

PASSION MOTONEIGE

PRINT-DIGITAL

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!



2022

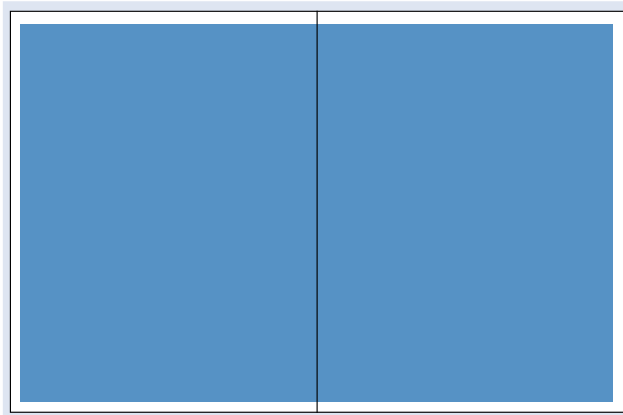
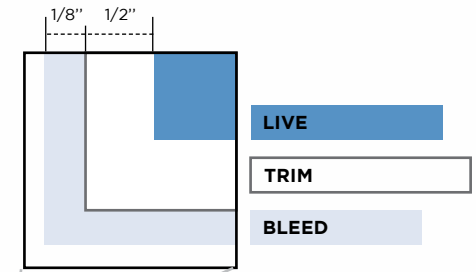
MEDIA KIT

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FULL PAGE SIZE

TRIM (final size): 8.375 x 10.875

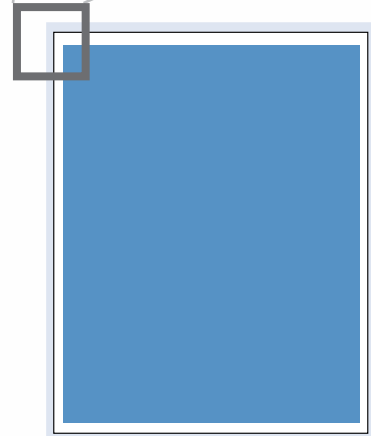
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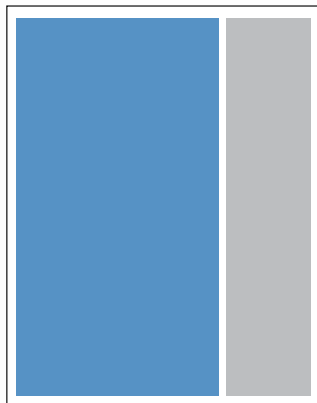
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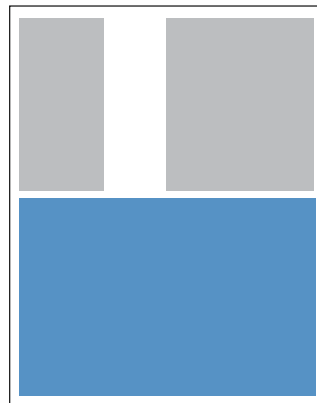
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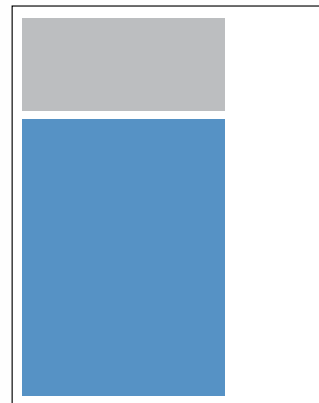
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1/4 3.6 x 5

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
Show Edition and new models 2022	August 26, 2022	September 9, 2022	September 30, 2022
Winter Edition 2022	November 4, 2022	November 18, 2022	December 9, 2022

MATERIALS DELIVERY : melanie@raven-media.ca

NATIONAL ADVERTISEMENT RATES 2022



PRINT

19,000 distributed copies

SIZE	RATE
2 pages spread	\$5,400
C4	\$3,400
C2	\$3,275
1 page	\$2,850
2/3 page	\$2,100
1/2 page	\$1,550

*The rate is gross
Commission to agencies 15%*

DISCOUNT FREQUENCY

2 ISSUES

-15%

GUARANTEED POSITIONING

+10%



DIGITAL

WEB BANNER

21,000 average impressions per month

RATE

\$21 / CPM

DESKTOP BANNER SIZE

728 x 90, 970 x 250, 468 x 60

MOBILE BANNER SIZE

300 x 250, 320 x 50, 320 x 100

NEWSLETTER

40,000 shipments to monthly newsletter

GRANDEUR

TARIF

300 x 250

\$21 / CPM

728 x 90

\$21 / CPM

HPTO

RATE

LOCATION

\$1250 / week

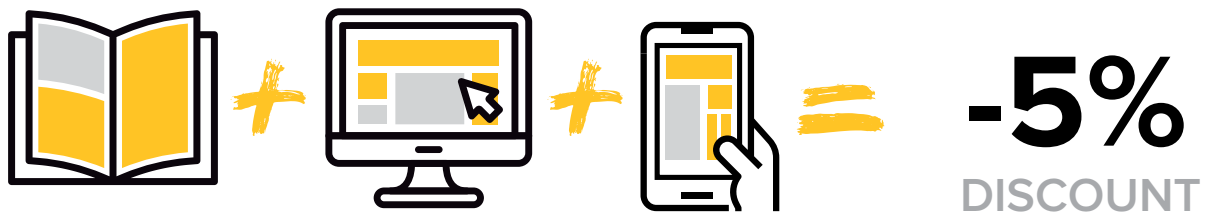
All pages

MULTIPLATFORMS DISCOUNT

Display on all platforms



Magazine Web Banner or newsletter



Magazine Web Banner Newsletter

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