

2026 | 2027



MEDIA KIT



ASSOCIATION
RESTAURATION
QUÉBEC

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

+
5 300
MEMBERS

+
3 700
members
in the ARQ's
Purchasing
Program

9,5%
of members own more
than one establishment

Net industry
sales in 2025 :

**\$9,3
billion**

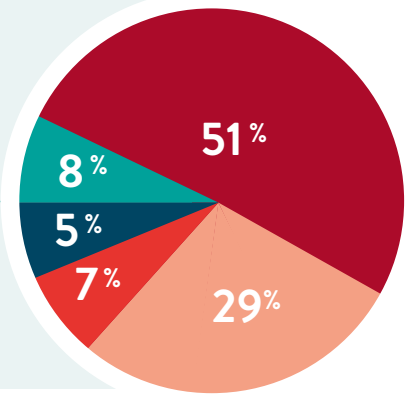


57%
aged 35-45

40% female
60% male

ARQ MEMBERS ARE PRESENT
IN ALL MAJOR SEGMENTS

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



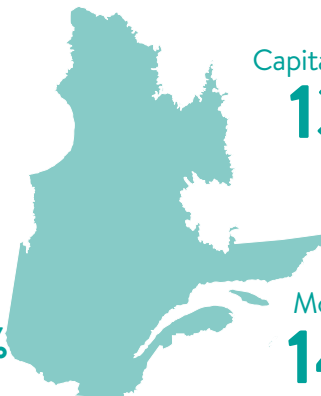
REGIONS

Laurentides
7,1%

Capitale-nationale
13,1%

Montréal
16,8%

Montréal
14,1%



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

Attractive rates
with an advertising
agreement

OVERVIEW OF OUR PROMOTION TOOLS

Magazine

Newsletter

Personalized
E-blast

Website

Events

DISCOUNT OF
20 %
FOR ARQ
SUPPLIER
MEMBERS

For all inquiries, please contact us at
publicitearq@restauration.org

ARQ INFO MAGAZINE



IMPORTANT

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

PRICING

PAPER + DIGITAL

Double page

1 page

Inside cover

Back cover

1/2 page

1/3 page

Insert/8*
1 sheet 8 1/2 x 11"

False cover
1/2 page

MEMBERS

ALL INDUSTRY

\$5,610

\$3,380

\$3,725

\$4,300

\$2,060

\$1,430

\$2,150

\$4,565

\$8,465

\$5,085

\$5,590

\$6,480

\$3,095

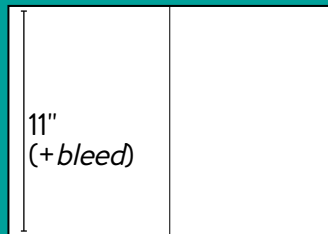
\$2,145

\$3,525

Not
available

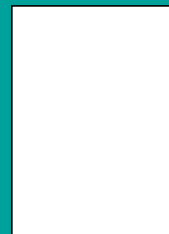
*Other ad formats are available

Double page



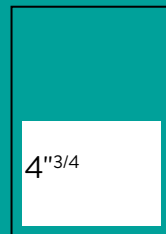
17" (+bleed)

Pleine page



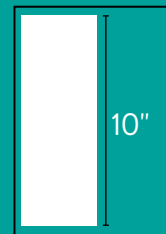
8,5" (+bleed)

1/2 page



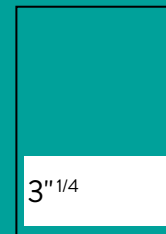
7" 3/4

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.34, N° 1	JANUARY 2027	November 4, 2026	November 11, 2026	End of January, 2027
Vol.34, N° 2	MARCH 2027	January 6, 2027	January 13, 2027	End of March, 2027
Vol.34, N° 3	MAY 2027	March 3, 2027	March 10, 2027	End of May, 2027
Vol.34, N° 4	SUMMER 2027	May 5, 2027	May 12, 2027	Mid-July, 2027
Vol.34, N° 5	SEPTEMBER 2027	July 7, 2027	July 14, 2027	Mid-September, 2027
Vol.34, N° 6	NOVEMBER 2027	September 8, 2027	September 15, 2027	Mid-November, 2027
Vol.35, N° 1	JANUARY 2028	November 3, 2027	November 10, 2027	End of January, 2028

- 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](#)



IMMIGRATION : DES PROFESSIONS EN RESTAURATION PRIORITAIRES

L'industrie touristique (incluant la restauration) fait désormais partie des secteurs prioritaires en matière d'immigration permanente. L'annonce a été faite la semaine passée dans un communiqué de François Bonnardel. Pour la restauration, plusieurs postes seront ainsi traités de manière prioritaire dans le PSTQ.

[En savoir plus](#)

Arctic Gardens
par NORTERA



50%

AVERAGE
OPENING RATE

ARQ NEWSLETTER

summarizes recent news in the industry.

	MAILOUTS MEMBER	MAILOUTS ALL INDUSTRY
BANNER	\$1,005	\$1,505

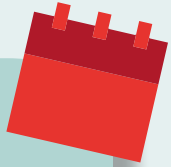
NEWSLETTER'S
MAILING
SCHEDULE FOR
NON-MEMBERS

11
FEBRUARY 2027

13
MAY 2027

16
SEPTEMBER 2027

11
NOVEMBER 2027



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

TECHNICAL SPECIFICATIONS:

Banner

Format: 600 x 73 pixels
(horizontal)

Save as: .JPG

Maximum file size: 100 KB

Propulsez votre carrière!

Efficacité,
performance
et rentabilité



Vous travaillez déjà en cuisine et souhaitez évoluer?
La formation **Gestion de cuisine**, offerte à l'Institut de tourisme
et d'hôtellerie du Québec, vous permet de développer les
compétences clés pour accéder à des postes de chef ou
de gestionnaire.

En seulement 8 mois à temps partiel, apprenez à :

- Optimiser les coûts et la rentabilité
- Gérer efficacement une brigade
- Améliorer la performance de votre cuisine
- Innover pour attirer et fidéliser la clientèle

Inscrivez-vous dès maintenant à cette formation flexible,
spécialement conçue pour les professionnels en emploi.

Accélérez votre carrière >

45%

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, 2026,
and from March 1, 2026, to April 30, 2027.



Personalized emails to
members of ARQ's
Purchasing Program

Your e-blast will also be shared
on the ARQ Purchasing
Program's social media.

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

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



RESTAURATION.ORG

TECHNICAL SPECIFICATIONS:

1 Expert article NEW

Share your expertise in an article relevant to the industry and use it to highlight one of your products or services. A preview will be shared in our newsletters as well as on our social media. For publication dates, see page 7 of this media kit.

→ **Format:** two (2) images: 174 x 117 pixels and 1400 x 578 pixels (horizontal)

→ **Save as:** .JPG

→ **Text file:** .docx (Word)

→ **Video integration available:** YouTube

MAILOUTS MEMBERS	MAILOUTS ALL INDUSTRY
\$1,615	\$2,350

2 Big box

→ **Format:** three (3) images 728 x 90 pixels that will be on rotation

→ **Save as:** .JPG or .GIF

→ **Additional material required:** Redirection URL

3 Leaderboard

→ **Format:** three (3) images 728 x 90 pixels that will be on rotation

→ **Save as:** .JPG or .GIF

→ **Additional material required:** Redirection URL

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





**ASSOCIATION
RESTAURATION
QUÉBEC**

**6880, Louis-H.-La Fontaine
Montréal (Québec)
H1M 2T2**

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

restauration.org