



# 2020 MEDIA KIT

NATIONAL



**PASSION**   
**MOTONEIGE**

## ABOUT US

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Raven Media is the proud editor of ATV Trail Rider, Custom Tour, Passion Motoneige, Planète Quad and UTV Planet. In addition to magazines covering Powersports, it also publishes the annual ATV Buyer's Guide in English and French versions.

Raven Media stands out in the publishing field by promoting a unique experience for each reader through its 5 magazines and 2 annual guides filled with dynamic and authentic content.

A rich opportunity for advertisers who want quality visibility that meets their budget and their brand identity needs.

***Let's Make Something Awesome Together!***

## BENEFITS OF ADVERTISING WITH RAVEN MEDIA

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### **The largest Powersports media network in Canada**

With the publication of 5 magazines and 2 annual guides and counting more than a dozen expert columnists in the field of Powersports, Raven Media is your ally to promote your business with real Powersports enthusiasts.

### **Established renown for over a decade**

Raven Media's publications are the Canadian reference in Powersports. The greatest enthusiasts from across the country read the content of the various magazines with curiosity and great interest each time they are released.

### **Affordable packages adapted to your needs**

Our full range of diversified packages is designed to adapt to the very specific needs of each of our advertisers.

### **A turn-key collaboration**

When you advertise with Raven Media, you're not only getting the best value, you're teaming up with real publishing experts. From design to delivery of the final project.

# 360 VISIBILITY PACKAGE

## GLOBALITY



### DIGITAL

Reach the maximum potential customers using our multiple services:

- Web banner
- Promotional video
- Sponsored article
- Monthly newsletter
- Interactive digital magazine



### MAGAZINE

Join real enthusiasts directly at their home:

- Advertising
- Advertorial
- Interactive digital version included
- Product placement



### SOCIAL NETWORKS

Facebook and Instagram

- Reportage publishing on your products
- Video of your product test
- Sponsored article writing
- Contest with the maximum number of people reached in your target audience



### PRODUCTION

- Article writing on your products
- Professional photo shoot of your products
- Video clips shoot for your social networks or any other needs
- Computer graphics available for all your needs

## DISCOUNT

Display on all platforms



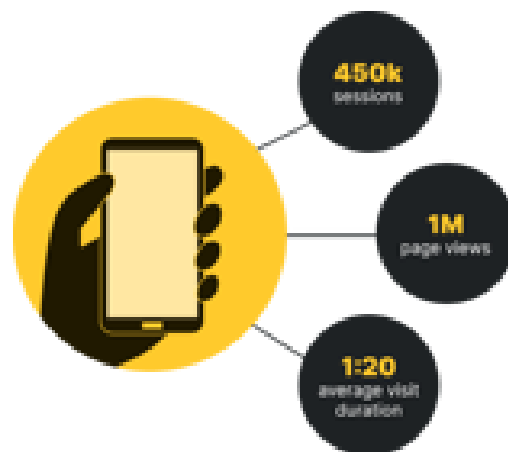
# DIGITAL WEBSITE

Raven Media is the reference in the field of Powersports with the most influential media network in Canada. With **over 1,000,000 page views annually** across all of its platforms, Raven Media is experiencing **annual traffic increases of almost 10%**.

With a predominantly **male user profile between 35-55 years old (86%)** sharing several common interests among others DIY tutorials, cooking, sports and thrills. Above all, he is passionate about cars and motorcycles. He searches for content that satisfies his thirst for adventure, which he does as much on his **mobile (48%)** as on his **laptop (44%)**, but very little on his **tablet (8%)**.



# SOCIAL MEDIA



## BANNER SIZE

### DESKTOP

728 x 90      970 x 250      468 x 60

### MOBILE

300 x 250      320 x 50      320 x 100

MONTHLY

# NEWSLETTER

CIRCULATION 50 000+  
THROUGH THE NETWORK  
OF RAVEN MEDIA

**PASSION MOTONEIGE**

**TABLEAU PRINCIPAL 728 x 90**

**PROFIL D'UN BÂTISSEUR - FRANÇOIS MORNEAU**

Il existe des passionnés qui sont toujours présents dans les événements de sports motorisés, mais qui ne sont pas du tout professionnels. Parmi eux se trouve François Morneau. Il ne se contente pas de venir, il aime également profiter de leur savoir. Lui, directeur régional des ventes Yamaha pour le Québec et l'Atlantique, François Morneau, en fait partie.

**SYSTÈME DE COMMUNICATION | GOLD ESSAI**

Lors d'une randonnée, peu importe le nombre de participants, nous aimons bien être en contact pour une communication claire et précise. Dans le cas contraire, un malentendu peut causer des tensions parmi les individus présents. Nous avons assurément tous une ou des expériences passées pour bien illustrer cette circonstance.

**GROSSE BOÎTE 300 x 250**

**TABLEAU PRINCIPAL 728 x 90**

**PASSION MOTONEIGE**

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1. Monthly content delivered to **over 50,000 Powersports enthusiasts**
2. **Fast means of communication** to reach consumers in the industry
3. **Attractive package** available for all budgets
4. **Opening rate of over 35%** on each shipment
5. **Less than 1% unsubscribe** rate for all newsletters sent



# PASSION MOTONEIGE

Passion Motoneige Magazine is the French Canadian reference dedicated to true snowmobile enthusiasts. Passion Snowmobile offers content focused on the latest market news, reliable product test reports, and expert reviews.

***A must for all true snowmobile enthusiasts!***



## EDITION

**October 2020**  
Show Edition and new models 2021

## RESERVATION

August 31, 2020

## MATERIALS

September 11, 2020

## IN STORE

October 2, 2020

**December 2020**  
Winter Edition 2021

October 16, 2020

November 6, 2020

December 4, 2020



## PRINT

**19,000**

distributed copies

**94,050**

readership per edition

**188,100**

annual readership

# HABITS OF THE READER

**4.95** COPY READERS; AND  
MOST KEEP IT



## DIGITAL

**19,000**  
UNIQUE VISITORS  
PER MONTH

**9,000**  
SHIPMENTS TO  
MONTHLY NEWSLETTER

### FOCUS ON ADVERTISING

**91%**



### OF READERS REFER TO IT MORE THAN TWICE PER EDITION

**88%**



### OF READERS SPEND A MINIMUM OF 30 MINUTES TO READ THE MAGAZINE

**94%**



## 5 YEARS OF PUBLICATION

A web network with over 1,000,000 unique visitors annually



**80%**  
Men



**55%**  
High School  
Diploma



**32%**  
\$75,000 +



**36%**  
24 - 35

# ADVERTISEMENT ADS

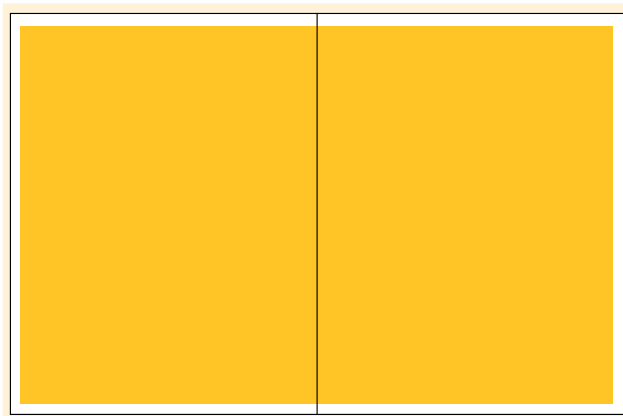
## Magazines

ATV Trail Rider, Custom Tour, Passion Motoneige,  
Planète Quad and UTV Planet

## FULL PAGE SIZE

**TRIM** (final size): 8.375 x 10.875

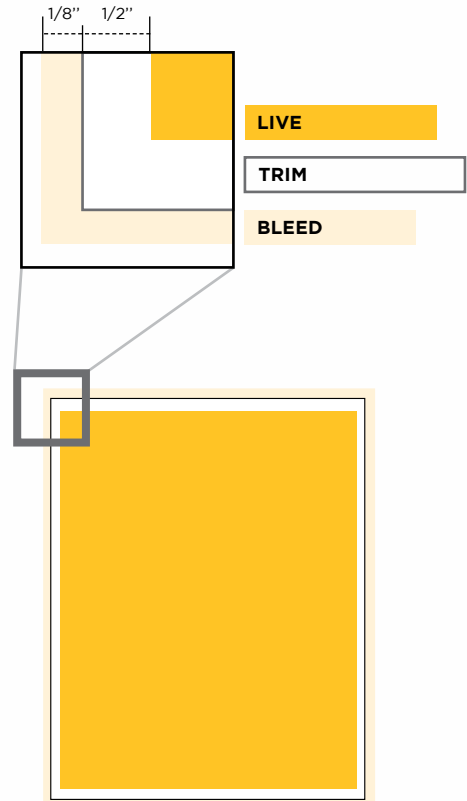
**Bleed area:** 8.625 x 11.125



**DOUBLE PAGE**

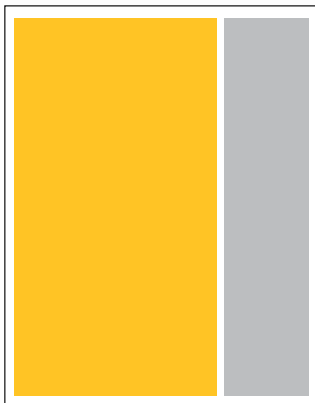
**T** 16.75 x 10.875

**B** 17 x 11.125



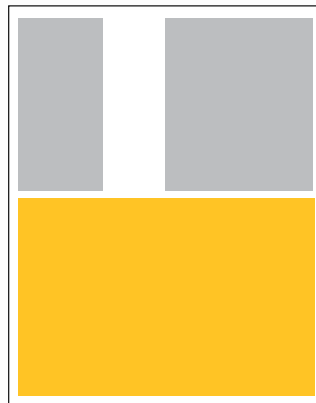
**T** 8.375 x 10.875

**B** 8.625 x 11.125



**2/3 V** 5.6 x 10.875

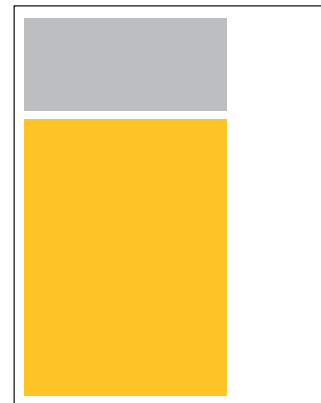
**1/3 V** 2.5 x 10.875



**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



# ADVERTISEMENT RATES 2021



## PRINT

	1 ISSUE	4 ISSUES
French Door	\$7,300	\$7,150
Two page spread	\$5,400	\$5,250
C-4	-	\$3,250
C-2	-	\$2,950
C-3	-	\$2,850
1 page	\$2,850	\$2,700
2/3 page	\$1,950	\$1,800
1/2 page	\$1,750	\$1,600
1/3 page	\$1,050	\$900
1/4 page	\$950	\$800
1/6 page	\$750	\$600
1/8 page	\$550	\$400
Tag	\$150	\$140
Tag + Web Tag	\$280	\$250



## DIGITAL

BANNER	SIZE	RATE	LOCATION
Big Box	300 x 250	\$21 / CPM	All pages
Leader Board	728 x 90	\$21 / CPM	All pages
Sky Scraper	160 x 600	\$21 / CPM	Article pages
Half Page Banner	300 x 600	\$21 / CPM	Article pages
HPTO	HPTO	\$1250 / week	All pages



**RAVENMEDIA**

PUBLISHING | DIGITAL MEDIA | PRINT

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**ATV GUIDE**

**ATV**  
TRAIL RIDER

*Custom Tour*

**GUIDE DU VTT**

**PASSION**  
MOTONEIGE

**PLANÈTE**  
**QUAD**

**UTVPLANET**  
MAGAZINE