



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!



2024

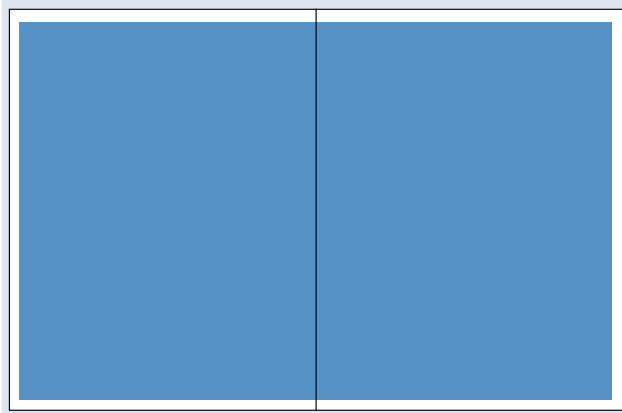
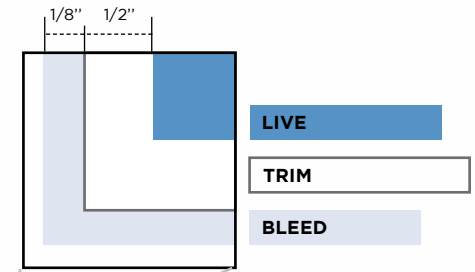
MEDIA KIT

ADVERTISEMENT ADS

FULL PAGE SIZE

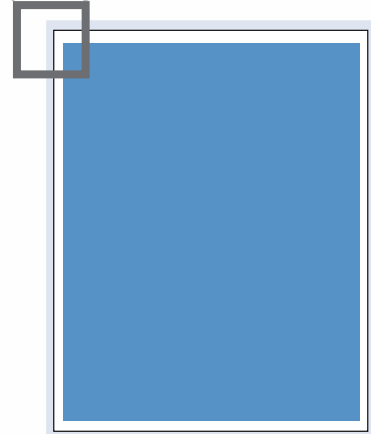
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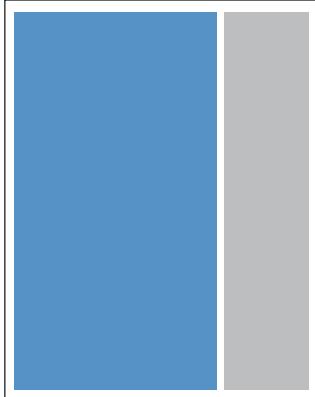


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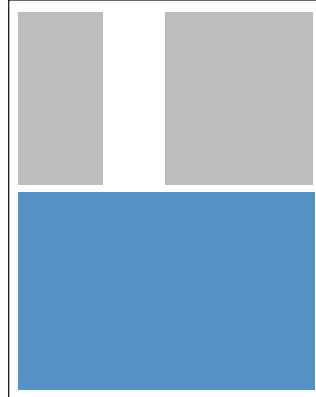
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B 17 x 11.125



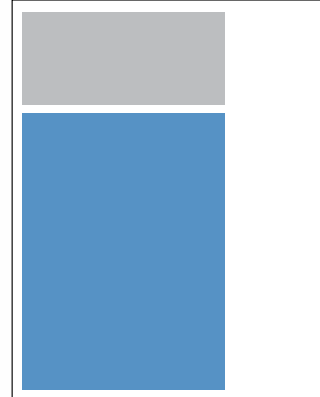
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2/3 V 5.6 x 10.875
1/3 V 2.5 x 10.875



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

EDITION	RESERVATION	MATERIALS	IN STORE
2025 New Models Edition	August 16, 2024	September 6, 2024	September 27, 2024
2024-2025 Winter Edition	October 25, 2024	November 15, 2024	December 6, 2024

MATERIALS DELIVERY : melanie@raven-media.ca

NATIONAL ADVERTISEMENT RATES



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

MOBILE BANNER SIZE

320 x 100, 300 x 250, 300 x 600

NEWSLETTER

40,000 shipments to monthly newsletter

GRANDEUR

TARIF

300 x 250

\$21 / CPM

728 x 90

\$21 / CPM

HPTO

RATE

LOCATION

\$1250 / week

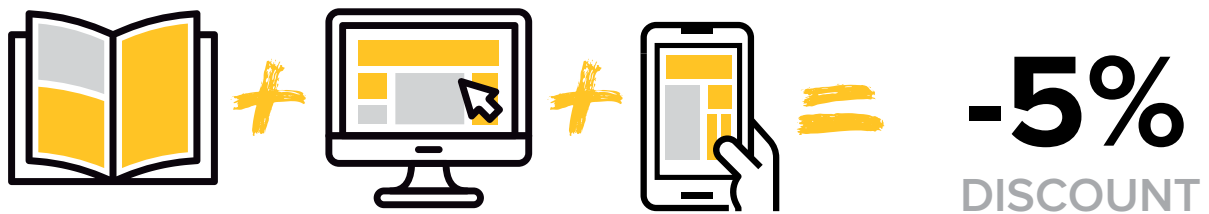
All pages

MULTIPLATFORMS DISCOUNT

Display on all platforms



Magazine Web Banner or newsletter



Magazine Web Banner Newsletter

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PUBLISHING | DIGITAL MEDIA | PRINT

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