

2025 | 2026

# Media Kit



ASSOCIATION  
RESTAURATION  
QUÉBEC

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

+  
**5 200**  
MEMBERS

+  
**3 300**  
members  
in the ARQ's  
Purchasing  
Program

**66%**  
with capacity of 75  
or more patrons

Net industry  
sales in 2024 :  
**\$8,3  
billion**

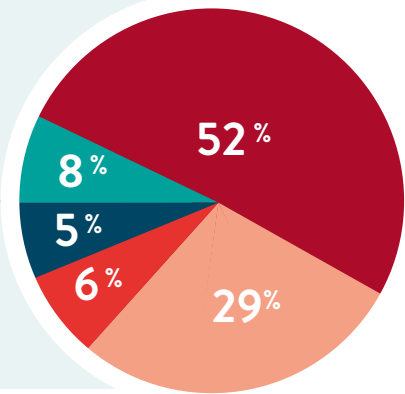


**57%**  
aged 35-45

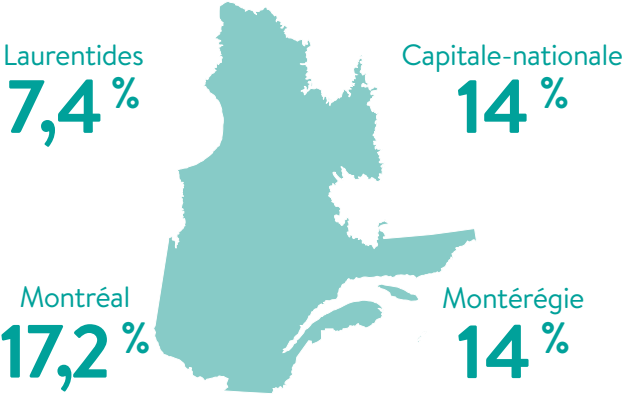
**38%** female  
**62%** male

ARQ MEMBERS ARE PRESENT  
IN ALL MAJOR SEGMENTS

- Independent foodservice businesses
- Seasonal establishment
- Suppliers and others affiliates
- Accommodation
- Restaurant chains



REGIONS



Visibility to  
**+10,000**  
establishments in  
the foodservice  
industry.

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Attractive rates  
with an advertising  
agreement

## OVERVIEW OF OUR PROMOTION TOOLS

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Magazine

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Newsletter

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Personalized  
E-blast

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Website

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Events

DISCOUNT OF  
**20 %**  
FOR ARQ  
SUPPLIER  
MEMBERS

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For all inquiries, please contact us at  
[publicitearq@restauration.org](mailto:publicitearq@restauration.org)

# ARQ INFO MAGAZINE



## IMPORTANT

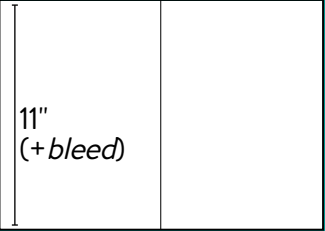
Supply a high resolution  
PDF with crop marks  
and 1/8" bleed.

## PRICING

PAPER + DIGITAL	MEMBERS	ALL INDUSTRY
Double page	\$5,315	\$8,300
1 page	\$3,200	\$4,985
Inside cover	\$3,495	\$5,425
Back cover	\$4,155	\$6,480
1/2 page	\$1,950	\$3,035
1/3 page	\$1,355	\$2,105
Insert/8* 1 sheet 8"1/2 x 11"	\$2,075	\$3,525
False cover 1/2 page	\$4,325	Available under condition

\*Other ad formats are available

Double page



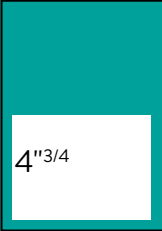
17" (+ bleed)

Pleine page



8,5" (+ bleed)

1/2 page



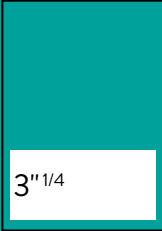
7" 3/4

1/2 page



3" 3/4

1/3 page



7" 3/4

# PRODUCTION CALENDAR OF THE MAGAZINE

	ISSUE	RESERVATION DEADLINE FOR ADVERTISING SPACES	AD SUBMISSION DEADLINE	RELEASE DATE
Vol.33, N° 1	JANUARY 2026	November 6, 2025	November 12, 2025	End of January, 2026
Vol.33, N° 2	MARCH 2026	January 7, 2025	January 14, 2025	End of March, 2026
Vol.33, N° 3	MAY 2026	March 4, 2026	March 11, 2026	End of May, 2026
Vol.33, N° 4	SUMMER 2026	May 6, 2026	May 13, 2026	Mid-July, 2026
Vol.33, N° 5	SEPTEMBER 2026	July 8, 2026	July 15, 2026	Mid-September, 2026
Vol.33, N° 6	NOVEMBER 2026	September 9, 2026	September 16, 2026	End of November, 2026
Vol.34, N° 1	JANUARY 2027	November 4, 2026	November 11, 2026	End of January, 2027

- Members
- All industry



**Info**

L'infolettre de l'Association  
Restauration Québec



### SOYEZ LE PREMIER INFORMÉ

L'ARQ Info est l'infolettre de l'Association Restauration Québec (ARQ). Deux fois par mois, elle fournit les informations les plus récentes et les plus pertinentes de l'industrie de la restauration aux plus des 5 300 membres de l'Association.

[Devenez membre](#)



### CHIENS SUR LES TERRASSES : LES BALISES

On en sait désormais un peu plus sur le cadre d'accueil des chiens sur les terrasses. Le ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ) vient de publier les lignes directrices du règlement vous permettant, si vous le désirez, d'autoriser la présence de chiens sur votre terrasse.

[En savoir plus](#)



Transition vers le MEV-WEB dans le secteur de la restauration  
**CHOISISSEZ UN SEV CERTIFIÉ ET PLANIFIEZ  
SON INSTALLATION SANS TARDER**

[Informez-vous! >](#)



**50%**  
AVERAGE  
OPENING RATE

# ARQ NEWSLETTER

summarizes recent news in the industry.

	MAILOUTS MEMBER	MAILOUTS ALL INDUSTRY
BANNER	\$985	\$1,475
ADVERTORIAL	\$1,615	\$2,350
BANNER + ADVERTORIAL	\$2,125	\$3,070

 — *The newsletter is sent out to members every two weeks (except in January and August)*

## TECHNICAL SPECIFICATIONS:

### Advertorial

**Format:** two (2) images 174 x 117 pixels and 1 400 x 578 pixels (horizontal)

**Save as:** .JPG

**Save text:** .docx (Word)

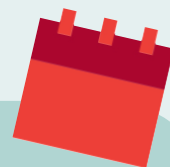
**Possibility to add a video** (YouTube)

### Banner

**Format:** 600 x 73 pixels (horizontal)

**Save as:** .JPG

**Maximum file size:** 100 KB



## NEWSLETTER'S MAILING SCHEDULE FOR NON-MEMBERS

12

FEBRUARY 2026

7

MAY 2026

17

SEPTEMBER 2026

12

NOVEMBER 2026



40%

AVERAGE  
OPENING  
RATE

 — Targeted  
audience



# PERSONALIZED E-BLAST

Use email to showcase your products and services to your target audience!

	EMAIL WITH PROMOTIONAL OFFER	EMAIL WITHOUT PROMOTIONAL OFFER
TARGETED MAIL OUT	\$925 + \$200 per 500 mailouts	\$1,105 + \$200 per 500 mailouts
TO ALL MEMBERS	\$2,835	\$3,385
TO THE WHOLE INDUSTRY	\$4,610	\$5,475

## TECHNICAL SPECIFICATION:

**Format :**

- Width: Between 600 pixels to 1,200 pixels
- Length: 1400 pixels

(Save as: .JPG or . PDF)

**Provide the subject of the email and the links.**

## IMPORTANT

Provide us with your material 5 business days before mailout.

**+10%**  
DURING HIGH SEASON \*



\* From September 1, 2025, to October 31, 2025,  
and from March 1, 2026, to April 30, 2026.



Personalized emails to  
members of ARQ's  
Purchasing Program

Pricing:  
**\$1,500**  
+ a rebate to all  
members of the  
ARQ's Purchasing  
Program

Your products must  
be available via  
Gordon Food Service.

**Gordon**  
SERVICE ALIMENTAIRE  
*Toujours à votre table*

# WEBSITE



# RESTAURATION.ORG

A new and more dynamic Website that is an essential for every professionals in the industry.

WEB BANNER ON MULTIPLE KEY PAGES ON THE WEBSITE	COST PER THOUSAND (CPM)
LEADERBOARD (728 X 90 PIXELS)	\$190
BIG BOX (300 X 250 PIXELS)	\$120

## TECHNICAL SPECIFICATIONS:

### 1 Big box

- **Format:** three (3) images 300 x 250 pixels that will be on rotation
- **Save as:** .JPG ou .GIF
- **Additional material required:** Redirection URL

### 2 Leaderboard

- **Format:** three (3) images 728 x 90 pixels that will be on rotation
- **Save as:** .JPG ou .GIF
- **Additional material required:** Redirection URL





## Salons ARQ Contacts AN EVENT FULL OF CONTENT

The Salon ARQ Contacts tour in the province of Quebec five times a year, introducing restaurant owners to an average of over fifty exhibitors per event. A unique opportunity for exhibitors to network with the industry and sell their services or products to a keen audience.

### REGIONS THAT WE'LL BE VISITING IN 2026

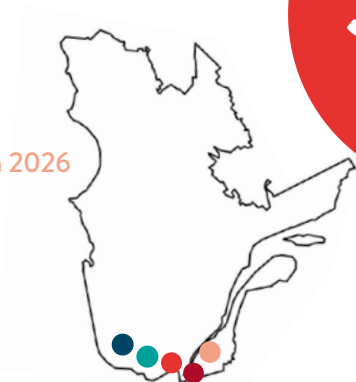
**LANAUDIÈRE** — February 2026

**CHAUDIÈRE-APPALACHES** — March 2026

**OUTAOUAIS** — April 2026

**ESTRIE** — September 2026

**MONTRÉAL** — November 2026



STARTING PRICE AT  
**\$1,100**  
PER STAND





**ASSOCIATION  
RESTAURATION  
QUÉBEC**

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Montréal (Québec)  
H1M 2T2**

**514 527-9801  
1 800 463-4237**

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**restauration.org**