

MEDIA KIT 2024



**ACCESS TO AN
EXCEPTIONAL
CAMPER
NETWORK**

FQCC

Fédération québécoise de
camping et de caravanning

COMMUNICATIONS
CAMPING
CARAVANING
Maison d'édition

**2022 AND 2023:
TWO EXCEPTIONAL
YEARS!**



The FQCC is the largest group of campers and RVers in Canada. More than 52,000 members appreciate the solutions offered by the FQCC for information, savings and better planning of their camping vacations or safe travel.

- ◆ 7,200 new membership cards issued in 2022-2023.
- ◆ On average, they are 10 years younger than our usual clientele.

Advertising is a unique opportunity to reach targeted, interested customers.







Québec's camping and RVing industry

- ◆ 1.2 million campers
- ◆ 1.4 billion in annual expenditure

Our members

- ◆ 40% of our campers are less than 60.
- ◆ Our campers visit more campsites in a season: 10.7 compared to 3.8 for other groups.^{1,2}
- ◆ Our campers camp more nights in a season: 49.5 nights compared to 11.8.¹
- ◆ Our campers travel an average of 5, 900km per year.³
- ◆ Our members like to camp in the following regions:
 - ◆ 85% in Quebec
 - ◆ 39% in the United States
 - ◆ 29% in the Maritimes
- ◆ Our members have an average family income of over \$80,000/year

Our members' equipment

- ◆ 57% own motorhomes
 -  Class A: 15%
 -  Class B: 22%
 -  Class C: 20%
 - ◆ 43% own towed RVs
 -  28% caravans
 -  14% fifth wheels
 -  1% tent trailers
 - ◆ They buy new RVs (nearly 55%) and used RVs (38%) from dealers.
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- ◆ 43% of members' RVs are less than 4 years old.
 - ◆ 28% of members' RVs are between 5 and 10 years old.
 - ◆ 29% of RVs are 10 years old or more.
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- ◆ Over 71% use pickup trucks to tow their RVs.
 - ◆ More than 26% use SUVs to tow their RVs.

¹ Economic impacts and trends of the camping industry in Canada, SOM final report, Canadian Camping and RV Council, April 2015.

² Direction des connaissances en tourisme, Tourisme Québec, Bilans de fréquentation 2010 à 2016.

³ FQCC member survey, 2023.

Certified customers!

Camping Caravaning is Quebec's only certified camping magazine.

- ◆ 8 issues per year mailed to our 52,000 members.
- ◆ Thousands more copies of the March/April and October/November 2024 issues are distributed at RV shows in Montreal and Quebec City.

Rates

FORMAT	DIMENSIONS (in.)	M/A	1X	3X	7X
Back cover	8,25 x 10,75	4900	-	-	3850
Inside cover	8,25 x 10,75	4500	-	-	3600
Double page	8,25 x 10,75	7300	6000	5575	4650
1 page	8,25 x 10,75	3850	3290	2950	2730
1/2 page horizontal	7,25 x 4,8125	2600	2175	2050	1925
1/3 page horizontal	7,25 x 3,185	1950	1560	1480	1240
1/3 page vertical	2,25 x 9,75	1645	1450	1275	1120
1/4 page horizontal	7,25 x 2,3125	1400	1350	1140	1000
1/6 page vertical	2,25 x 4,8125	1015	860	805	605
1/6 page horizontal	4,75 x 2,3125	1015	860	805	605

Preferential position: 20% surcharge on the regular fare

Advertising material

Magazine size: 8.25 x 10.75 in. Magazine literature 133 lpp

Bleed: 0.125 in. all around (1-page format only)

Accepted software: Photoshop (JPEG), Acrobat (PDF) and Illustrator (AI)

Color: All PMS must be converted to CMYK

Color images: 300 dpi, in CMYK

All fonts must be inside the file or converted to outline.

MARCH/APRIL 2024

Book your ad	1 ^{er} décembre 2023
Send your material	15 décembre
In reader's hands	Début février

MAY 2024

Book your ad	24 février
Send your material	8 mars
In reader's hands	Mi-avril

JUNE 2024

Book your ad	15 mars
Send your material	5 avril
In reader's hands	Mi-mai

JULY 2024

Book your ad	12 avril
Send your material	3 mai
In reader's hands	Mi-juin

AUGUST 2024

Book your ad	17 mai
Send your material	7 juin
In reader's hands	Mi-juillet

SEPTEMBER 2024

Book your ad	14 juin
Send your material	12 juillet
In reader's hands	Fin août

OCTOBER/NOVEMBER 2024

Book your ad	26 juillet
Send your material	9 août
In reader's hands	Fin septembre

DEC. 2024/JANUARY 2025

Book your ad	13 septembre
Send your material	4 octobre
In reader's hands	Fin novembre



VIRTUAL FQCC PRIVILEGE GUIDE

GUIDE PRIVILÈGES FQCC

- ◆ The Guide Privilèges FQCC is the web tool most used by members to satisfy their search for campgrounds and RV types, parts, accessories, and various services: storage, propane, service stations, restaurants, etc.
- ◆ The Guide Privilèges FQCC lists price reductions available to members at over 200 campgrounds and 1,860 other businesses.
- ◆ The Guide Privilèges FQCC was consulted more than 56,500 times in 2022-2023. The “Box” ad format exceeded 290,000 ad views during the year.
- ◆ Advertising in the Guide Privilèges enables you to reach members looking for discounts on the cost of products and services from businesses associated with the federation.

Rates

FORMAT

PRICE

Box (300 x 250 pixels)

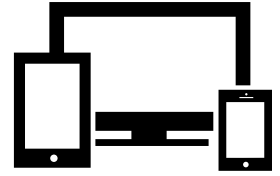
1075

INCLUDED IN PRICE

Guaranteed position in your region
from April 1, 2024 to March 31, 2025



OUR
WEBSITES



FQCC AND *CAMPING CARAVANING* MAGAZINE

fqcc.ca

- ◆ 367,000 visitors per year.
- ◆ More than 1.6 million page views.
- ◆ An average of 22,280 visitors per month.
- ◆ 76% of sessions are from new visitors.
- ◆ The most representative age range of our visitors is 45-54.

Rates

FORMAT	12 MONTHS	6 MONTHS	1 MONTH
Box	3300	1875	400

campingcaravaningmag.ca

- ◆ 66,300 visitors per year.
- ◆ More than 188,000 page views per year.
- ◆ 89% of sessions are from new users.
- ◆ The most representative age range of our visitors is 45-54.
- ◆ Content reserved for publication subscribers.

Rates

FORMAT	12 MONTHS	6 MONTHS	1 MONTH
Headband	2700	1450	300
Box	2150	1075	200

COMBO fqcc.ca / campingcaravaningmag.ca

FORMAT	12 MONTHS	6 MONTHS
Boîte	4725	2500

Technical specifications

File format: **fqcc.ca**
Box: 300 x 250 pixels

campingcaravaning.ca
Headband: 728 x 90 pixels
Box: 300 x 250 pixels

Language: JPEG, GIF, FLASH

Resolution: 72 dpi

Rich Media function: Yes (must be user-initialized, have a close control and size must not exceed twice the initial size)

Link type: pop-up to advertiser

Animation: Yes (GIF and FLASH), maximum duration 10 seconds (including loops) Image weight: 60 kb, animation 120 kb

Banner or banner production: ± \$350

HOW TO REACH US



Contact our advertising team today to discuss the best way to reach a passionate and engaged camping and caravanning audience across Quebec.

Required material and transfer for print media

Computer material for print advertisements must be supplied by e-mail (15 Mg maximum) or by WeTransfer to apon@graphomax.com. You will receive confirmation of the upload of your advertising material.

Design

Graphomax can also create your advertisement on request.

Send all correspondence, payments, insertion requests, space reservations and material to:

Communications Camping Caravanning
1560, rue Eiffel, bureau 100
Boucherville (Québec) J4B 5Y1
450-650-3722

1-877-650-3722

info@campingcaravanningmag.ca

