

2020-2021



# Media Kit



ASSOCIATION  
RESTAURATION  
QUÉBEC

# BECOME A MEMBER AND TALK DIRECTLY TO DECISION-MAKERS IN THE RESTAURANT INDUSTRY!

+  
**5 347**  
MEMBERS

**50%**  
with capacity  
of up to 100 patrons



**66%**  
male  
**34%**  
female

**60%**  
aged 35-45

ARQ members  
sales in 2019:

**\$7,15** billion

**120,000**  
employees

(50 % of Quebec's total  
restaurant industry workforce)

## REGIONS

LAURENTIDES  
**6,7%**

CAPITALE-NATIONALE  
**16,4%**

MONTREAL  
**17,9%**

MONTEREGIE  
**15,0%**



## ARQ MEMBERS

Independent foodservice  
businesses

**63%**

Restaurant chains

HRI suppliers and other  
affiliates

Accommodation  
establishments with  
restaurants

**20%**

**7%**

**10%**



*— L'un des dossiers les plus discutés, outre l'interdiction des plastiques, bouteilles de vin, de spiritueux et d'eau.*

# 2021-2022 PRODUCTION CALENDAR

NEW  
HYBRID  
FORMULA  
PAPER & DIGITAL\*

	ISSUE	CLOSING DATE	AD SUBMISSION DEADLINE	RELEASE DATE
Vol.28, N° 1	January 2021**	November 18, 2020	November 25, 2020	Mid-January, 2021
Vol.28, N° 2	March 2021	January 20, 2021	January 27, 2021	Mid-March, 2021
Vol.28, N° 3	May 2021*	March 17, 2021	March 24, 2021	Mid-May, 2021
Vol.28, N° 4	Summer 2021	May 12, 2021	May 19, 2021	Beginning of July, 2021
Vol.28, N° 5	September 2021*	July 12, 2021	August 4, 2021	Mid-September, 2021
Vol.28, N° 6	November 2021	September 8, 2021	September 15, 2021	Beginning of November, 2021
Vol.29, N° 1	January 2022	November 17, 2021	November 24, 2021	Mid-January, 2022

\* Circulation will be larger for select issues (members and non-members)

\*\*Circulation for the January issue is 10,000 copies (members and non-members)

\*Issue with circulation of 8,000 copies

## — Preferential rates with an exposure agreement

Paper	5 100 COPIES	8 000 COPIES	10 000 COPIES
Digital	10 000 EMAILS		
Double page	\$4,770	\$6,545	\$6,865
1 page	\$2,815	\$3,855	\$4,045
Cover 2	\$3,485	\$4,745	\$4,995
Cover 3	\$3,170	\$4,320	\$4,530
Cover 4	\$3,770	\$5,150	\$5,410
1/2 page	\$1,715	\$2,340	\$2,460
1/3 page	\$1,250	\$1,715	\$1,795
1/4 page	\$810	\$1,110	\$1,155
Insert* 1 sheet 8"1/2 x 11"	\$1,895	\$2,835	\$3,115
False cover 1/2 page	\$5,000	Not available	Not available

### The advantages of digital

→ Direct readers  
to a web page

→ Get digital  
performance reports

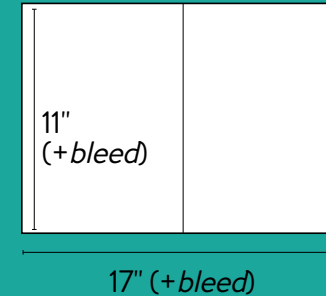
→ Gain visibility

→ Easily transfert content  
to your employees

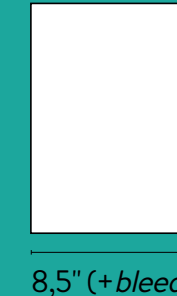


\* Other ad formats are available

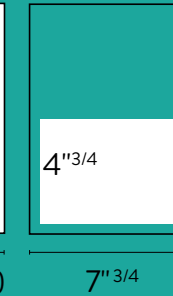
Double page



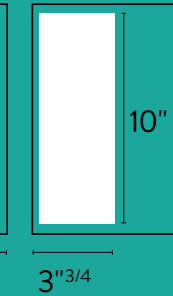
1 page



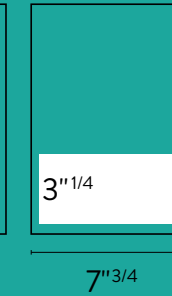
1/2 page



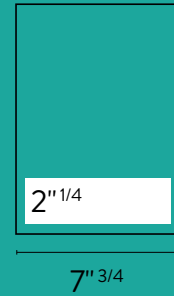
1/2 page



1/3 page



1/4 page



**IMPORTANT:**  
Supply a high resolution PDF with crop marks and 1/8" bleed.

### CONDITIONS

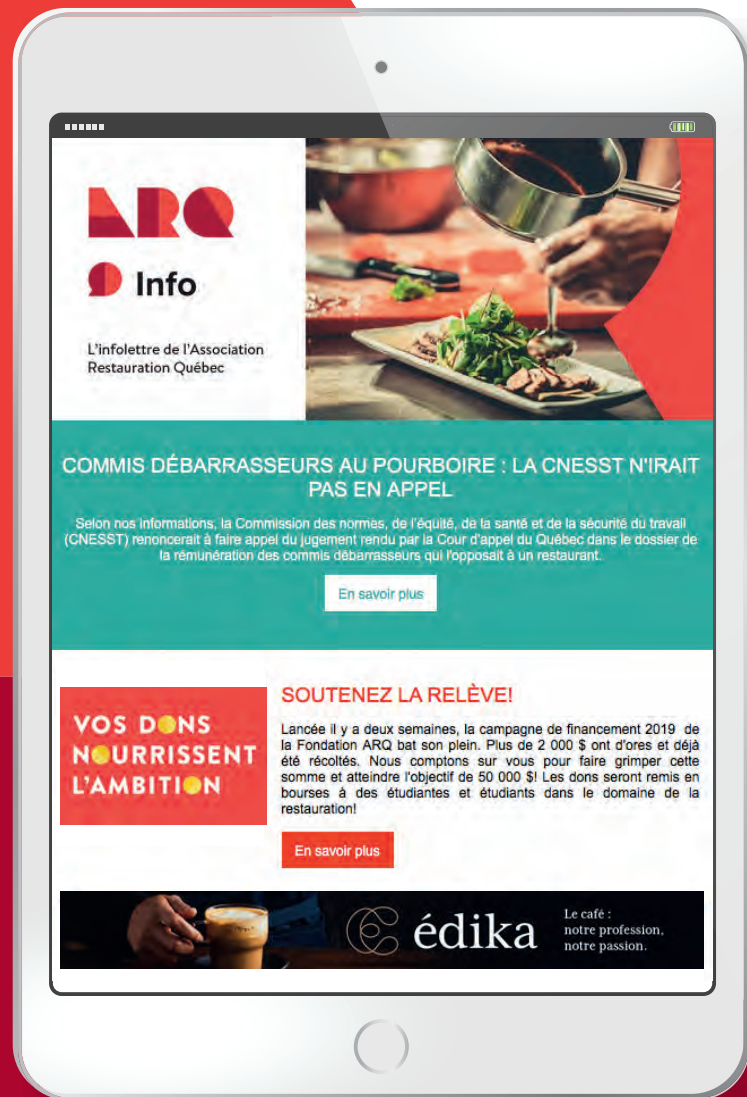
- Advertisers accept full responsibility for the contents (text, graphics, etc.) of the ads published in ARQ Info.
- All ads are subject to the publisher's approval.
- The publisher will not be held responsible in the event that an ad cannot be published.
- Ads cancelled past the closing date will be charged as if published.
- If an advertiser doesn't use his reserved space entirely, he will not be entitled to full volume discounts, and the applicable rate for the space used will be charged by the publisher.
- For ARQ members: The advertiser agrees to book the advertising space in writing (order form, insertion order) before the closing date.
- All ads are payable "net" on receipt of the invoice and proof of publication.
- For non-members: The booking must be accompanied by a payment of 50% of the applicable rate. The 2<sup>nd</sup> payment is payable "net" on receipt of the invoice and proof of publication.

### AD SPECIFICATIONS

Here are the publisher's specifications for all materials or designs submitted:

- Ads must be submitted in the format and size specified by the media (see size specifications above).
- The advertiser accepts full responsibility for the quality of all materials and scanned images submitted.
- Software: Files must be high-resolution PDFs with bleed and cut marks, especially for a full page ad.
- Email submittals: Images can be compressed very efficiently in .tif or .jpg (using the maximum quality setting).
- Media: Email, WeTransfer.





— *Preferential rates with an exposure agreement*

EMAIL OPEN RATES:

**+40%**

## THE ARQ NEWSLETTER

summarizes recent news in the industry and is sent out to members every two weeks (except in January and August).

	MAILOUTS MEMBERS (4,000+ emails)	MAILOUTS MEMBERS AND NON-MEMBERS (8,000+ emails)
BANNER	\$885	\$1,335
ADVERTORIAL	\$1,230	\$1,795
BANNER + ADVERTORIAL	\$1,680	\$2,430

— *Sent out to members every two weeks*

**20%**  
DISCOUNT FOR ARQ MEMBERS

### TECHNICAL SPECIFICATIONS:

- Format: 600 x 73 pixels (horizontal)
- Save as: JPG
- Maximum file size: 100 KB

### NON-MEMBERS ARQ INFO EXPRESS MAILOUT SCHEDULE

MARCH <b>17</b> 2021	JUNE <b>16</b> 2021
SEPTEMBER <b>15</b> 2021	NOVEMBER <b>17</b> 2021



# USE EMAIL TO SHOWCASE YOUR PRODUCTS AND SERVICES TO YOUR TARGET CLIENTELE!

	EMAIL WITH PROMOTIONAL OFFER	EMAIL WITHOUT PROMOTIONAL OFFER
TARGETED MAILOUT	\$670 + \$0.25/mailout	\$805 + \$0.30/mailout
FOR ALL MEMBERS	\$1,875	\$2,245
FOR THE WHOLE INDUSTRY	\$3,200	\$3,800

EMAIL OPEN RATES:

37%

**IMPORTANT :**  
provide us with your materials  
5 business days before mailout

20%  
DISCOUNT FOR  
ARQ MEMBERS

## TERMS AND CONDITIONS:

- The advertiser agrees to return, at the latest on the date mentioned on the booking voucher, the contents of the promotional message clearly presented in the space reserved for this purpose.
- All ads are payable "net" on the receipt of the invoice.
- Advertisers accept full responsibility for the contents (text, visuals, etc.) of published ads.
- All ads are subject to the approval of the ARQ.
- The ARQ shall not be held responsible in the event that an ad cannot be published.
- Ads cancelled two weeks or less prior to the mailout date will be charged as if published.
- Guarantee is given to the advertiser that he will be the only supplier able to mail out an ad to the targeted clients on the chosen week.
- Maximum of 3 mailouts a year per advertiser.

## TECHNICAL SPECIFICATION:

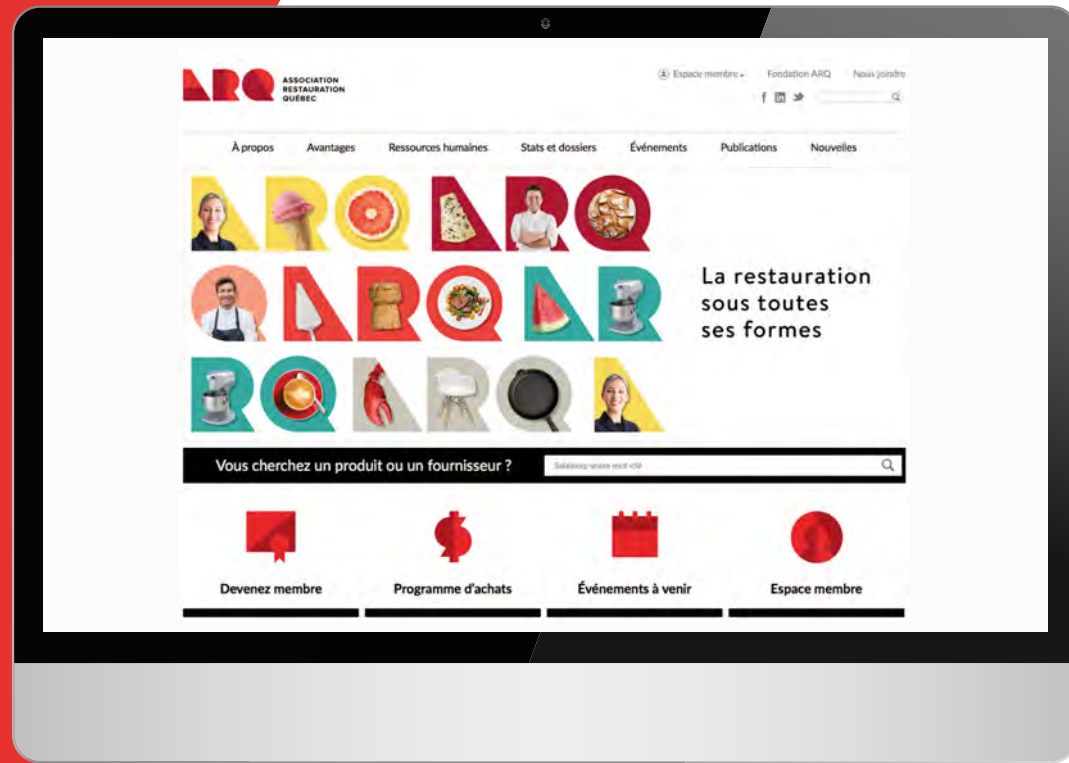
Format: 600 x 1 400 pixels.  
(Save as: HTML or JPG)

— For  
**targeted  
clientele**



# RESTAURATION.ORG

is an essential site for every professional in the HRI sector.



— High visibility guaranteed

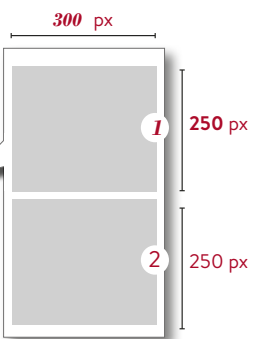
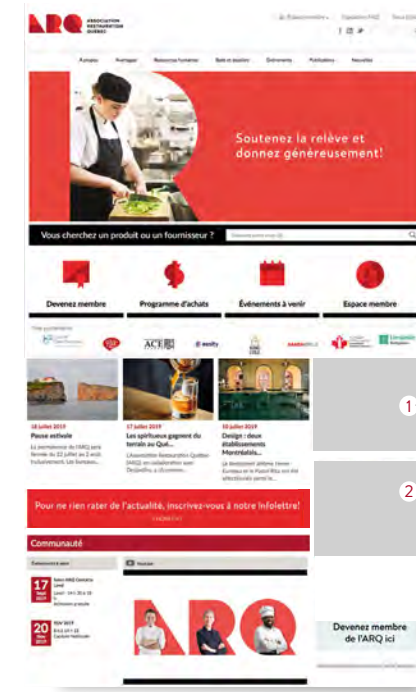
+ 250 000  
yearly visits

+ 4 60 000  
webpages seen

— Historic record of 5,000 impressions/month

300 X 250 PIXELS ON EACH PAGE	COST PER THOUSAND COPIES
POSITION 1	\$105
POSITION 2	\$95

20%  
DISCOUNT FOR ARQ MEMBERS





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[restauration.org](http://restauration.org)