

# MEDIA KIT

2025



PASSION   
MOTONEIGE

# SOCIAL NETWORKS SECTION



**2 610**  
subscribers

**107 videos**

**493 928**  
views



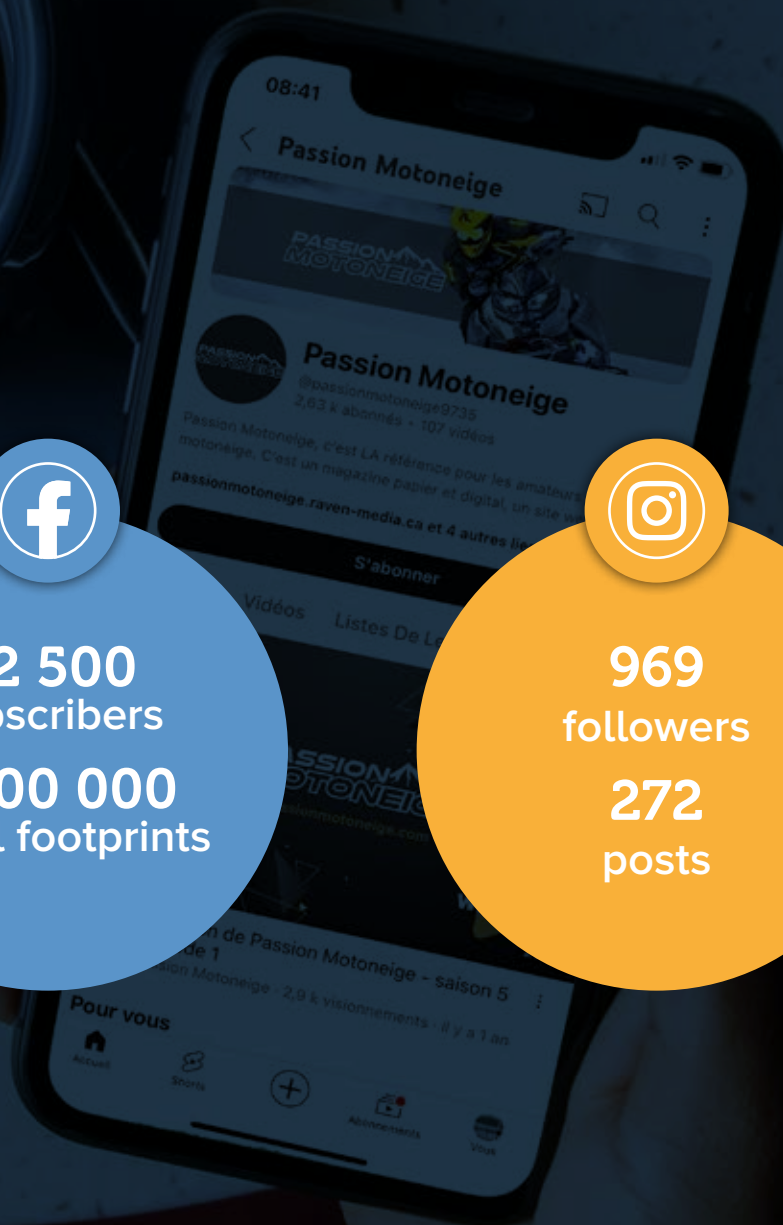
**12 500**  
subscribers

**1 100 000**  
social footprints



**969**  
followers

**272**  
posts





# CONTENT DISTRIBUTION SECTION



Website

[passionmotoneige.com](https://passionmotoneige.com)

**278,000**  
impressions / year



Magazine

**2 print and digital**  
editions

**46,500**  
subscribers



Newsletters

**248,000**  
mailings / year



# DEMOGRAPHICS



## Age group

|                 |                 |                 |
|-----------------|-----------------|-----------------|
| 18-24 years old | 35-44 years old | 55-64 years old |
| <b>6%</b>       | <b>21%</b>      | <b>19%</b>      |
| 25-34 years old | 45-54 years old | 65+ years old   |
| <b>17%</b>      | <b>25%</b>      | <b>9%</b>       |

## Gender



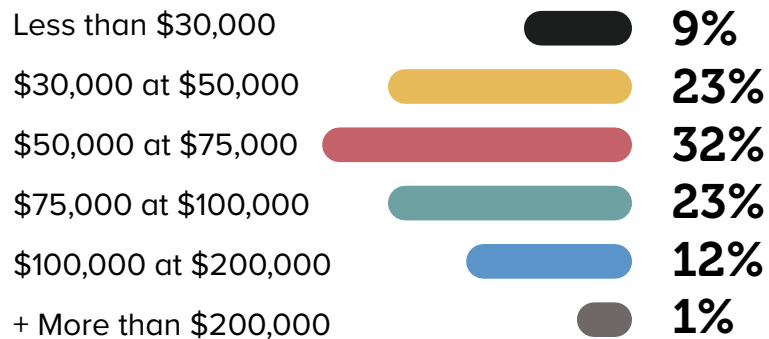
Female  
**23,4 %**



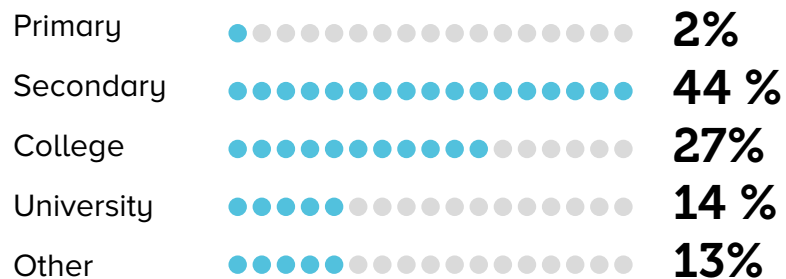
Male  
**76,6%**



## Salary



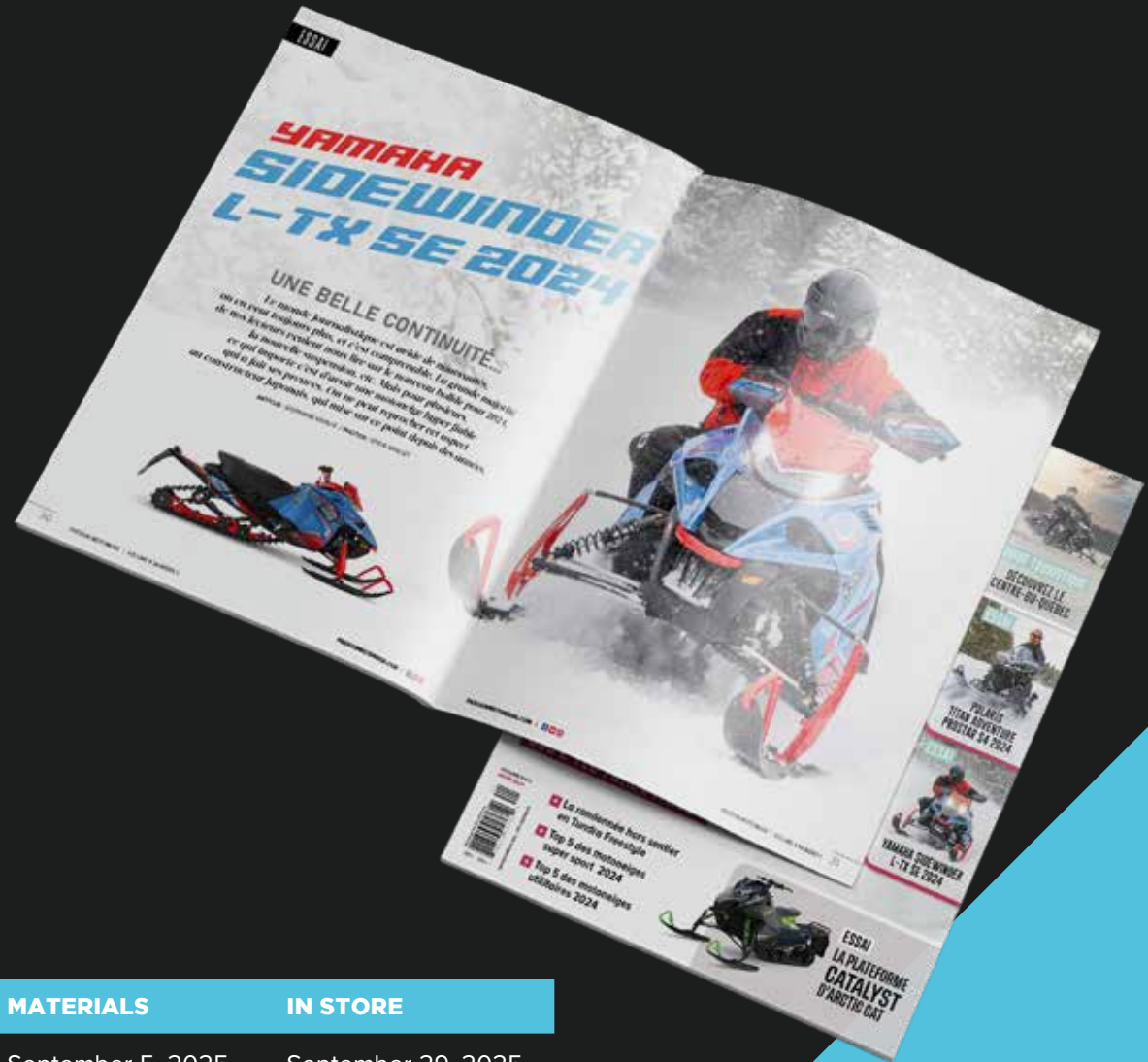
## Education level



# PRINTED RATE CARD

| SIZE        | RATE    |
|-------------|---------|
| Double page | \$5,400 |
| C4          | \$3,400 |
| C2          | \$3,275 |
| 1 page      | \$2,850 |
| 2/3 page    | \$2,100 |
| 1/2 page    | \$1,550 |

Rates are gross  
Agency commission 15%.



| MAGAZINE EDITION         | RESERVATION      | MATERIALS         | IN STORE           |
|--------------------------|------------------|-------------------|--------------------|
| 2026 New Models Edition  | August 15, 2025  | September 5, 2025 | September 29, 2025 |
| 2025-2026 Winter Edition | October 24, 2025 | November 14, 2025 | December 8, 2025   |

PUBLICATION  
DISCOUNT



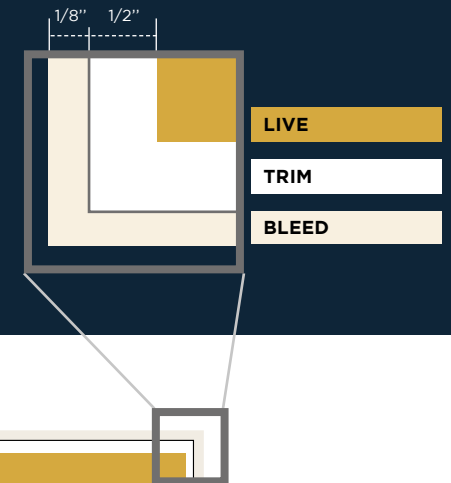
APPEARANCES  
-15%

GUARANTEED  
POSITIONING

+10%

Print/digital magazine circulation: 46,500 subscribers

# ADVERTISEMENT SIZE

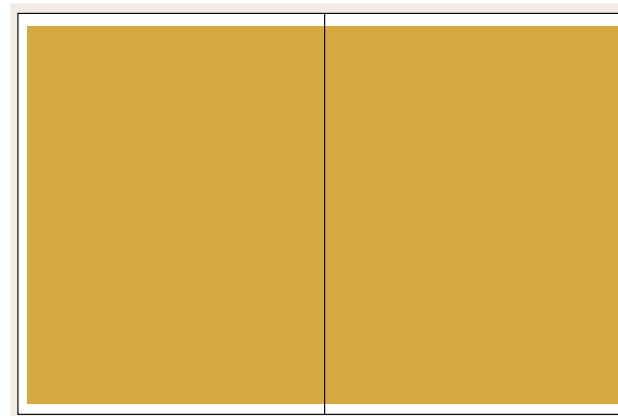


## Full page size

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

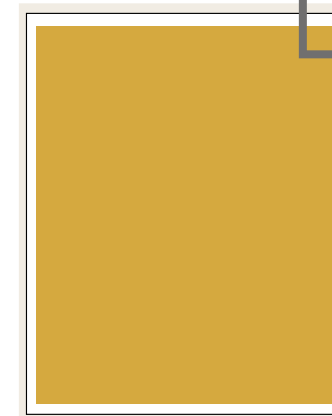
**Live:**  
7.375 x 9.875  
(Margin 1/2")

**Bleed area:**  
8.625 x 11.125  
(Bleed 1/8")

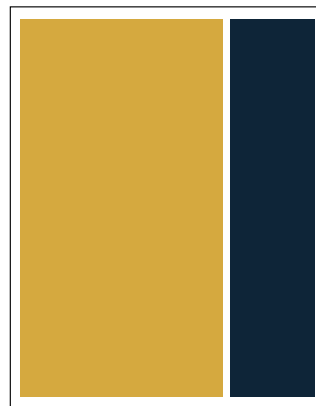


**SPREAD**

**T** 16.75 x 10.875  
**B** 17 x 11.125



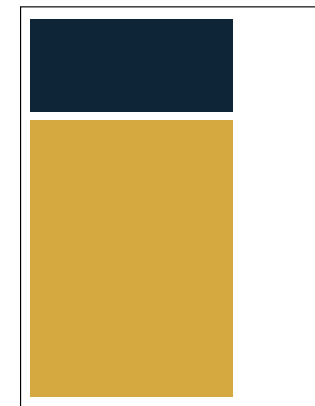
**PAGE T** 8.375 x 10.875  
**B** 8.625 x 11.125



**2/3 V** 5.6 x 10.875  
**1/3 V** 2.5 x 10.875

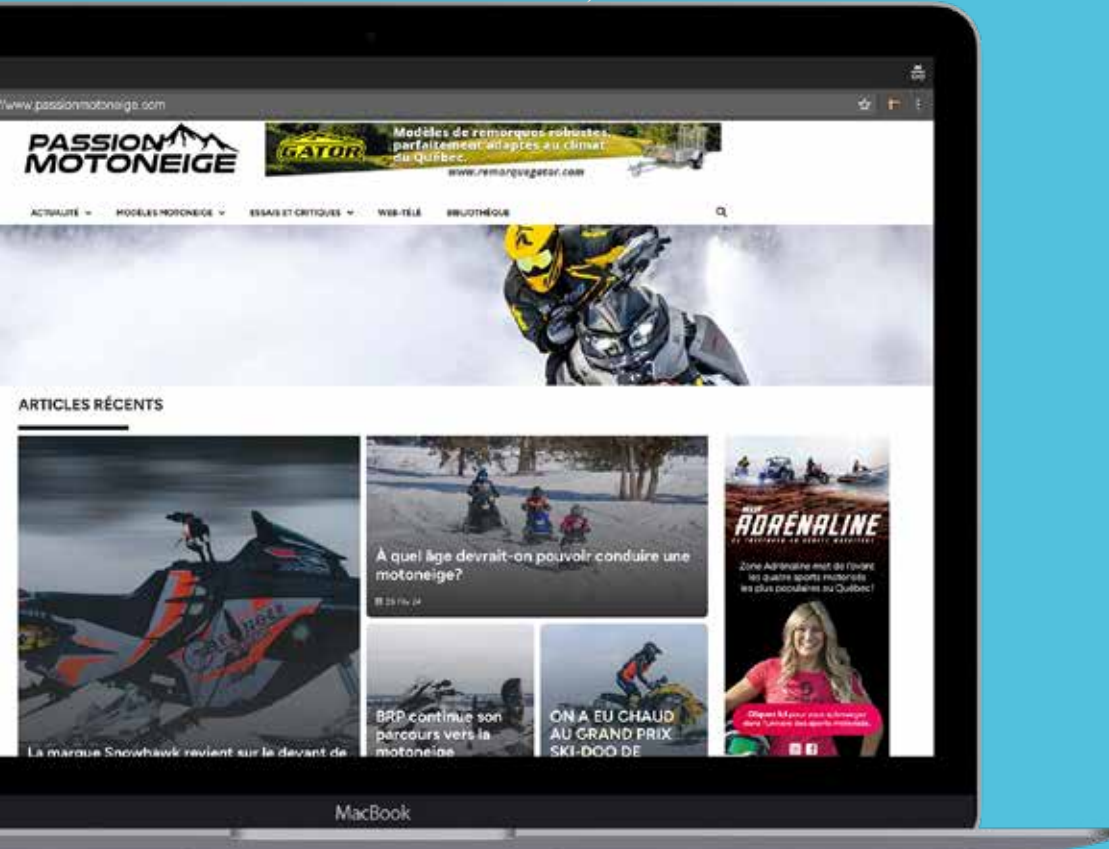


**1/2 H** 7.375 x 5  
**1/4** 3.6 x 5  
**1/6 V** 2.5 x 5



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

# DIGITAL RATE CARD



## WEB BANNER

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

SIZE

RATE

300 x 250

\$21 / CPM

728 x 90

\$21 / CPM

## HPTO

RATE

LOCATION

\$1,250 / week

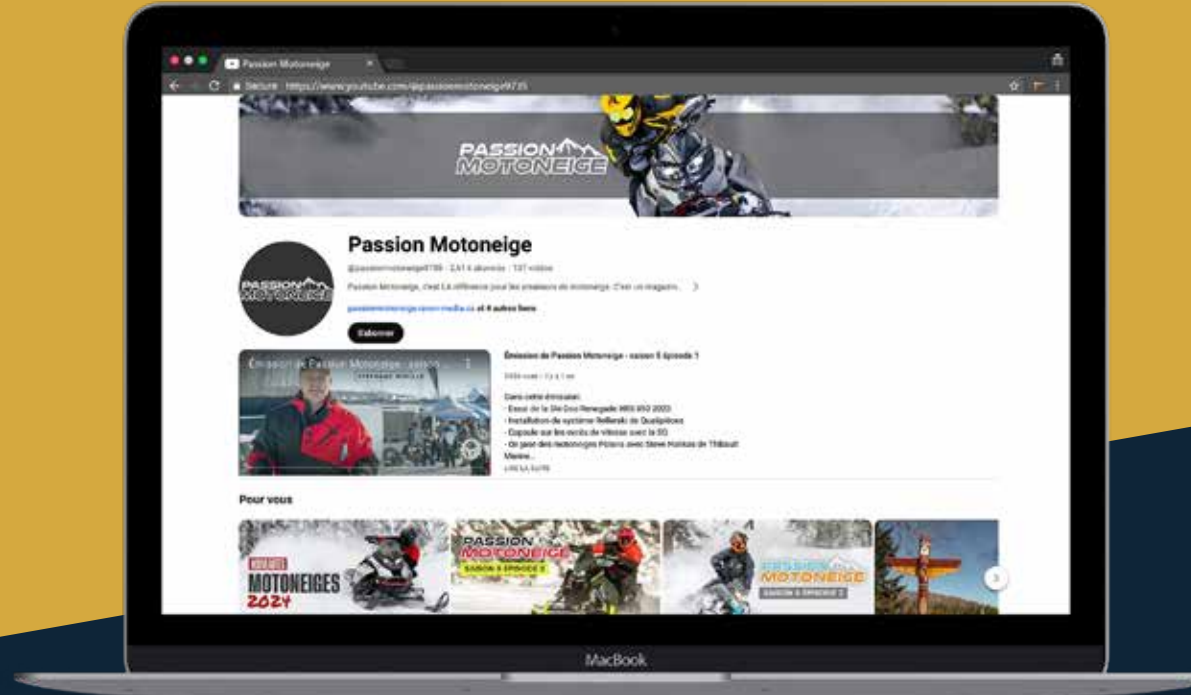
All pages



# WEB TV SECTION

(12 PROGRAMS PER YEAR)

- > **4 snowmobile shows**  
Passion Motoneige (October to March)
- > **4 ATV shows**  
Planète Quad (May to November)
- > **4 motorcycle shows**  
Custom Tour (March to September)



## BROADCAST ON:

Youtube, Facebook, website and monthly newsletter

## CONTENTS:

- product testing
- new vehicle testing
- safety capsule
- destinations to discover
- company portrait
- builder portrait

## PACKAGE

## PRICING

Advertising of 15 seconds \$595/ show

Advertising of 30 seconds \$750/ show

Presenter of the show \$3,995

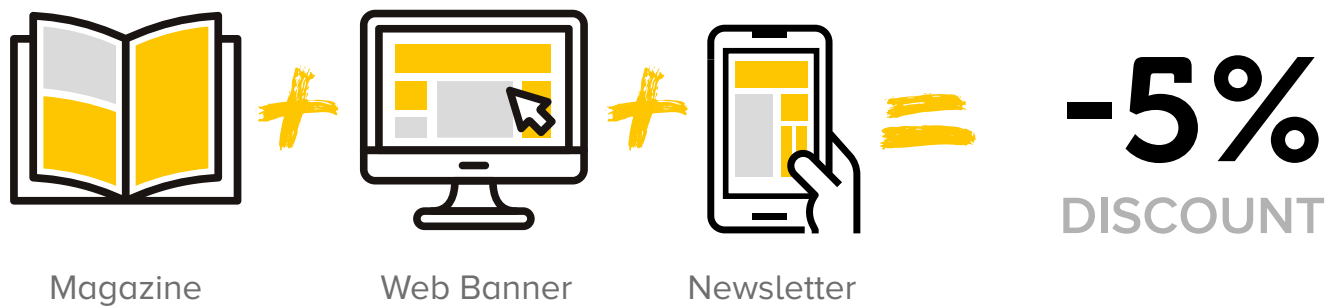
(mention at beginning and end per block of 4 only)

**Total of 618,000 views/year** (average of 51,500 per program)



# MULTIPLATFORMS DISCOUNT

Display on all platforms





For more information, please contact:

**MOTOMEDIA**

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- ✉ [moto-media@outlook.com](mailto:moto-media@outlook.com)