

be
montreal.

Dear readers,

Montreal is such a beautiful city and that is why I have dedicated my life to creating these four yearly issues. Four seasons in Montreal, means a variety of events for the young adults and adults coming into the city, or even for our own Montrealers. We want to share the essence of the Montreal scene with our readers.

We start off with the delicious variety and culture of the food in our city. We have highlighted specific restaurants that you should check out to get the full experience and get a taste of it for each season. Then we move on to our world renowned events happening during each season. Igloo Fest, Nuit Blanche, Osheaga and Ile Soniq, are only a handful of the ones we bring into the city. We hope to create the feeling of each of these events into the magazine and encourage you to open yourself up to them. These events are what all of our Montrealers and visitors coming into the city should be looking forward too.

We are so incredibly lucky to have a city as unique as this one, with such rich culture. There is constantly something to be looking forward too and learn about. Besides the food and events we also share with you other aspects of what makes Montreal what it is. So much of our art, our museums, and our shopping are a part of who we are. Montreal has so much history, and there is something to learn about at almost every corner street. We have such beautiful unique shops and some amazing art on display.

There is not other city like Montreal. You are a guaranteed a good time coming into a city like ours. We hope to share this love we have for our city will all of our readers and make you all fall in love with it just as much we have. Now it's your turn to read through and learn more and more about our culture through each flip of the page.

Thank you and read on,

Isabelle Rochette

Reader's Profile

Be Montreal is exclusive to tourists and young adults in Montreal looking for activities, events, restaurants, stores and a lot more.

The magazine **be montreal** first started in 1995 specifically built for travelers as well as young locals from the age of 18-30 to inform them about the exceptional tourist attractions there are in the city of Montreal. In total, we obtain up to 25 000 readers per year.

Be Montreal delivers every month to keeps all readers up to date with the latest trends within the society. It permits all readers to explore their options throughout all four seasons which is why they appreciate this magazine and depend on it to find new activities.

Enjoy this introduction to Montreal!

Editorial Calendar 2020

Issue	Editorial Theme	Print Launch
December/January	New Year New Trends -Christmas events -New Styles -New Years restaurants and clubs reservations	December 1
March/April	Spring Season -What's new this spring -Easter events	March 10
June/July	Get Ready Summer -EDM festivals -Amusement parcs	June 5
September/October	Back to School -Halloween Season -Fall clothing trends -Scholar Events	September 7

Circulation Analysis

Circulation areas and strategies

Be Montreal will be distributed at newsstands, book stores like Chapters Indigo, metro stations, grocery stores, at the airport, at certain hotels and museums around the city.

Those that get the yearly subscription will have their quarterly magazine delivered straight to their house.

Our articles are available online as well, but only 5 can be read for free each month. After that, readers are offered a digital subscription for a nominal fee.

Social media and influence

No company can flourish without an online presence. We're active on Twitter, Instagram and Facebook to keep everyone update on what we're up to. We also work with select influencers to talk about upcoming events and features that we're covering.

Be Montreal is the go-to resource for all that's happening on the island of Montreal, and we've established ourselves as such.



Price & Cost

Be Montreal is a trendy new magazine has a circulation of 20, 000 copies that will be published 4 times every year corresponding with seasons (Summer, Fall, Winter & Spring).

Yearly Subscription

Our pricing for Be Montreal magazine which entails of 4 different volumes throughout the year, one per season. To begin we offer a one year subscription at \$45.00 CAD which you would get every magazine volume from that year and a couple of surprised goodies for the year subscription.

Volume Pricing

For people who did not get the year subscription - every volume will be priced at \$12.99.

Electornic Versions

For those who would like to help the enviornment even more - we will be offereing an option of downloading our every volume or yearly subscription.

Electronic Volume: \$10.99

Yearly Electronic Subscription: \$42.99

C**ompetition**

Similar Magazines

As far as competition goes for our magazine, there isn't too much of it. There are few magazines in Montreal that serve the same purpose of our own, the only notable competition being from the magazine Nightlife. Nightlife has focused on their website, and while their magazines do have plenty of similarities to ours, Be Montreal focuses a great deal more on releasing physical prints.

Not to mention that we sell our magazine issues at a reasonable price for the quality that we guarantee to our readers.

Digital Versus Print

A majority of magazines these days are all completely digital, and this includes the majority of magazines centered around Montreal. This was done to keep in pace with modern day habits, and the rise in popularity of the internet.

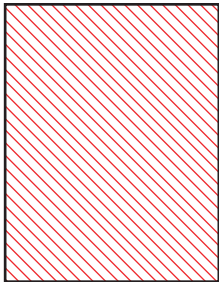
However, Be Montreal is one of the few that is offered in a physical print allowing for it to stand out from the rest. With some clever placement and distribution of our magazine, Be Montreal will be sure to get in to the hands of many curious tourists.



Advertising Options

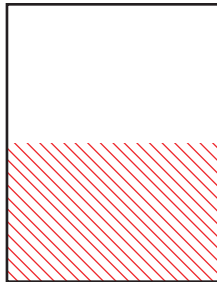
Be Montreal offers a number of advertising options for local brands. It's a great way to show off your product to a wide variety of consumers.

full page ad



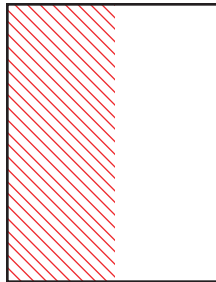
\$3,000

half page ad



\$1,800

half page ad



\$1,800

Production Requirements

Please ensure your advertisement fits the following requirements for printing:

Full pages are 8.5"x11"

The bleed 1/8" on all sides

File format must be PDF

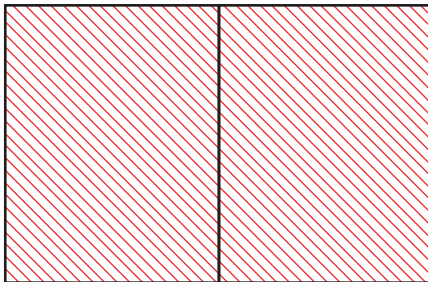
images must be 300 dpi

All RGB and Pantone must be converted to CMYK.

Type should be a minimum of 8 point.

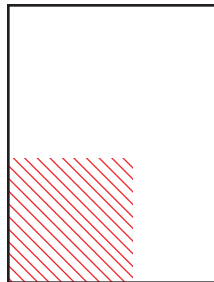
Include trim, crop marks and bleed on your proof.

two page spread ad



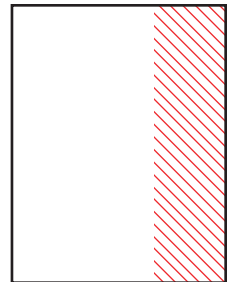
\$5,000

square ad



\$1,000

1/3 page ad



\$1,000

Natalie Davis
Rachel Dallaire
Malcolm Graham
Isabelle Rochette
Nathaniel Cozier-Weismuller