

INDOOR OUT OF HOME SHOPPING DESTINATION FITNESS DESTINATION EXPRESS DESTINATION



**QUEBECOR
OUT-OF-HOME**

SHOPPING DESTINATION



QUEBECOR
OUT-OF-HOME

Shopping Destination

/ High Visibility and Exposure to Drive Action



OFFER

1st media in Canada in shopping centres
1,160 advertising faces
+ 100 shopping centres
394.7M impressions / 4 weeks
8 provinces

PERFORMANCE

AWARENESS

83% remember seeing out-of-home
30 minutes before their purchases.

CONVERSION

17% interacted with brands after seeing
out-of-home in a shopping centre.
+ ½ half of purchases in shopping centres are
impulsive, mainly triggered by immediate
purchase and promotions.

PRODUCT

- Digital Spectacular and Backlit
- Digital Vertical and Horizontal
- Backlit Vertical and Horizontal
- Custom Products

STRENGTHS

NATIONAL COVERAGE AND HIGH VISIBILITY

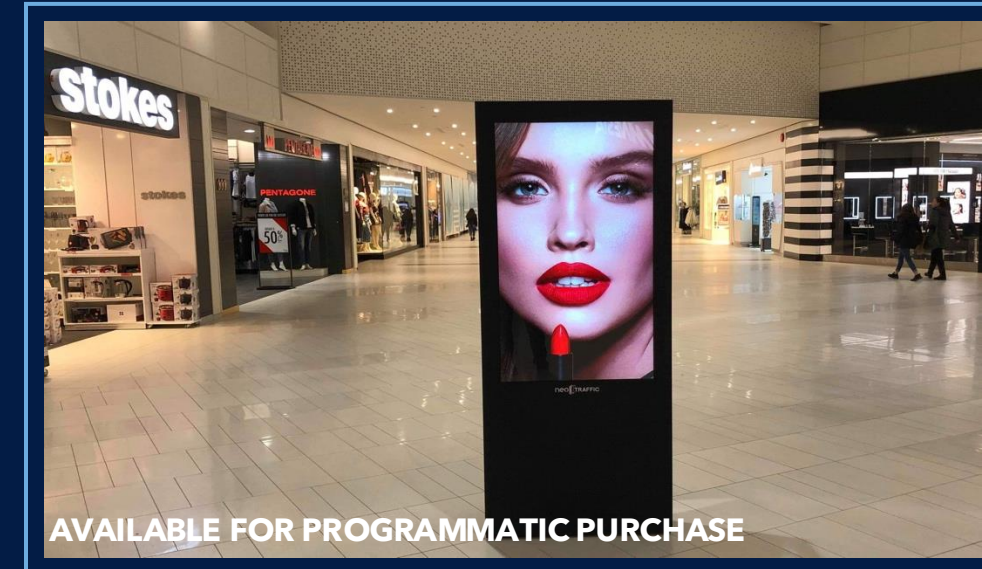
- Reach consumers nationwide, boosting your reach and visibility.

EXTENDED EXPOSURE

- Reach consumers who are actively looking for products or services, on an extended basis, for better brand retention.

PROXIMITY, RECEPTIVITY & ENGAGEMENT

- Capitalize on an inspired, receptive and ready-to-buy audience to maximize the effectiveness of your out-of-home campaigns and impulse buys.



CONTEXTUALIZATION

- Leverage the flexibility and efficiency of contextualization for relevant campaigns.

BRAND ACTIVATIONS AND SPONSORSHIP OPPORTUNITIES

- Capture attention visually, emotionally, and immersively.

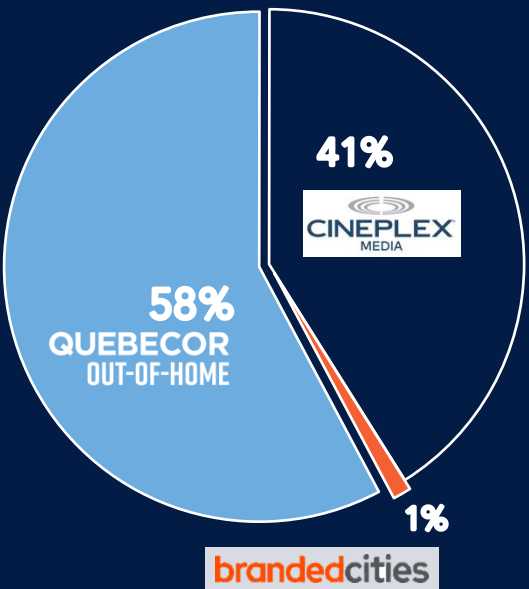
Our relevance in numbers

/ Shopping Destination

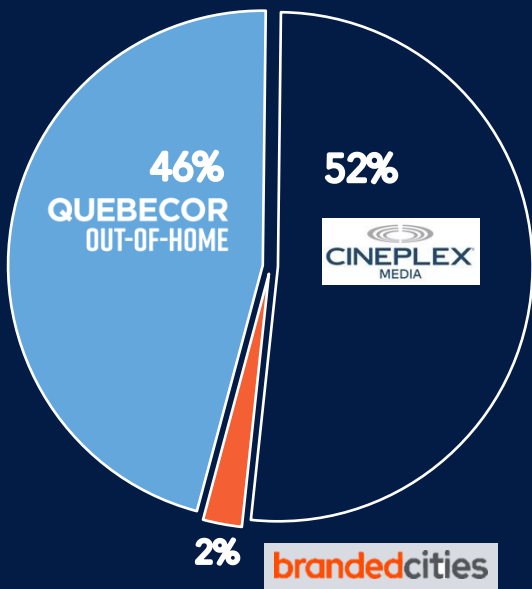


2024 MARKET SHARE

PER SITE



PER ANNUAL TRAFFIC



FREQUENCY AND DURATION

73%
visited a shopping centre in the **past month** for an average duration of **69 minutes**.

65%
of millennials and Gen Z are more likely to buy products seen in shopping centre ads.

VISITS*

24 - 49	▷	69 %
14 - 24 (teenagers/young adults)	▷	68 %
Families (children under 12 years old)	▷	71 %

**have been to a shopping centre in the past month*

Sources : Outsmart, Drive-to-Store: How OOH is Changing the Game, 2018. // Movia, How Out-Of-Home Media helps Brand Awareness, June 2022, IPSOS AND Network partners // One Day agency, Shopping Centre Advertising, **visited a shopping centre in the last month*

Our footprint

/ Shopping Destination - More than 100 Destinations in 8 Provinces Across Canada



ALBERTA (8)

CORE Shopping Centre
Edmonton City Centre
Londonderry
Marlborough Mall
Mill Woods Town Centre
Northland Village Mall
Sunridge
Westbrook Mall

BRITISH COLUMBIA (5)

Aberdeen Mall
Brentwood Town Centre
Lansdowne Centre
Lougheed Centre
Royal City Centre

MANITOBA (3)

Kildonan Place
Portage Place
St-Vital Centre

NEW BRUNSWICK (1)

Sugarloaf Mall

NOVA SCOTIA (1)

Halifax Shopping Centre

SASKATCHEWAN (4)

Cornwall Centre
Market Mall Sask
Midtown
Town 'N' Country Mall

ONTARIO (32)

Bayshore Shopping Centre
Billings Bridge
Burlington Centre
CF Fairview Mall
Carlingwood
Cataraqui Town Centre*
Devonshire
Dixie Outlet Mall

Dufferin Mall
Eastgate Square
Eglinton Square
Erin Mills Town Centre
Georgian Mall
Heritage place
Lambton Mall
Lansdowne Place
Lawrence Allen Centre
Lynden Park Mall
Oakville Place
One Queen Street
Pembroke Mall
Pen Centre
Place D'Orleans
Promenades Shopping Centre
Quinte Mall
Tecumseh Mall
The Shops at Pickering City Centre
Tillsonburg Town Centre
Toronto Pearson Airport
Toronto Premium Outlet*
White Oaks Mall
Woodbine Centre
Yonge Sheppard Centre

QUEBEC (50)

CF Promenades St-Bruno
Carrefour Angrignon
Carrefour Charlesbourg
Carrefour Frontenac
Carrefour Industrielle Alliance
Carrefour Richelieu
Carrefour Rimouski
Carrefour Saint-Georges
Carrefour de L'Estrie
Carrefour du Nord
Carrefour du Nord Ouest
Centre Alma*
Centre Valleyfield
Complexe Desjardins
Fleur de Lys
Four Seasons Hôtel Montréal
Galeries Aylmer*
Galeries D'Anjou
Galeries Des Sources
Galeries Joliette
Galeries St-Hyacinthe
Galeries Terrebonne
Galeries de Granby
Galeries de Hull

Galeries Terrebonne
Galeries de Granby
Galeries de Hull
Grande Place des Bois Francs
Griffintown - 225 Peel
Le Boulevard
Les Galeries Chagnon
Les Rivières
Mail Montenach
Manicougan
Montreal Premium Outlet*
Palais des congrès de Montréal
Place Du Royaume*
Place Longueuil
Place St-Eustache
Place Versailles
Place Vertu
Place de Ville
Place de la Cité
Plaza de la Mauricie
Promenades Beauport
Promenades Drummondville
Promenades de Sorel
Quartier Cavendish
Quartier DIX30
Centre commercial Rivière-du-Loup

A National Coverage

/ Shopping Destination



DIGITAL PRODUCTS



QUEBECOR
OUT-OF-HOME

Digital Spectacular Horizontal

/ Shopping Destination



Larger-than-life, our Digital Spectacular Horizontal illuminate the main thoroughfares and food hall of the busiest shopping centres, delivering powerful and impactful impressions.



- Palais des Congrès
- Shops at Pickering
- Core levels 2, 3 et 4
- Devonshire
- Erin Mills
- Promenade
- Griffintown
- Carrefour Angrignon
- Londonderry

Carrefour de l'Estrie
Unique product

10
sec.

7x

32:9

10
sec.

7x

34:9

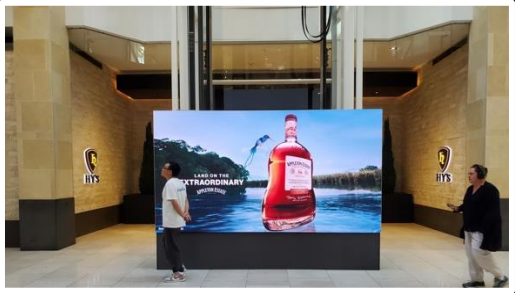
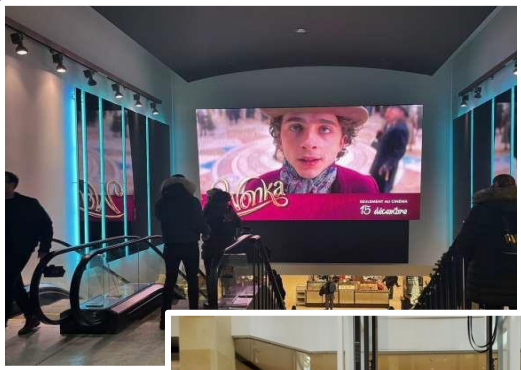
Digital Spectacular

/ Shopping Destination



Larger-than-life, our Digital Spectacular illuminate the main thoroughfares of our busiest shopping centres, delivering powerful impressions with even greater impact.

LARGE FORMAT



- The Core level 1
- Carrefour Industrielle Alliance
- Yonge Sheppard Centre

10
sec. 7x

16:9

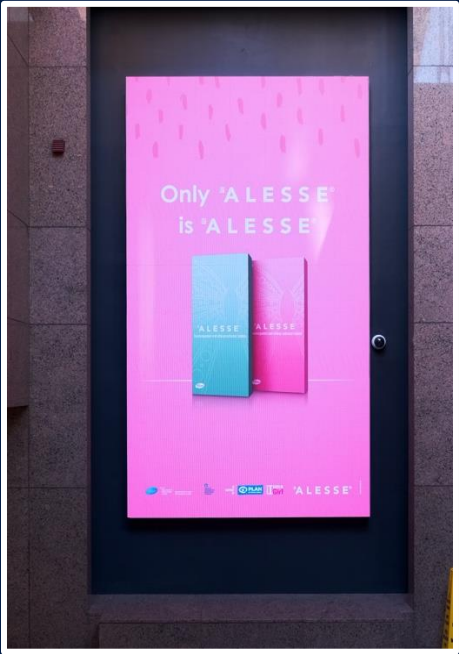
UNIQUE PRODUCTS



• Halifax Shopping Centre

10
sec. 7x

67:6



• One Queen Street

10
sec. 7x

9:16

Digital Vertical Network

/ Shopping Destination



Sold in the shopping centre's Digital Vertical Network, our Digital Verticals provide comprehensive, strategic, and optimal coverage to increase your brand awareness and influence consumers during their shopping journey.

OUR FLAGSHIP PRODUCT- 73 SITES

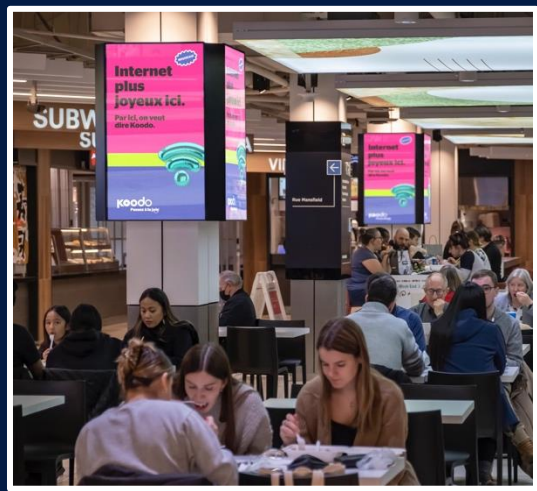


Directories - visuals for information purposes



Wall-mounted - visual for information purposes

EXCLUSIVE OPPORTUNITIES



- Wall-mounted - Food Hall
- Carrefour Industrielle Alliance
 - Carrefour de l'Estrie
 - Burlington Centre



Video wall - 2 separate screens or 1 total visual

Yonge Sheppard Centre

Unique product - allows for dominance

- 8 Vertical screens
- Drugsmart Pharmacy Showcase
- Pearson Airport



10 sec. 2min.

Digital Horizontal Network

/ Shopping Destination - Food Hall

Sold in the shopping centres' Digital Horizontal Network, our Horizontal Digitals guarantee maximum visibility and direct engagement with a captive audience. Leverage this opportunity to introduce your brand, products or promotions to consumers who are receptive, attentive and ready to make purchasing decisions.



15
sec.

Average
exposure:
42
minutes



Generally sold as a duo screen

2 Screens 16:9 or 1 Spectacular panoramic option 32:9 - Length 15 Seconds

STATIC PRODUCTS



QUEBECOR
OUT-OF-HOME

Spectacular Backlit Horizontal

/ Shopping Destination – Various Formats



Our Spectacular Backlit Horizontal offer and maximum visibility to enhance your brand and captivate attention while guaranteeing 100% share of voice continuous visibility in prestigious and strategically selected environments to reach a wide audience and enhance the impact of your Out of Home campaign.



Backlit Horizontal

/ Shopping Destination



Our Backlit Horizontal provide maximum visibility to showcase your brand and captivate attention while ensuring 100% share of voice constant visibility in prestigious environments to reach a large audience and enhance the impact of your Out of Home campaign.

118.5 x 59.5 FORMAT



Backlit Vertical

/ Shopping destination



Our Backlit Verticals ensure optimal coverage of your brand, to capture attention and reach a large audience in strategic and busy environments.

VERTICAL - 46 SITES - 43.75 x 59.625 FORMAT



Standing - visual for information purposes only

VERTICAL - 3 SITES - 47.25 x 68.25 FORMAT



- 📍 Georgian Mall
- 📍 Cataraqui Town Centre
- 📍 Les Galeries Chagnon

VERTICAL - 2 SITES-47.25 x 68.25 FORMAT



- 📍 One Queen Street
- 📍 Woodbine Center

CUSTOM PRODUCTS



QUEBECOR
OUT-OF-HOME

Creative Stunts

/ Shopping Destination – Vinyl Wrap and Custom Creativity – Outdoor Visibility



DID YOU KNOW? CREATIVITY = BOOSTED BRAND AWARENESS AND CONVERSION

Maximize visibility where purchase decisions happen.

Leverage brand experiences and custom activations, perfect for launches and openings.

Did you know? Creativity = Increased awareness and conversion



Unique and prestigious opportunity
📍 The Core – Calgary

243" x
532"



Dominant Entrance



Entrance Doors



REM walkway
📍 Quartier Dix-30, Brossard

Creative Stunts

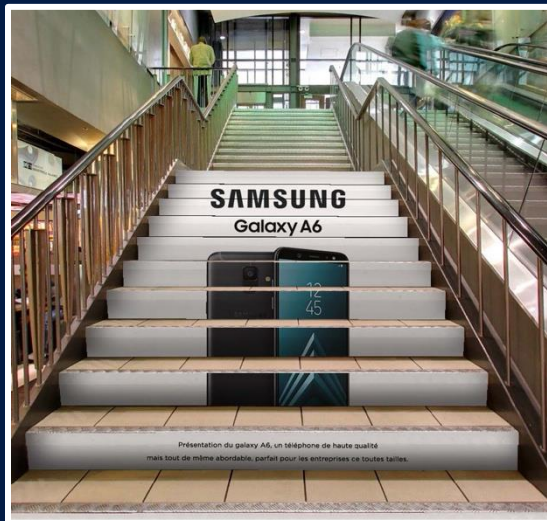
/ Shopping Destination – Vinyl Wrap and Custom Creativity



DID YOU KNOW? CREATIVITY = ENHANCED BRAND AWARENESS AND CONVERSION

Maximize visibility where purchase decisions are made.

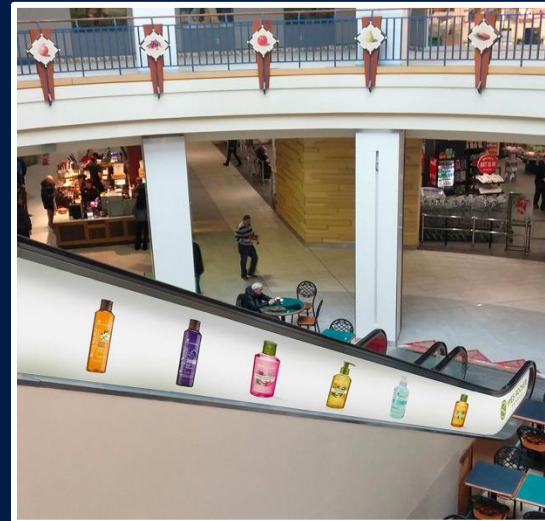
Capitalize on brand experiences and tailored activations, perfect for launches and openings.



Stairs



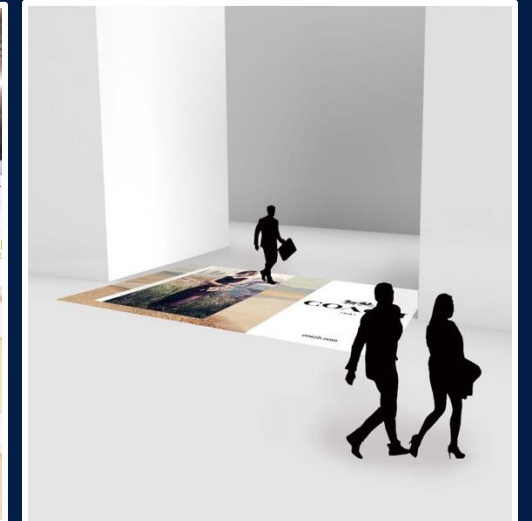
Elevator



Escalator



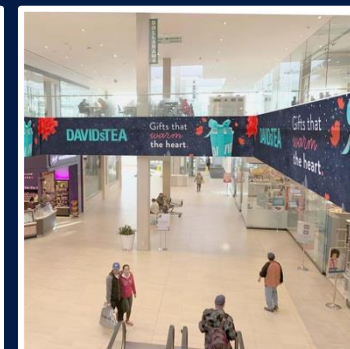
Mural



Floor



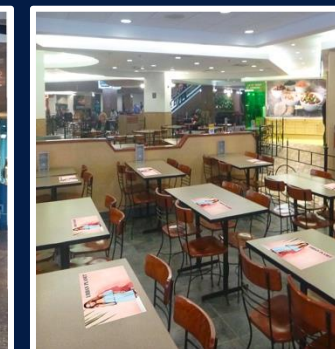
Railing



Partition



Columns



Table

Hanging Banner

/ Shopping Destination



DID YOU KNOW? A HIGHER PLACED ADVERTISEMENT CAPTURES 35% MORE CONSUMER ATTENTION.

Capture everyone's attention with strategically positioned hanging banners in shopping centres.

Take advantage of maximum visual impact to leave a lasting impression and boost your brand's memorability. *Visuels à titre indicatif*



Outdoor Out of Home

/ Shopping Destination



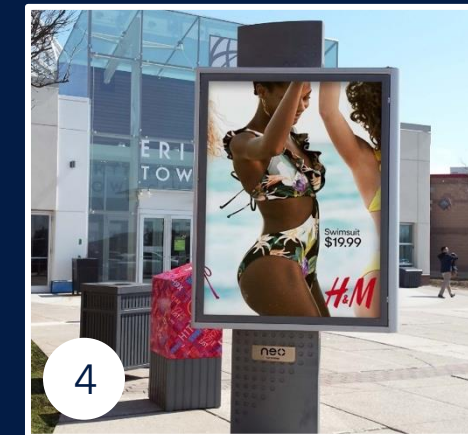
OUTDOOR OUT-OF-HOME IN SELECTED SHOPPING CENTRES FOR CONSTANT VISIBILITY AT THE FIRST POINT OF CONTACT OF CONSUMERS READY TO MAKE THEIR PURCHASE INTENTIONS A REALITY.

Did you know? Creativity is the 2nd factor contributing to a brand's reputation.

1. Directory

2. Standee

- 📍 Toronto Premium Outlet
- 📍 Montreal Premium Outlet



3. Light Pole Banner

- 📍 Toronto Premium Outlet
- 📍 Montreal Premium Outlet
- 📍 Quartier DIX30

4. Backlit Column Vertical

- 📍 Erin Mills Town Centre
- 📍 Lynden Park Mall
- 📍 Devonshire
- 📍 Tecumseh Mall

5. Out-of-Home Horizontal

- 📍 Georgian Mall



Prestigious Sponsorships

/ Shopping Destination – Interior Valet Parking Experience



To showcase the high-end character of your brand and gain optimal visibility in a prestigious environment in the heart of the emblematic luxury district in downtown Montreal.

📍 *Four Seasons Hôtel Montréal*



**PRESTIGE
DESTINATION**

EXCLUSIVE AND CUSTOM SPONSORSHIP OPPORTUNITIES*



Lounge Area



Interior - Lounge



Screen



Pillars - Parking



Directional Wall - entrance

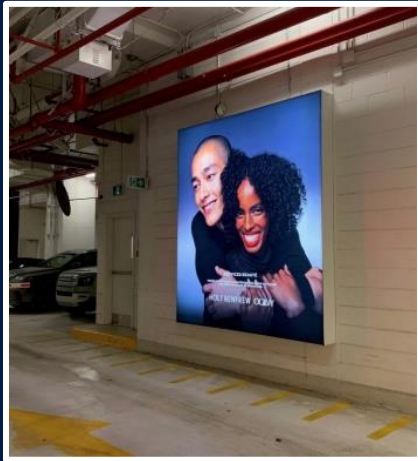


Digital - Entrance

**BRAND
ACTIVATION**
Sampling
Promotional Material
Screen - Loop

ENHANCED VISIBILITY

Associate your sponsorship to our 5 unique Backlit Horizontals (2) and Verticals (3) for a far-reaching impact.



*Sponsorship opportunity is available in combination with and/or sold separately the enhanced visibility of Backlits.

FITNESS DESTINATION



QUEBECOR
OUT-OF-HOME

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%.

PRODUCT

- 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

Our relevance in numbers

/ Fitness Destination



STATISTICS



1 M

of Quebecers are subscribed to a fitness centre



7+

average monthly visit



60 %

are between the ages of 25 and 49
index **155**

DEMOGRAPHY

18 - 54 ▷ **60%**

18 - 34 ▷ **25%**

35 - 54 ▷ **28%**

FR > \$100k ▷ **37%**

Owners ▷ **65%**

 Men
50%

 Women
50%

Our footprint

/ Fitness Destination: More than 120 Fitness Centres in Quebec and Ontario



Our network reaches captive, engaged and regular consumers at every stage of their training, driving engagement, conversion and purchases, while measuring tangible results.

MAIN BANNERS							
QUEBEC	X	X	X	X	X	X	X
ONTARIO		X			X		
# FITNESS CENTRES	30	14	13	12	12	4	2
MONTHLY VISITS	273 000	441 000	205 000	230 000	126 000	169 000	60 000

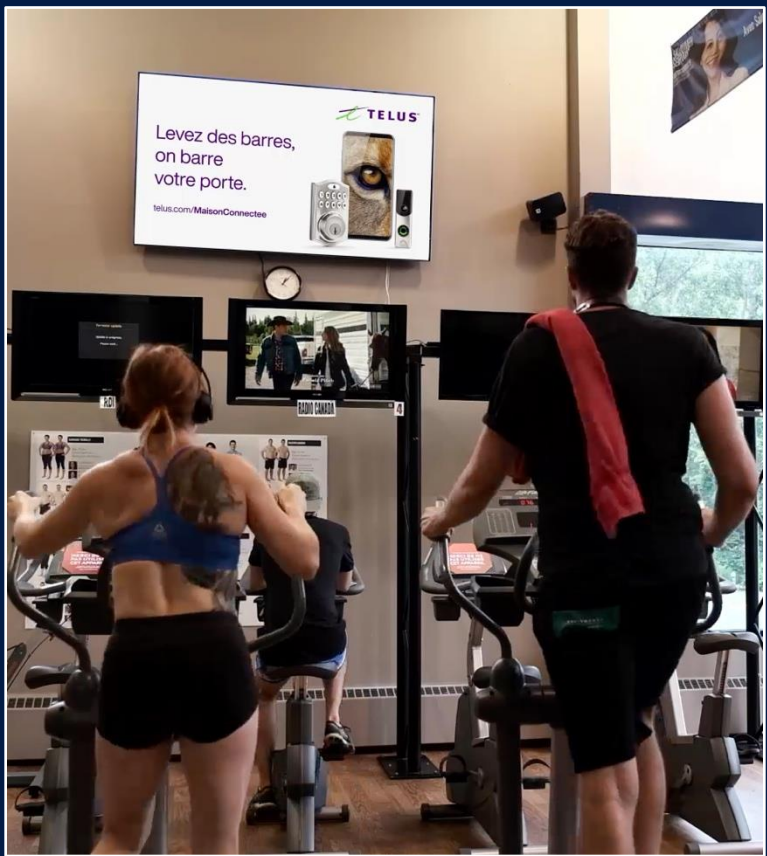
+ Several other independent banners and locations available.

Digital Horizontal Network

/ Fitness Destination - Training Areas



Engage members with our Digital Horizontal Network in the training areas by streaming digital, animated or static video or content, and maximize your brand awareness, with optimal visibility and exposure time.



15
sec. 5min.



ADVERTISING FACES > 384

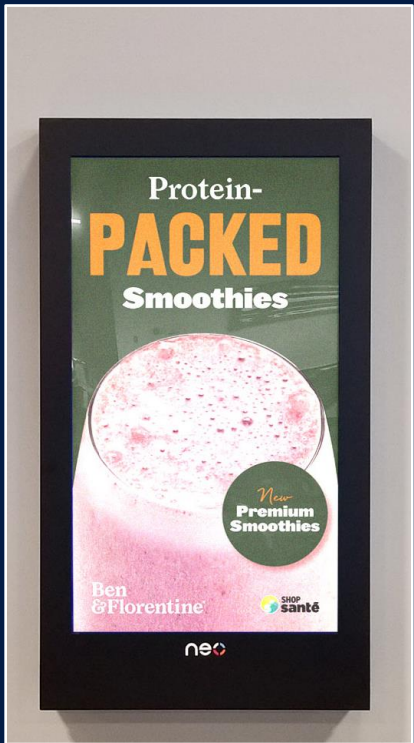
IMPRESSIONS (4 WEEKS) > 29,7M

Vertical Digital Network

/ Fitness Destination - Traffic Areas



Capture members with our Digital Vertical Network in traffic areas by streaming digital, animated or static video or content, and maximize your brand awareness, with optimal visibility and exposure time.



ADVERTISING FACES

▶ 384

IMPRESSIONS (4 WEEKS)

▶ 29,7M

10
sec. 7x



Source: Droits d’auteur et information de Environics Analytics (EA).

EXPRESS DESTINATION



QUEBECOR
OUT-OF-HOME

Express Destination

/ Immersive and Captivating Convenience Store Interaction



OFFER

- 1st** 100% digital network in convenience stores in Canada
- 156** advertising faces
- 141** sites
- 5.1 M** impressions / 4 weeks
- 3** growing markets and network:
 - Quebec
 - Ontario
 - Alberta

PERFORMANCE

AWARENESS

94% notice promotions.

CONVERSION

95% purchasing decisions in local shops are made subconsciously.

40% ad recall rate.

50% spend more on different products and services on the same day.

PRODUCT

CONVENIENCE STORE:

- Digital Horizontal strategically positioned above checkouts or at the entrance of the convenience store, streaming digital video, animated or static quality content.
- * See the Express Video Station one-pager for the additional offering in outdoor out of home.

STRENGTHS

STRATEGIC LOCATIONS WITH HIGH VISIBILITY

- Target consumers on the go with Digital Horizontal strategically positioned in high-traffic convenience stores.

EXTENSIVE COVERAGE

- Reach a diverse clientele, in businesses with extended opening hours, in a variety of environments (neighborhoods, rural, urban, etc.).

INCENTIVE TO PURCHASE

- To capture consumers' attention and encourage them to buy.



Our Footprint

/ Express Destination: Nearly 400 Convenience Stores



					INDOOR OUT OF HOME	
					EXPRESS DESTINATION HORIZONTAL SCREEN (CONVENIENCE STORES)	
PROVINCE	POPULATION (18+)	MEDIAN INCOME	% FAMILIES	% CAR OWNERS	# PROPERTIES	# FACES
Quebec	7.2 M	\$63K	30%	81%	96	99
Ontario	12.5 M	\$76K	32%	84%	44	56
Alberta	3.7 M	\$85K	39%	90%	1	1
TOTAL					141	156

DEMOGRAPHY / STATISTICS

Bi-monthly Frequency	84 % go to service stations at least once
20 - 34	23,1 % (index : 123)
35 - 54	38,6 % (index : 148)
55 - 64	18,5 % (index : 126)
65 - 74	11,4 % (index : 101)
W 48 %	M 52 %

Digital Horizontal

/ Express Destination - Convenience Store



Our Digital Horizontal are strategically positioned above the checkouts or at the entrance of the convenience store and broadcast quality digital video content, animated or static, constantly, to capture consumers' attention and encourage them to buy.



IN-SCREEN CONTENT



15
sec.
3min.
loop

Weather and news with real-time updates

IMPRESSIONS

1 transaction = 1 impression = 1 consumer

Impressions based on traffic and transactions made in the convenience store

OUR STRENGTHS



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CONTACT US

FOR A SUSTAINABLE FOOTPRINT

QUEBECOR MEDIA EXPERTISE

montreal@quebecormedia.com

toronto@quebecormedia.com

**Distance
Test**

**Creative
Guide**

Portfolio

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