

MEDIA KIT

2023-2024

# THE STRENGTH OF A NETWORK

MAGAZINE TELEVISION INTERNET



» AVENTURE CHASSE PÊCHE

# ACAP



ADVENTURE CHASSE PÊCHE IS ONE OF THE BIGGEST FRENCH-LANGUAGE NETWORK IN IT'S CATEGORY IN THE COUNTRY. WE BROADCAST THE INFORMATION ACROSS TRADITIONAL MEDIA, LIKE A WEEKLY TV SHOW AND A MAGAZINE, AS WELL AS EVERYWHERE ON THE WEB.

## TV SHOW

Formerly known as *Loisirs, Chasse et Pêche*, the show rebranded in 2019 to become *Aventure Chasse Pêche (ACP)* and joined the magazine of the same name. Broadcasted on TéléMag for more than 38 years, same channel, same time, it's a tradition for those who are passionate about hunting and fishing. On the air every Thursday night at 9PM, and rebroadcasted 9 times during the week, the season extends from September until May. For the summer, the show takes a break, but all the episodes of the previous season are rebroadcasted during those months. ACP is watched by more than 869 000 people every week.

## MAGAZINE

The magazine *Aventure Chasse Pêche* has been around for more than 25 years. It's published quarterly and is shipped to more than 50 000 subscribers. In it, you will find reportings, articles, advertising, test benches, tips and advice. It's available in paper or electronic format.

## WEB

On top of having a website full of information and having well over 5100 visitors every day, we are very active on social media. Our

many Facebook pages and groups have more than 250 000 followers combined. We are also very active on Instagram and Tiktok, the new and trending social media. Our YouTube channel is also very popular with it's 594 678 views. You can find every show in it's integrity or separated into segments. You can also access exclusive content that you will not find on the broadcasted TV show. To top everything off, a weekly newsletter is sent every Tuesday to more than 100 000 subscribed members.

## Filles DE BOIS

Since 2018, *Aventure Chasse Pêche* has a division solely focused on women called *Filles de bois*. First off, it's a private group exclusively for women who are fans of nature, with roughly 15 000 followers. This is a unique space where we talk about everything from hunting, fishing, trapping, the great outdoors, and many other subjects with respect and openness. *Filles de bois* is an integral part of *Aventure Chasse Pêche*. We can now find a feminine touch in articles in each edition of the magazine and in segments of the TV show.

## GARS DE BROUSSE

This is a real landmark for gentlemen, hunters and fishermen alike. The group *Gars de Brousse* was created to bring together men who are fans of hunting, fishing, trapping and the great outdoors. It's also aiming at redefining the "Alpha male" as a "Family man". *Gars de Brousse* has cumulated more than 7000 members since it's creation in the fall of 2021. Sharing knowledge and techniques are an integral part of the group, which finds it's own section and articles under the same name in every published magazine of *Aventure Chasse Pêche*.

Because of all these elements and our weekly broadcasts in various radio stations of the Quebec region, we have now the network to spread information everywhere and, we can offer you an increased visibility all year round to hunters and fishermen.

Our ultimate goal is to share our experience and passion through our many adventures. We also aim to set forth people and companies of our industry, big or small, who can have an unsuspected link with the world of hunting and fishing. At *Aventure Chasse Pêche*, you are more than clients: You are partners who are part of our beautiful and great nation.





» AVENTURE CHASSE PÊCHE IS THE MAGAZINE THAT HAS  
**THE BIGGEST DISTRIBUTION**  
 IN THE FRENCH-LANGUAGE MARKET IN NORTH AMERICA;

# MAGAZINE

MORE THAN **200** PRODUCTS ARE PRESENTED IN OUR MAGAZINE EACH YEAR;

» WE GET **95%** OF THE PRINTED COPIES INTO THE HANDS OF HUNTING AND FISHING CONSUMERS;

» OUR MAGAZINE IS DISTRIBUTED  
**IN QUEBEC, ONTARIO AND NEW BRUNSWICK;**

## PROFILE OF THE READERS

ABOUT **40 000** COPIES ARE CIRCULATING PER ISSUE ;

» PRODUCTION OF 4 ISSUES ANNUALLY WITH AN AVERAGE OF **200** PAGES PER ISSUE ;

### AGE GROUPS:

55 years old and up 56 %  
 45-54 years old ..... 20 %  
 35-44 years old ..... 14 %  
 25-34 years old ..... 6 %  
 15-24 years old ..... 2 %

### WHICH SPORTS OF LEISURE ACTIVITIES DO YOU PARTICIPATE IN?

Hunting ..... 81 %  
 Fishing ..... 70 %  
 Archery ..... 65 %  
 Camping ..... 54 %  
 ATV ..... 42 %  
 Cycling ..... 38 %  
 Canoeing ..... 33 %  
 Motorboating ..... 30 %

### OF THE FOLLOWING, WHICH DO YOU OWN?

House ..... 85 %  
 Truck or SUV ..... 80 %  
 Chain saw ..... 80 %  
 ATV ..... 73 %  
 Boat ..... 65 %  
 Outboard motor ..... 60 %  
 Cottage or camp .... 49 %  
 Snowmobile ..... 39 %  
 RV ..... 30 %  
 Land ..... 28 %

### WHICH OF THE FOLLOWING ITEMS DO YOU OWN?

Fishing Equipment ..... 90 %  
 Sleeping bag ..... 85 %  
 Rifle ..... 64 %  
 Shotgun ..... 63 %  
 Bow / Crossbow ..... 51 %  
 Tent ..... 48 %  
 GPS ..... 25 %  
 Sonar ..... 20 %





# MAGAZINE

» FANS OF HUNTING, FISHING AND GENERAL OUTDOOR ACTIVITIES IN QUEBEC SPEND MORE THAN

**1,8 BILLION** DOLLARS EVERY YEAR ON THEIR HOBBIES

## GENERAL INFORMATION

THE PROVINCE OF QUEBEC HAS MORE THAN

**700 000** HUNTERS

» EACH HUNTERS SPENDS ON AVERAGE

**1785,51 \$** PER YEAR ON THEIR HOBBY

### PUBLISHING SCHEDULE 2023

ISSUE	Deadline to reserve advertising space	Deadline to submit advertising material	Subscribers mailing date	On Newstands
Spring 2023	October 28th 2022	November 25th 2022	January 9th 2023	January 19th 2023
Summer 2023	January 27th 2023	February 24th 2023	April 3rd 2023	April 13th 2023
Fall 2023	May 5th 2023	June 9th 2023	July 17th 2023	July 27th 2023
Winter 2023	July 21st 2023	August 18th 2023	September 25th 2023	October 5th 2023

### PUBLISHING SCHEDULE 2024

ISSUE	Deadline to reserve advertising space	Deadline to submit advertising material	Subscribers mailing date	On Newstands
Spring 2024	October 27th 2023	November 24th 2023	January 8th 2024	January 18th 2024
Summer 2024	January 26th 2024	February 23th 2024	April 1st 2024	April 11th 2024
Fall 2024	May 3rd 2024	June 7th 2024	July 15th 2024	July 25th 2024
Winter 2024	July 19st 2024	August 16th 2024	September 23th 2024	October 3rd 2024

THE PROVINCE OF QUEBEC HAS MORE THAN

**700 000** FISHERMEN

» EACH FISHERMAN SPENDS ON AVERAGE

**1489,29 \$** PER YEAR ON THEIR HOBBY



# GENERAL INFORMATION

# MAGAZINE

## Rate chart 2023-2024 ADVERTISING

Format	1 insertion	2+ insertions (-5%)
Double page	8 000 \$	7 500 \$
Center page	8 000 \$	7 500 \$
1 page	4 500 \$	4 000 \$
2/3 page	3 500 \$	3 000 \$
1/2 page	2 500 \$	2 200 \$
1/3 page	2 000 \$	1 500 \$
1/4 page	1 500 \$	1 200 \$
1/8 page	1 000 \$	750 \$

## STRATEGIC POSITIONING

Inside cover : 6000 \$

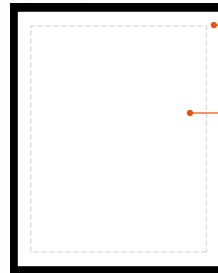
Cover page and back cover : 8000 \$

Sponsorship :

Article : 3 000 \$

Product Showcase  
section : 2 500 \$

**1 PAGE**  
8" X 10,75"

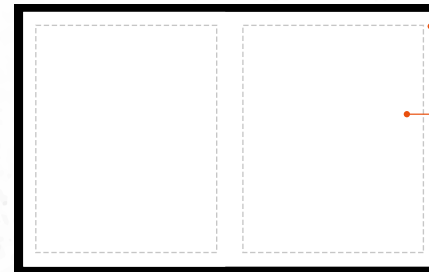


**A** : Final format (cut) =  
**8" X 10,75"**

**B** : Text protection zone =  
**7" X 9,75"**  
(1/2" margin included)

**C** : Bleed format =  
**8,5" X 11,25"**  
(1/4" margin included)

**DOUBLE PAGE**  
16" X 10,75"

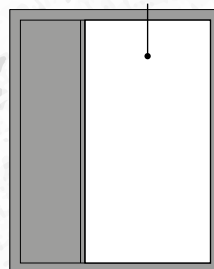


**A** : Final format (cut) =  
**16" X 10,75"**

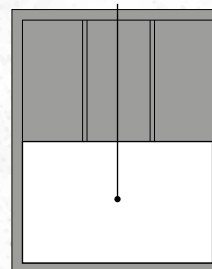
**B** : Text protection zone =  
**7" X 9,75"**  
(1/2" margin included)

**C** : Bleed format =  
**16,5" X 11,25"**  
(1/4" margin included)

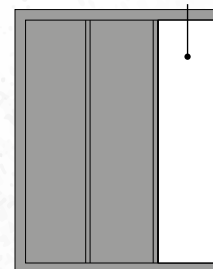
**2/3 PAGE**  
4,52" X 9,375"



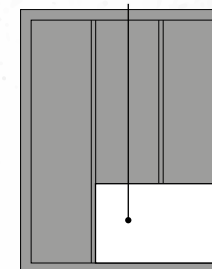
**1/2 PAGE**  
6,875" X 4,69"



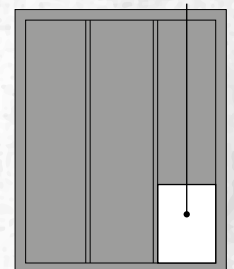
**1/3 PAGE**  
2,18" X 9,375"



**1/4 PAGE**  
4,52" X 3,25"



**1/8 PAGE**  
2,18" X 3,25"





# TELEVISION

TELEVISION THE TV SHOW IS ON POINT EVERY SINGLE WEEK PROVIDING NEWS AND INFORMATION ABOUT EVERYTHING RELATED NEAR OR FAR FROM THE HUNTING AND FISHING INDUSTRY. MARTIN, KATE AND THEIR CREW TEAM ARE GIVING YOU THE BEST FROM THE GREAT QUEBEC'S OUTDOORING.

## CONTENTS

### INTRODUCTION

The news and the week in review

**PART 1 | Reporting 18 min.**  
An 18-minute in-depth reporting on various subjects, linked to the great outdoors, hunting, fishing, wildlife, plants and nature.

### PARTS 2, 3 AND 4 | 6 min.

Presentation of techniques, from wildlife initiatives and organisations, or product showcases linked to hunting, fishing or trapping.

» MORE THAN  
**900 000**  
**VIEWERS**  
EACH WEEK



## PRODUCTION AND BROADCAST

59-minute format  
Annual TV series – 10 broadcasts/week

**THURSDAY (FIRST BROADCAST): 9PM**  
RERUNS: Fri. 3PM, Sat. 6PM, Sun. 8AM,  
Mon. 12AM, 2PM, Tue. 10:30AM, 11PM,  
WED. 6PM, THU. 1AM

Original broadcast: September to May  
Reruns: May to September



» **43,5%**  
55 AND 64 AGE GROUP

» **33%**  
UNIVERSITY GRADUATES

### » DEMOGRAPHY

 **61%**

 **39%**

» **46%**  
QUEBEC REGION RESIDENTS

» **33,3%**  
HAVE A HOUSEHOLD INCOME OF 100 000\$ +





# TELEVISION ADVERTISING RATES

## » MAIN SPONSORS

- › Presentation of the show including voice over and logo at the beginning;
- › Possibility of 3 main sponsors;
- › 520 Broadcasts total based on 52 weeks including reruns;
- › Partnership and visibility all year long on all our TV show platforms;
- › Logo visibility in the ending generic;

**MEDIA VALUE 25 000 \$**

## » MAJOR SPONSORS

### PRESENTER – SHOW OPENING PANEL

- › Closing panel of the show including voice over and logo at the end;
- › Possibility of 3 major sponsors;
- › 520 Broadcasts based on 52 weeks including reruns;
- › Partnership and visibility all year long on all our TV Show platforms;
- › Logo visibility in generic;

**MEDIA VALUE 10 000 \$**

## » SHOW PARTNERS

### TRANSITION OF COMMERCIAL

- › 3 transitions from commercials during the show;
- › 3 partners per transitions, 9 max.;
- › 520 broadcasts total based on 52 weeks including reruns;
- › Logo visibility in the ending generic
- › Partnership and visibility all year long on all our TV Show platforms;

**MEDIA VALUE 8 000 \$**

## » COLLABORATOR

### TRANSITION FROM COMMERCIAL

- › Max 9 sponsors, 3 per transitions
- › Presentation of the logo of the company (no voice over)
- › 1560 broadcasts in total based on 52 weeks of broadcast, including reruns

**MEDIA VALUE 5 000 \$**

## » END OF SEGMENT PANEL

- › Closing segment panel including voice over ;
- › 20 broadcasts total based on 10 times a week broadcast including reruns;
- › Visibility on all of our Tv Show platforms;

**MEDIA VALUE 5 000 \$**

## » NEWS

- › Share your promotions, news or products during the introduction of the show by the hosts.

All prices in this document are in CAD. Valid until January 31st 2024 and prices are subject to change without notice.

## INTEGRATED MARKETING

### SEGMENT REPORTING 18 MIN.

- › A total of 20 broadcasts including reruns

**MEDIA VALUE 10 000 \$**

End of segment panel : 295 \$

### TECHNICAL SEGMENT 6 MIN.

- › A total of 20 broadcasts including reruns

**VALEUR 4 000 \$**

End of segment panel : 295 \$

### SEGMENTS ARE ROYALTY-FREE

Once your segment or reporting has been aired, it's available on our **YouTube** channel and is royalty-free so you can use it as you see fit.





# INTERNET

» **254 000** VISITORS  
PER 3 MONTHS

AVENTURE-CHASSE-PECHE.COM

» **6,7 MILLIONS** IMPRESSIONS  
2022

» **453** FIRST POSITIONS  
ON GOOGLE

» **2100** KEYWORDS  
PER MONTH

## BLOG ARTICLE

- » GREAT WAY TO INCREASE YOUR VISIBILITY;
- » COMPLETE REFERENCING ;
- » REVIEW OR ARTICLE CAN BE DONE BY A MEMBER OF OUR TEAM;
- » MINIMUM 1000 WORDS

**2 000 \$** EACH

## VIDEO PRODUCT REVIEW

- » HOST ON ACP WEBSITE;
- » PRESENTED BY A MEMBER OF OUR TEAM;
- » COMPLETE REFERENCING;
- » PUSH ON OUR SOCIAL MEDIA PLATFORMS AND NEWSLETTER.

**3 000 \$** EACH

## EXECUTIVE VIP PAGE

- » YOUR DEDICATED CONTENT ON OUR WEBSITE;
- » GREAT WAY TO INCREASE YOUR TRAFFIC;
- » MAJOR REFERENCING AND EXPOSURE;
- » PERSONALIZED TEMPLATE FOR YOUR BUSINESS;

**15 000 \$** EACH

## VIDEO SPONSORS

- » MAIN SPONSORS OF VIDEOS HOSTED ON THE WEBSITE;
- » 5, 10 OR 45 SECONDS SPONSORING AVAILABLE;
- » MAJOR EXPOSURE

ASK YOUR REPRESENTANT FOR MORE INFORMATION

## VIP ZONE

ACCESS TO ALL THE STATS YOU NEED, WHENEVER YOU NEED IT.  
SELF UPLOAD CONTENT PLATFORMS

**5 000 \$** LIFETIME PRICE

## BANNERS ( VARIOUS FORMAT)

» BANNERS 1 OF 3 PER SECTION  
START AT **3 000\$ / 12 MONTHS**

» BANNERS 1 OF 3 SITEWIDE  
START AT **4 000\$ / 12 MONTHS**

» MOBILE BANNERS SITEWIDE  
START UP AT **8 000\$**

## POP-UP

APPEARS 1X ON OUR WEBSITE  
SITEWIDE OR SPECIFIC SECTIONS

- » POP-UP SECTION **3 000\$**
- » POP-UP SITEWIDE **5 000\$**
- » POP-UP MOBILE **8 000\$**

## SMALL ADS

- » PROMOTIONS, JOBS OFFERS, DEAL PACKAGES AND MORE
  - » GREAT EXPOSURE
- ASK YOUR REPRESENTANT FOR MORE INFORMATION



Statistics available on demand



# INTERNET

## WEEKLY NEWSLETTER

SENT EVERY TUESDAY

### WEEKLY BANNERS

INCLUDING COMPLETE REFENCING AND LINK TO YOUR PLATFORMS OR PRODUCTS;

**52 WEEKS**  
**16 000 \$**

**12 MONTHS**  
(1X PER MONTH)  
**7 000 \$**

**3 MONTHS**  
(1X PER 3 MONTHS)  
**4 000 \$**

**1X**  
**2 000 \$**

» MORE THAN  
**110 000**  
SUBSCRIBERS

» AVERAGE OPENING RATE  
**27%**

**NEWSLETTER SPONSORSHIP**  
INCLUDING LOGO AND LINK TO YOUR WEBSITE FOR HIGH VISIBILITY

**52 WEEKS**  
**8 000 \$**

**12 MONTHS**  
(1X PER MONTH)  
**6 000 \$**

**3 MONTHS**  
(1X PER 3 MONTHS)  
**5 000 \$**

**1X**  
**1 000 \$**

OBTENEZ LA DERNIÈRE MISE À JOUR...



[View this email in your browser](#)

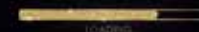
VOIR CE EMAIL DANS UN NAVIGATEUR



ABONNEMENT - BOUTIQUE - FACEBOOK YOUTUBE INSTAGRAM TWITTER



**2023**



### Bonne année 2023!

Nous travaillons très fort pour améliorer nos systèmes et vous livrer du contenu le plus actuel possible.

De toute l'équipe ACP! Bonne année 2023! 🍀 Santé, bonheur et succès à...

### LIVE ce soir 19H00

- On commence l'année avec des conseils!
- Comment choisir son arme et le calibre?
- Un retour sur la C-21 et ce qui s'en vient!



FACEBOOK MARTIN BOURGET



DEVEZ MEMBRE DE L'ADAF DES AUJOURD'HUI



# SOCIAL MEDIA

## INSTAGRAM

**797 666** IMPRESSIONS PER MONTH

» MORE THAN  
**10 000**  
FOLLOWERS

» Posting on IGTV also available

POSTS:  
**200 \$**  
each

VIDEO PRODUCTION:  
**300 \$**  
each

STORIES:  
**150 \$**  
each

## FACEBOOK

- » **Aventure Chasse Pêche** (voir le lien)
- » **Aventure Chasse Pêche L'émission** (voir le lien)
- » **Martin Bourget** (voir le lien)

- » **Kate Nadeau-Mercier** (voir le lien)
- » 5 groups, like **Gars de brousse** and **Filles de bois**

» **9 572 125** IMPRESSIONS/ YEAR

» **26 225** IMPRESSIONS/ DAY

POSTS:  
**700 \$**  
each

VIDEO PRODUCTION:  
**1 250 \$**  
each

PRODUCT REVIEW:  
**1 000 \$**  
each

GIFT IDEA:  
**500 \$**  
each

 **GARS**  
DE BROUSSE

+

*Filles*  **DE BOIS**

ALSO ON TWITTER, PINTEREST  
[ 163 000 IMPRESSIONS/ MONTH ]  
LINKEDIN AND TIK TOK.

## YOU TUBE

- » Each week, the episodes and segments of Aventure Chasse Pêche are published;
- » Technical segment, product showcase and other concepts available on the **Aventure Chasse Pêche YouTube channel**
- » Every video is shared to our **500 000** followers on Facebook
- » Every video will be hosted on the website and our **You Tube channel** as well

» **9 400**  
MEMBERS

» **140 000**  
HOURS OF VIEWING PER MONTH

PRODUCT SHOWCASE:  
**1 000 \$**

PRESENTATION OF SERVICES:  
**1 000 \$**

TECHNICAL PRESENTATION:  
**800 \$**



# THE STORE

FROM THE  
FOREST TO  
THE CITY,  
**YOUR  
PASSION...**



[www.acp-boutique.com](http://www.acp-boutique.com)

## CONTACT US

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