Distance
Test**

**Creative
Guide**

Portfolio

QUEBECOR
OUT-OF-HOME