



# PLANÈTE QUAD

## PRINT-DIGITAL

Planète Quad magazine offers content focused on news, product tests and experiences related to the lifestyle of off-road vehicle enthusiasts. Discover the latest news from the Powersports industry, expert vehicle reviews, and more in each release. A must for ATV riders with a thirst for adventure.



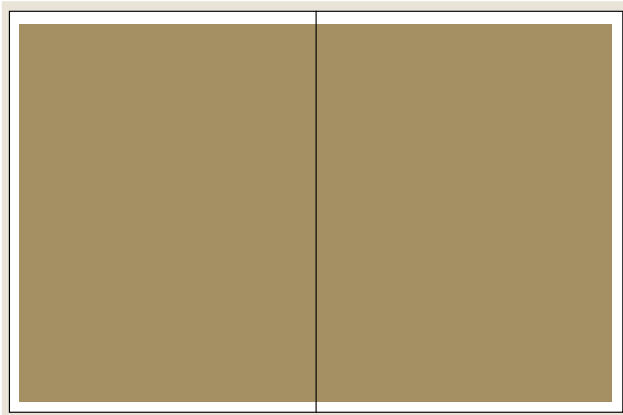
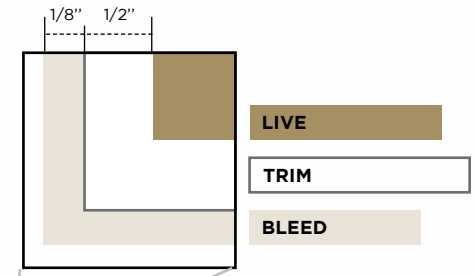
2024

**MEDIA KIT**

# ADVERTISEMENT ADS

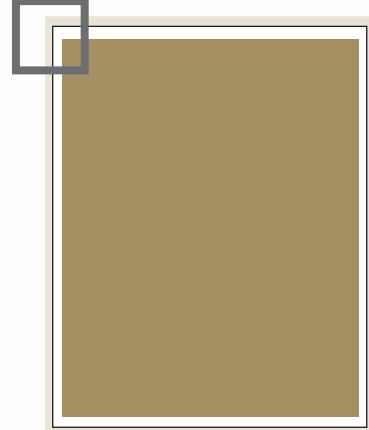
## FULL PAGE SIZE

**TRIM** (final size): 8.375 x 10.875  
**Bleed area:** 8.625 x 11.125

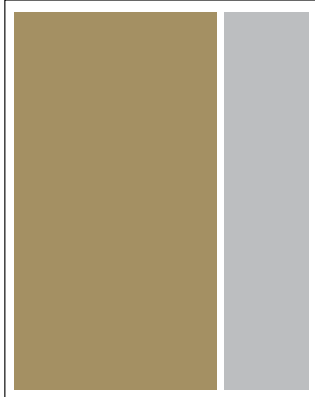


**SPREAD**

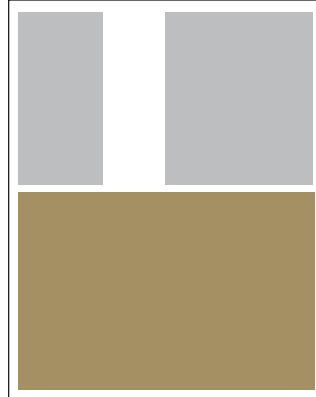
**T** 16.75 x 10.875  
**B** 17 x 11.125



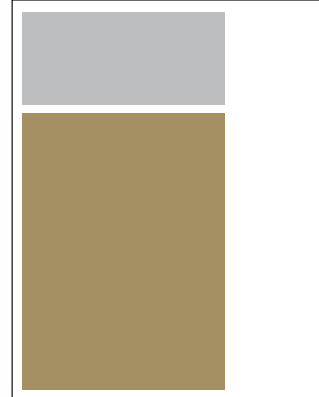
**T** 8.375 x 10.875  
**B** 8.625 x 11.125



**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

EDITION	RESERVATION	MATERIALS	IN STORE
<b>Outdoors Edition</b>	February 9, 2024	February 23, 2024	March 15, 2024
<b>Summer Edition</b>	May 3, 2024	May 17, 2024	June 7, 2024
<b>Autumn Edition / Hunting</b>	August 9, 2024	August 23, 2024	September 13, 2024
<b>Winter Edition</b>	November 8, 2024	November 22, 2024	December 13, 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

24,000 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

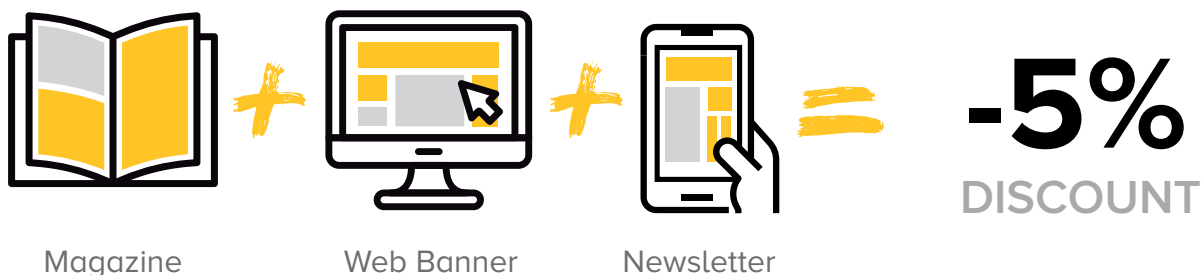
LOCATION

\$1250 / week

All pages

# MULTIPLATFORMS DISCOUNT

Display on all platforms



## INFORMATION / RESERVATION

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