

# Fitness Destination

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



## OFFER

**1<sup>st</sup>** 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**

# CONTACT US

## FOR A SUSTAINABLE FOOTPRINT

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**Distance  
Test**

**Creative  
Guide**

**Portfolio**

**QUEBECOR**  
**OUT-OF-HOME**