



PRINT-DIGITAL

Custom Tour magazine is the french magazine for true Custom Motorcycle enthusiasts. In each edition, discover professional advices, interviews with enthusiasts of the field, and industry news.



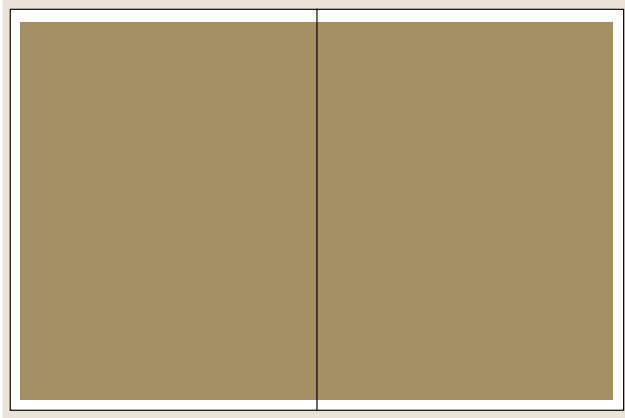
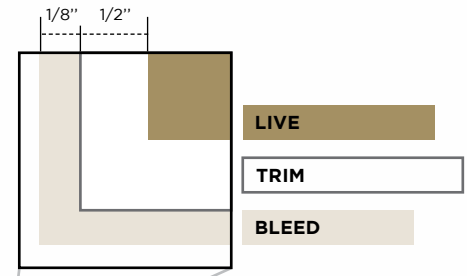
2024

MEDIA KIT

ADVERTISEMENT ADS

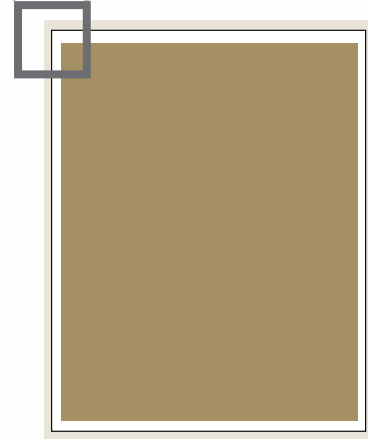
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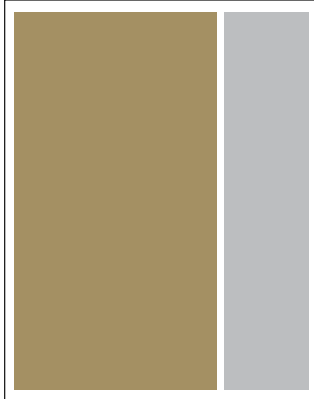


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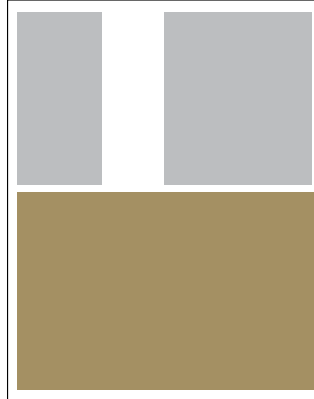
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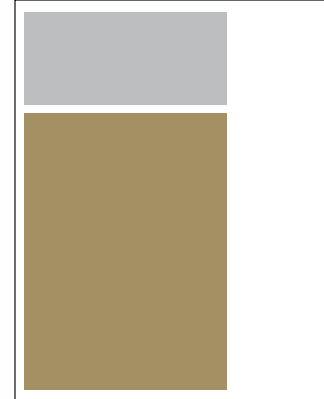
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2/3 V 5.6 x 10.875
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1/2 H 7.375 x 5
1/4 3.6 x 5
1/6 V 2.5 x 5



1/2 V 5.6 x 6.5
1/6 H 5.6 x 3.2

EDITION	RESERVATION	MATERIALS	IN STORE
Winter Edition	January 12, 2024	January 26, 2024	February 16, 2024
Early season Edition	February 23, 2024	March 8, 2024	March 29, 2024
Travel Destinations Edition	May 10, 2024	May 24, 2024	June 14, 2024
Autumn Edition	September 6, 2024	September 20, 2024	October 11, 2024

MATERIALS DELIVERY : melanie@raven-media.ca

NATIONAL ADVERTISEMENT RATES 2024



PRINT

18,000 distributed copies

SIZE	RATE
2 pages spread	\$5,975
C4	\$3,775
C2	\$3,625
1 page	\$3,275
2/3 page	\$2,300
1/2 page	\$1,725

*The rate is gross
Commission to agencies 15%*

DISCOUNT FREQUENCY

2 ISSUES	3 ISSUES	4 ISSUES
-5%	-10%	-15%

GUARANTEED POSITIONING

+10%



DIGITAL

WEB BANNER

16,000 average impressions per month

RATE

\$21 / CPM

DESKTOP BANNER SIZE

728 x 90, 970 x 250

MOBILE BANNER SIZE

320 x 100, 300 x 250, 300 x 600

NEWSLETTER

12,000 shipments to monthly newsletter

GRANDEUR

TARIF

300 x 250

\$21 / CPM

728 x 90

\$21 / CPM

HPTO

RATE

LOCATION

\$1250 / week

All pages

MULTIPLATFORMS DISCOUNT

Display on all platforms



INFORMATION / RESERVATION MOTOMEDIA

Tel. Montreal: 514 990-6840 • Outside Montreal: 1 800 360-6840
E-mail: moto-media@outlook.com

RAVENMEDIA
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