

CHEVAL QUÉBEC MAGAZINE

The equestrian magazine in Quebec



Informations:
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www.chevalquebecmag.com

Cheval Québec Magazine offers readers in pursuit of knowledge rigorous and appealing content while providing superior visibility to advertisers.

MEDIA KIT 2024

By the Numbers

24,000

READERS PER ISSUE

8,000

COPIES
PRINTED QUARTERLY

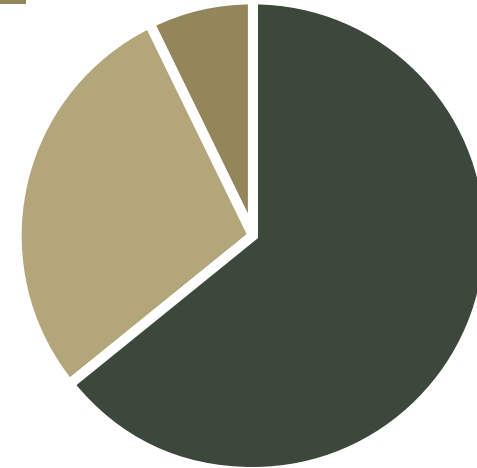
The articles are written by experienced journalists and leading consultants in the fields of health, nutrition, recreation, tourism, sport and breeding.

465

PROMOTION AND
EVENTS

2,465

NEWSSTANDS
AND TACK
SHOPS

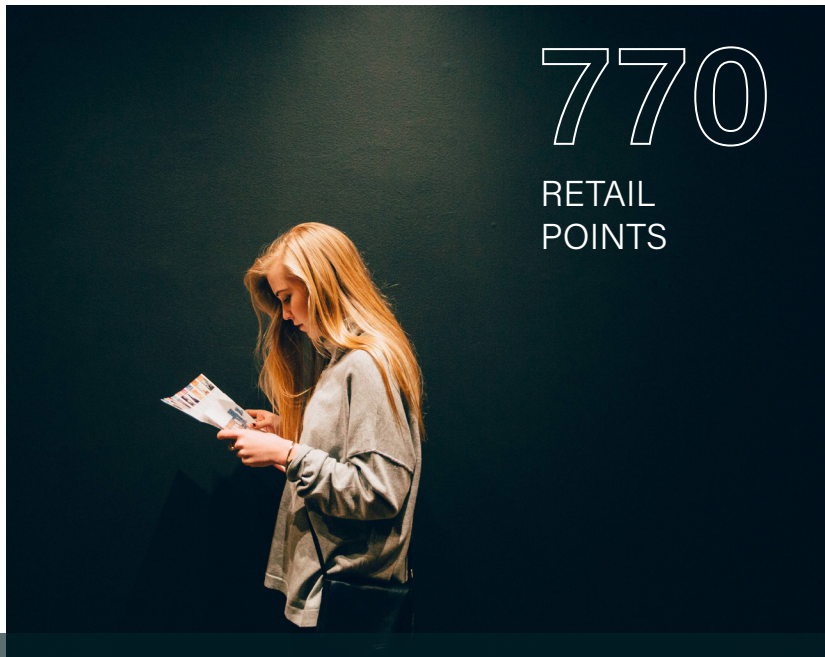


5,535

SUBSCRIBERS

770

RETAIL
POINTS



Audience Demographics



81.2%



18.8%

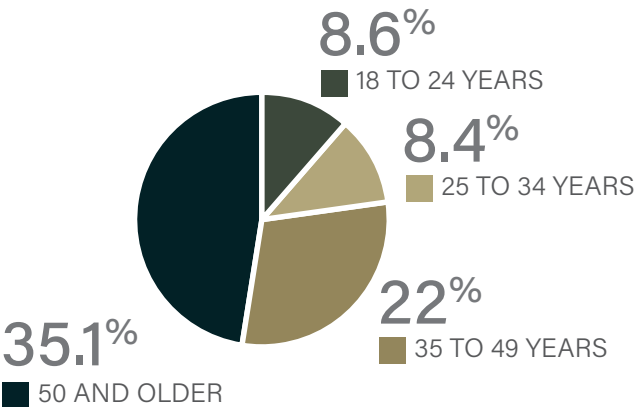
75%

HAVE POST-SECONDARY EDUCATION

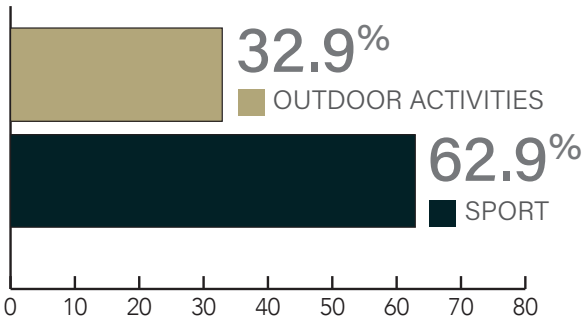
45%

PARTICIPATE IN COMPETITIONS

AGE DISTRIBUTION



INTERESTS



Female | Educated | Active



Audience Demographics

ANNUAL INCOME

52%

EARN OVER
\$65,000 A YEAR

87%

OWN
HORSES

Passionate
Connected
Mobile

CONNECTIVITY

53.03%

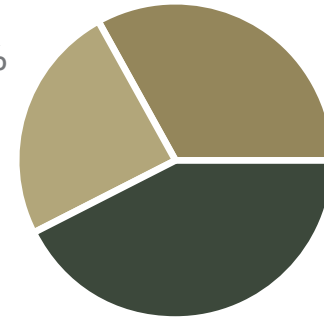
TABLET

71.21%

LAPTOP

92.12%

SMARTPHONE



MOBILITY

82.62%

CAR

49.86%

TRUCK

41.03%

HORSE TRAILER

21.37%

RV

0 20 40 60 80 100

72%

LIVE IN RURAL
AREAS

EVERYWHERE
IN QUEBEC



Advertising Sales

ISSUES 2024

SPRING EDITION VOL.42 NO.1
RESERVATION: **January 18**
DEADLINE MATERIAL: **January 26**



SUMMER EDITION VOL.42 NO.2
RESERVATION: **April 18**
DEADLINE MATERIAL: **April 25**



AUTUMN EDITION VOL.42 NO.3
RESERVATION: **July 18**
DEADLINE MATERIAL: **July 25**



WINTER EDITION VOL.42 NO.4
RESERVATION: **October 21**
DEADLINE MATERIAL: **October 28**
Breeding Special Issue



TECHNICAL SPECIFICATIONS

- Minimum resolution: 300 dpi
- Bleeds: 0.125 in. minimum
- File formats: pdf, jpg, png, tiff, psd, ai (Word, Publisher, Corel Draw and Quark XPress are not accepted).

GRAPHIC DESIGN






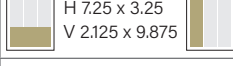

Layout fees

1 page	\$240
1/2 page	\$192
1/3 page	\$128
1/4 page	\$96

CONTACT

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RATES PER ISSUE

Sizes (inches)		Number of issues (price per issue)	
(Full colour)		1 - 2 issues	3 - 4 issues
 8.375 x 10.875 bleed	Back Cover	\$1,940	\$1,848
 8.375 x 10.875 bleed	Inside rear cover	\$1,719	\$1,640
 8.375 x 10.875 bleed	Front inner cover	\$1,792	\$1,708
 8.375 x 10.875 bleed	1 page	\$1,336	\$1,274
 7.25 x 4.75	1/2 page	\$842	\$802
 H 7.25 x 3.25 V 2.125 x 9.875	1/3 page	\$658	\$627
 3.5 x 4.75	1/4 page	\$502	\$479
Advertorial 1 page		\$1,719	\$1,640
Advertorial 2 pages		\$3,280	\$3,120
Guaranteed position		15% additional fee	
Insertion		Contact us	

RATES ARE IN CANADIAN DOLLARS (\$). GRAPHIC DESIGN FEES AND APPLICABLE TAXES NOT INCLUDED.
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