Virage

Media Kit 2027



The Magazine Reaching **ADULTS 50+**

Virage, FADOQ's flagship magazine, reaches nearly 1.5 million readers, making it one of the most widely read magazines in Quebec. Modern, inspiring, and decidedly positive, it offers adults aged 50 and over a wealth of engaging content, including health, wellness, travel, leisure, lifestyle trends, and profiles of notable Quebec personalities. *Virage* combines credibility, boldness, and a refreshed design to capture the attention of a loyal and highly engaged readership.





FADOQ

Québec's largest association of people aged 50+

- Over 620,000 active members
- 16 regional associations
- 690 affiliated clubs
- More than 1,000 discounts and privileges, including *Virage* magazine

One of the larges treaderships **IN QUÉBEC**

1,450,000
Readers per issue

4
Issues per year

Circulation

More than **500,000 copies** delivered to the homes of members and FADOQ regional groups

Member Profile



53.9%
Women



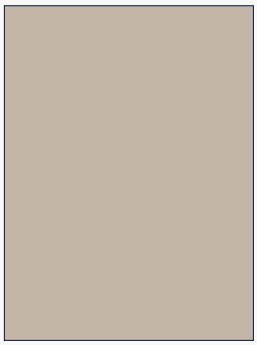
46.1%
Men

33%	**50-64***
38%	**65-74***
29%	**75+***

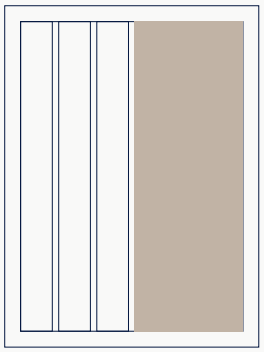
* FADOQ database – April 2024

Technical **SPECIFICATIONS**

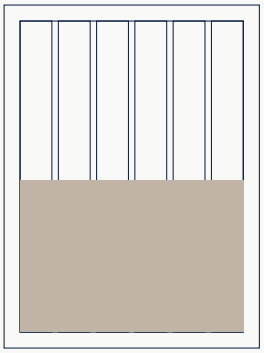
Full page
7.75 in x 10.75 in + bleed



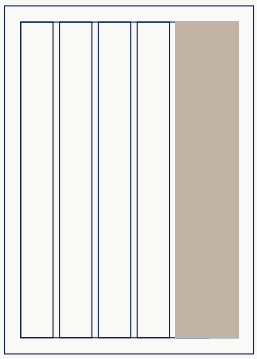
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3.2846 in x 9.75 in + bleed



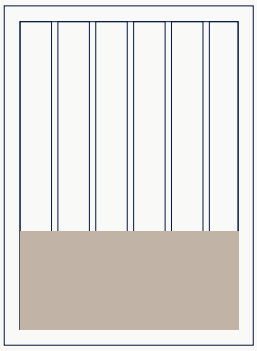
1/2 horizontal page
6.75 in x 4.5833 in + bleed



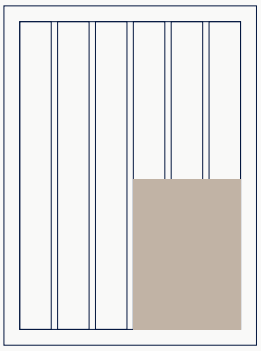
1/3 vertical page
2.125 in x 9.75 in + bleed



1/3 horizontal page
6.75 in x 2.9167 in + bleed



1/4 vertical page
3.2846 in x 4.75 in + bleed



Accepted formats

Full page
7.75 in x 10.75 in + bleed

1/2 horizontal/vertical page
h 6.75 in x 4.5833 in / v 3.2846 in x 9.75 in + bleed

1/3 horizontal/vertical page
h 6.75 in x 2.9167 in / v 2.125 in x 9.75 in + bleed

1/4 vertical page
3.2846 in x 4.75 in + bleed

Files created **in Canva** may appear differently on screen than in print due to web platform color management.

Required format

- PDF Press Quality (High Quality Print), PDF/X-1A or PDF/X-4 **with crop marks and 1/8"** (0.125") **bleed**
- Safety margin: **1/4"** (0.25")
- Convert Pantone (PMS) and RGB colours to **CMYK**
- Body text: **100% Black** (100% K)
- Recommended text size for our audience: **11 pt**

Material delivery

johanne.rivet@fadoq.ca
and catherine.paquette@fadoq.ca

2027 Magazine Advertising Rates

FRÉQUENCE	1 X	2 X/3 X	4 X
Page	$15,000	$14,000	$12,500
1/2 page	$10,000	$9,800	$8,500
1/3 page	$8,250	$7,500	$6,750
1/4 page	$6,000	$5,500	$5,000
C2-C3-C4	Contact us for availability		
Publireportage	$17,500	$16,500	$14,500

Rates are Net.

2027 Calendar

ISSUE	RESERVATION	AD CONTENT	PUBLICATION
Spring 2027	January 5, 2027	January 11, 2027	February 19, 2027
Summer 2027	March 29, 2027	April 5, 2027	May 21, 2027
Fall 2027	June 28, 2027	July 5, 2027	August 27, 2027
Winter 2028	September 27, 2027	October 4, 2027	November 19, 2027

Inserts

- Possibility of packaging a promotional document with *Virage* magazine
  - Bind-in
  - Bagged
- Targeting by regional groups
- Technicals specifications by regional groups
- Approval required for inserts

Insert delivery deadline :
15 working days before marketing date

SOLISCO Printer
Attn.: Caroline Blais
FADOQ / Virage
120, 10e Rue,
Scott (Québec) G0S 3G0

Rates :
on request



Virage NEWSLETTER

More than 125 000
subscribers

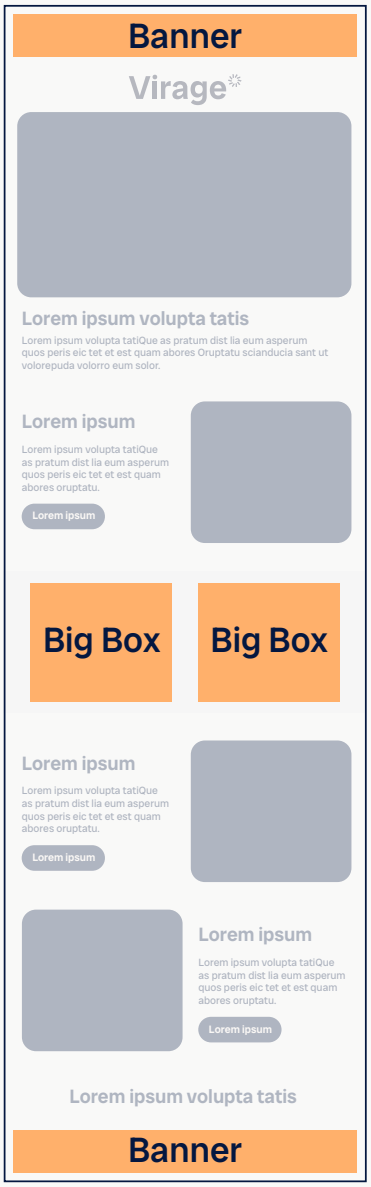
Reach a connected
audience

12
issues/year

Average opening rate
More than 46%

2027 online dates

January 13	July 2
February 12	August 20
March 10	September 8
April 7	October 13
May 14	November 12
June 9	December 12



Technical **SPECIFICATIONS**

File :
JPG, PNG or non-animated Gif

Size : 150 kb max.

No animation/rotation

Destination address (URL)

Accepted format

Banner
728 x 90 -
Top/middle/bottom of page

Big Box
300 x 250 - Middle of page

Rate - **2027**

Banner/ Big Box	$2,500	Fixed Rate
Sponsored Content	$4,500	Fixed Rate
Dedicated Email	$8,000	Fixed Rate

* Based on the actual open rate

For information, please contact:

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