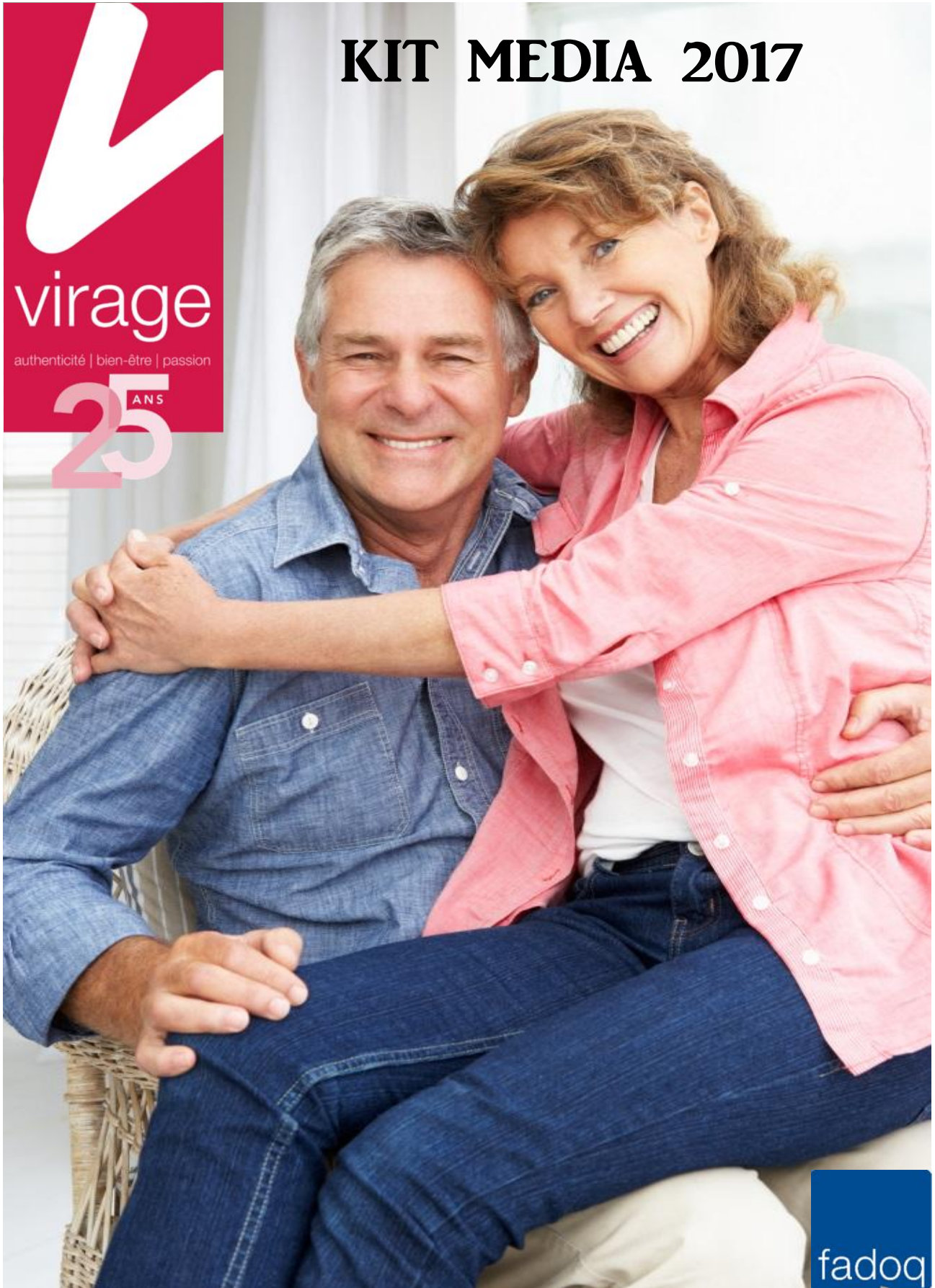


KIT MEDIA 2017



authenticité | bien-être | passion

25 ANS



fadoq



FADOQ ASSOCIATION



With more than 490,000 members, 780 affiliated clubs and 16 regional associations, the Réseau FADOQ is the association of people over 50 in Quebec and in Canada.

Since 1970, the Réseau has been defending and promoting their rights, recognizing their contributions and supporting them through programs, services and activities.

The members of Réseau FADOQ benefit from more than 1000 very advantageous discounts and privileges, created especially for them by our partners.

- Intact Assurance
- SSQ Groupe
- Vidéotron
- VIA Rail

Among the advantages most appreciated by our members is their subscription to *Virage* Magazine.

People over 50 are members of a unique generation, the baby-boomers:

- Making up **37%** of the population in 2011, they'll likely reach **42%** by 2021
- They represent 3 million consumers in Quebec
- Most are couples
- They still have dependent children
- 73% of those aged 55-64 make regular use of the Internet (on average about 16 hours per week)
- People aged 55-64 spend the most on online purchases (Source: Cefrio 2014)
- Leisure activities take up more than 6% of household income
- 90% of baby-boomers are still working full- or part-time



VIRAGE

1, 200 000 READERS PER ISSUE

- Distribution : 4 issue per year
- Circulation : 420 000 copies per issue
- Send by Canadian Post to the house's member
- Certify circulation with



FADOQ member profiles *

People number who do :

Golf	78 083
Bike	173 865
Walk	327 358
Ski	96 229
Renovation	108 099

Family

1 or 2 children	113 774
3 or + children	224 972
1 or 2 grandchildren	102 742
3 or + grandchildren	144 449

Tourism

South all include	186 957
Cruises	163 718
Food	118 015
Organize tour	132 675
Travel agency	191 740

Destination

Florida	83 137
Mexico	60 575
Europe	174 195
Canada	177 448

Hobbies

Theater	144 565
Museum	100 566
Cinema	220 866
Listen music	175 647
Reading	269 087
DIY	100 295
Volunteering	123 669



* FADOQ survey on April 2015, - 25 000 answering/425 000 member

FADOQ member profiles

Data processing

Internet	358 111
Smartphone	137 671
Tablet	192 302
Facebook	218 019
Buy on line	154 887

Finance

Retire plan	197 627
Life Insurance	311 362
Pension fund	200 435
Credit card	355 051



2017 Rates

Rate card -Virage magazine

Frequency	1x	2x	3x	4x
Page	8190\$	7860\$	7530\$	6960\$
2/3 page	6795\$	6520\$	6250\$	5770\$
½ page	5890\$	5660\$	5415\$	5005\$
1/3 page	4910\$	4710\$	4515\$	4170\$
¼ page	3600\$	3455\$	3310\$	3060\$
C2-C3-C4	sold – possibility only in 2018			

Insert : Rate and specifications technical only on demand /geotargetting available

Material : High resolution Pdf / send by e-mail at Johanne Rivet- johanne.rivet@fadoq.ca

WEB

fadoq.ca

Big box available

viragemagazine.com

Big box available

Newsletter

FADOQ newsletter

105 000 subscriber

6 envoy per year

Super banner, Big box

Virage newsletter

90 000 subscriber

6 envoy per year

Super banner, Big box



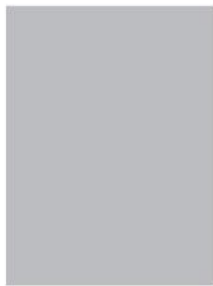
Price on demand , availability has to be verified.

2017-2018 Publication calendar

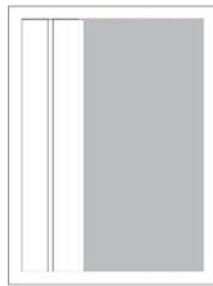
	Reservation	Material	Subscribers/stands
Fall 2017	July 11, 2017	July 18, 2017	August 25, 2017 (vol 27 no 1)
Winter 2018	October 9, 2017	October 16, 2017	November 17, 2017 (vol 27 no 2)
Spring 2018	January 10, 2018	January 15, 2018	February 16, 2018 (vol 27 no 3)
Summer 2018	April 10, 2018	April 16, 2018	May 18, 2018 (vol 27 no 4)

Technical specifications

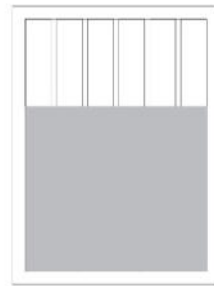
PLEINE PAGE
7,75" X 10,75" + BLEED



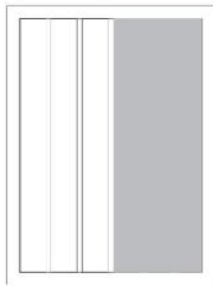
2/3 PAGE VERTICALE
4,4375" X 9,75"



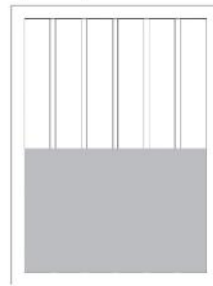
2/3 PAGE HORIZONTALE
6,75" X 6,25"



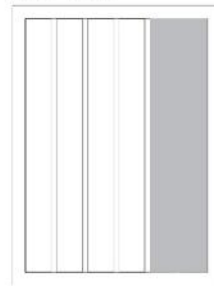
1/2 PAGE VERTICALE
3,2846" X 9,75"



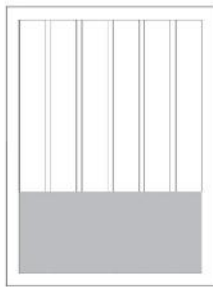
1/2 PAGE HORIZONTALE
6,75" X 4,5833"



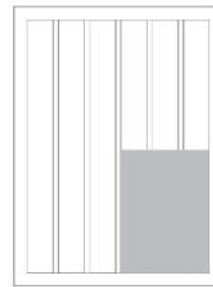
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2,125" X 9,75"



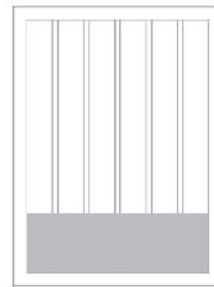
1/3 PAGE HORIZONTALE
6,75" X 2,9167"



1/4 PAGE VERTICALE
3,2846" X 4,75"



1/4 PAGE HORIZONTALE
6,75" X 2,25"



Availables Formats

Page 7,75" x 10,75" + bleed

2/3 page horizontale/verticale
h 6,75" x 6,25" / v 4,4375 x 9,75"

1/2 page horizontale/verticale
h 6,75" x 4,5833 / v 3,2846" x 9,75"

1/3 page horizontale/verticale
h 6,75" x 2,9167 / v 2,125" x 9,75"

1/4 page horizontale/verticale
h 6,75" x 2,25" / v 3,2846" x 4,75"

Accepted formats : high resolution PDF
(300 DPI) Press Quality or PDF/Xia

All Pantone colours (PMS) should be
converted to CMYK

**Each full-page ad must have a 1/8
"(0125") bleed.**

Important: EPS files should not be
produced using the source application
Quark Xpress or InDesign

Material delivery

Send an e-mail to: johanne.rivet@fadog.ca and s.donizetti@imprimeriedc.com

If the material is over 11 meg, contact Johanne Rivet at 514-252-3017 p 3770



INFORMATION NEEDED, CONTACT ME

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