



2017 Media Kit

Virage Magazine
www.viragemagazine.com
www.fadoq.ca



Who are we?



The Réseau FADOQ

With more than 475,000 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 such as :

- Intact Assurance
- SSQ Groupe
- Laurentian Bank
- Vidéotron
- VIA Rail



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



Who are they?

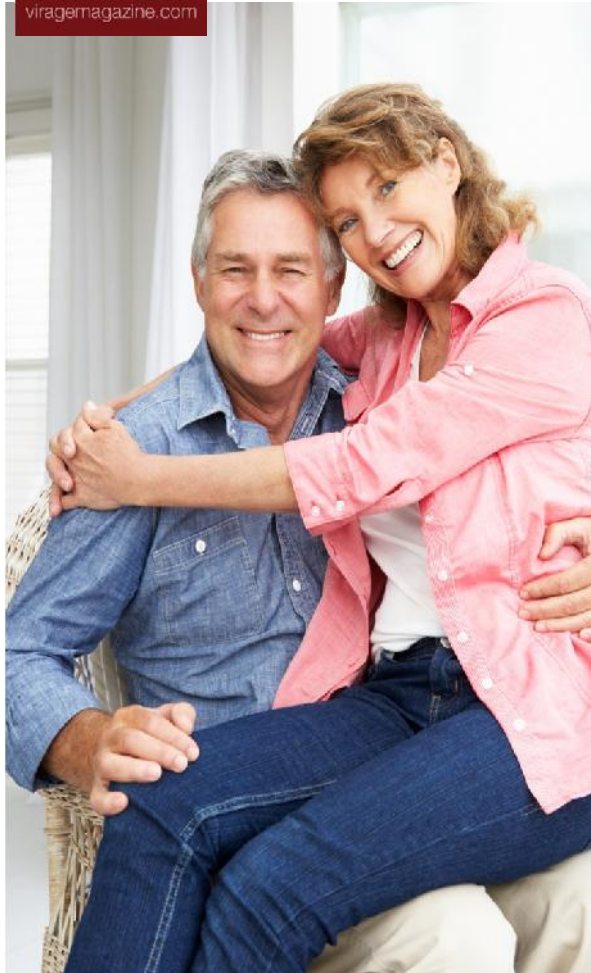


People over 50 are members of a unique generation, the baby-boomers:

- 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 Magazine



The Réseau FADOQ publishes the *Virage* Magazine, received by 475,000 members and intended for the entire 50 + community, a potential audience of 3 million consumers.

Also available at newsstands, *Virage* is mailed to the home of subscribers and FADOQ members. It is published four times per year.

As a result, each issue reaches 1 million readers.

1 000,000 readers per issue, four times per year
400,000 copies on average sold per issue(1 per address)

This makes *Virage* one of the most widely produced and read publications in Quebec.





www.fadoq.ca



The official web site of Réseau FADOQ:

www.fadoq.ca

The site brings together FADOQ members to provide them with a wealth of useful information about the organization and its various affiliated clubs.

It also informs them of upcoming activities: special events, important dates, etc..

The site allows our advertisers to reach a much sought after clientele, since the baby-boomers are informed consumers who dispose of above average incomes.





www.viragemagazine.com

Web site

www.viragemagazine.com



In addition to the articles featured in the print version of the magazine, subscribers and FADOQ members can visit the web site at www.viragemagazine.com to consult:

- Original articles
- Recent magazine archives: interviews, recipes, travel, health, society, activities, leisure...
- Exclusive sweepstakes
- Surveys





NEWSLETTERS

Newsletter FADOQ
102 000 subscribers (Nov 1, 2016)
6 newsletter per year
Available: Banner or Big box

Newslettre Virage
84 000 subscribers (Nov 1, 2016)
6 newsletter per year
Available: Banner or Big box

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2017 Publication Calendar

Reservation

Matériel

Subscribers/stands

Spring 2017
Summer 2017
Fall 2017
Winter 2018

January 09, 2017
April 10, 2017
July 11, 2017
October 09, 2017

January 16, 2017
April 17, 2017
July 18, 2017
October 16, 2017

February 17, 2017 (vol 26 no 3)
May 19, 2017 (vol 26 no 4)
August 25, 2017 (vol 27 no 1)
November 17, 2017 (vol 27 no 2)





Rate Chart

Virage Magazine

| Frequency | 1x | 2x | 3 x | 4 x |
|-------------|----------|----------|----------|----------|
| Page | \$8,190 | \$7,860 | \$7,530 | \$6,960 |
| Double page | \$15,720 | \$15,080 | \$14,460 | \$13,360 |
| 2/3 page | \$6,795 | \$6,520 | \$6,250 | \$5,770 |
| 1/2 page | \$5,890 | \$5,660 | \$5,415 | \$5,005 |
| 1/3 page | \$4,910 | \$4,710 | \$4,515 | \$4,170 |
| 1/4 page | \$3,600 | \$3,455 | \$3,310 | \$3,060 |
| C2-C3 | \$10,235 | \$9,825 | \$9,415 | \$8,700 |
| C4 | \$11,220 | \$10,765 | \$10,315 | \$9,530 |

* rate are gross

- ▶ 15 % on desired placement

Cost for production-editing (graphics, grammatical accuracy) \$400 /page

30% extra for conception and design

Inserts: \$70/ CBT + postage fees – Price varies according to size and weight

GST and QST if apply / Discount for NPC

Prices in effect for January 2016

Contact: Johanne Rivet
Publicity/Marketing Manager

O: 514 252-3017 Ext. 3770

F: 514 252-3154

C: 438 829-5702





Rate Chart-web

www.fadoq.ca

Super Banner (730 x90)

Îlot (Big box) 300 x 250

\$20/cost per thousand impressions

www.viragemagazine.com

Îlot (Big Box) 300 x 250

\$15/cost per thousand impressions

Newsletter 50\$/cpm

FADOQ

102 000 subscribers

VIRAGE

84 000 subscribers





Technical Specifications

Technical specifications / Release dates

Available formats

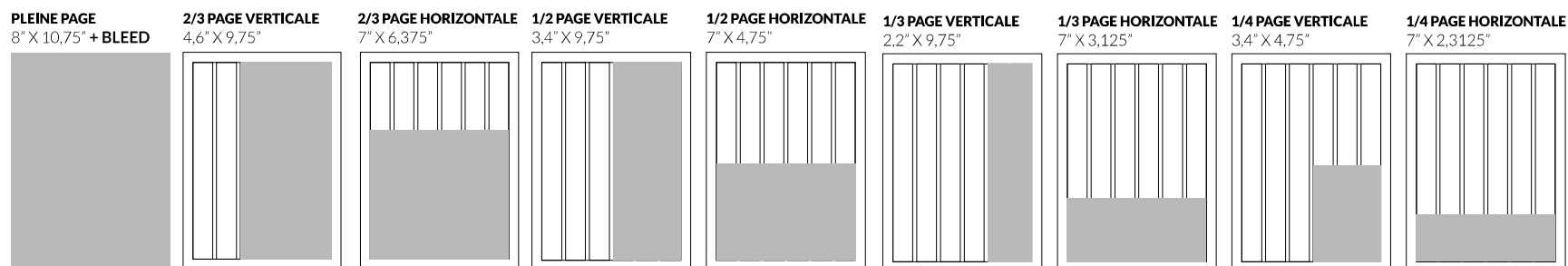
- ▶ Page
- ▶ Double page
- ▶ 2/3 page horizontal/vertical
- ▶ 1/2 page horizontal/vertical
- ▶ 1/3 page horizontal/vertical
- ▶ 1/4 page horizontal/vertical

Accepted formats

- Document: Adobe Acrobat
High-resolution PDF (300 dpi) Press Quality or PDF/X1a.
- EPS document – final pixelated file (*rasterized*)
- Safety margin 1/8" (0.125")

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

Specifications: All pantone colours (PMS) should be converted to CMYK. All vector objects must be flattened and pixelated (*rasterized*). Each full page ad must have a 1/8" (0.125") bleed. Other formats do not require a bleed. ALL formats require a safety margin without text or other elements.





Technical Specifications

Technical specifications / Release dates

Delivery of promotional material:

Size of material: under 15 MB / Send by email

s.donizetti@imprimeriedc.com

and

johanne.rivet@fadoq.ca

Size of material: over 15 MB / FTP site

- ▶ Contact: Johanne Rivet 514 252-3017 Ext 3770

Send an email to the Publicity Manager with a colour proof of your material:

Johanne Rivet - johanne.rivet@fadoq.ca





Contact Us!



Contact:

Johanne Rivet
Publicity/Marketing
Manager

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Fax: 514 252-3154

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Montreal, (Quebec)

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www.fadoq.ca

The logo for fadoq, consisting of the word "fadoq" in a white, lowercase, sans-serif font, positioned inside a dark blue square.