

A gold vertical bar on the left side of the page contains the number '15' in a large, white, serif font. Below the '5' is the word 'YEARS' in a smaller, white, sans-serif font.

2026

# MEDIA KIT

The logo for Raven Media, featuring the words 'RAVEN MEDIA' in a bold, white, sans-serif font. Below it, the phrase '15 YEARS OF ADVENTURE!' is written in a smaller, gold, sans-serif font. The background of the logo is a dark blue triangle.

# ABOUT US

Our network is the largest social media, website and magazine destination on the market for motorcycle, ATV and snowmobile enthusiasts. The unique combination of multiple distribution channels offers enthusiasts more relevant information about their respective passions.

Powersports enthusiasts visit our communities to share experiences, get advice and recommend products, while our leading brand portals provide the most authoritative product reviews, buying guides, vehicle specifications and industry news reports.

Raven Media is also the proud publisher of publications 4Riders, Custom Tour, Passion Motoneige and Planète Quad. In addition to our powersports magazines, we also publish the annual ATV Guide in English and French.

Raven Media sets itself apart in the publishing industry by creating a unique experience for each reader through its 4 magazines and 2 annual guides with dynamic, authentic content.

Our content production team specializes in powersports, outdoor living and event video promotion. With extensive experience in this type of production, our team will bring your brand to life, educate your customers, promote your products and much more.

A rich opportunity for advertisers seeking quality visibility that meets their budgetary and brand identity needs.

*Let's achieve **The Incredible Together!***



PROUD  
CONTENT  
PROVIDER  
FOR :



# SECTION CONTENT PRODUCTION

**RAVEN MEDIA EXPERT IN CONTENT MANAGEMENT**

**PRODUCTION-DISTRIBUTION-PROMOTION** of written, photo, video and digital content



## SERVICE OFFERED:

- photo session
- video session
- post-production editing
- Narrator
- Graphic design
- Digital marketing
- Social network management
- Translation
- Copywriting
- Publishing
- Printing

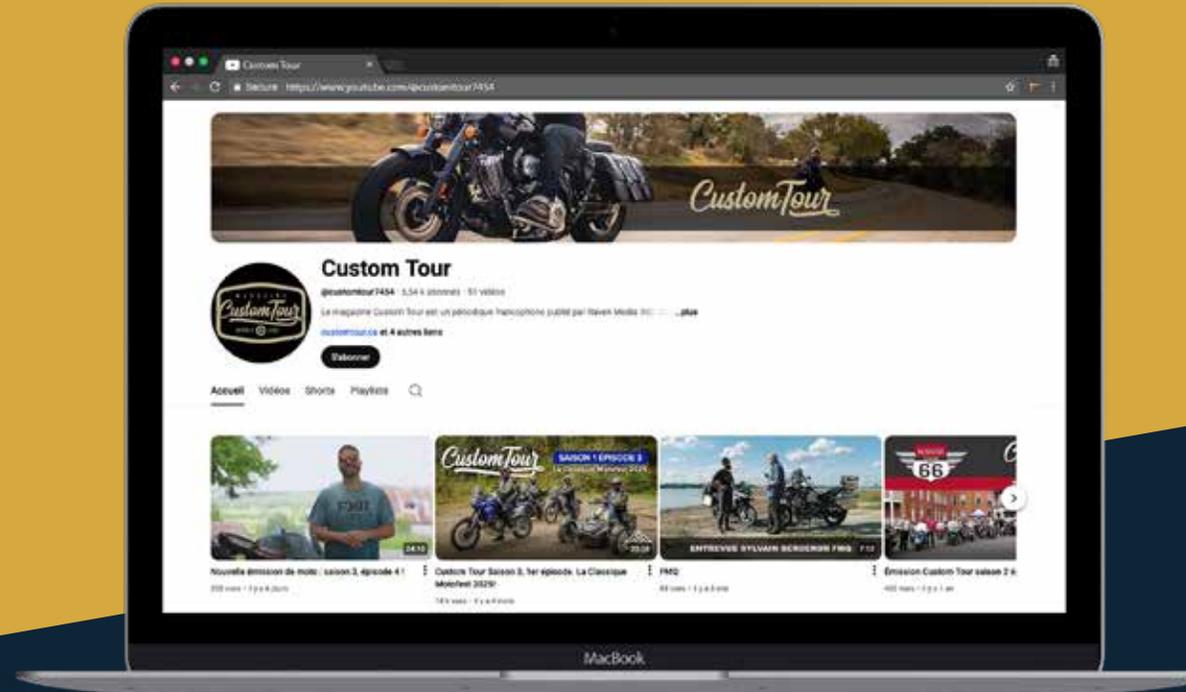


For pricing information,  
[steve@raven-media.ca](mailto:steve@raven-media.ca)

# WEB TV SECTION

(12 PROGRAMS PER YEAR)

- > **4 snowmobile shows**  
Passion Motoneige (October to March)
- > **4 ATV shows**  
Planète Quad (May to November)
- > **4 motorcycle shows**  
Custom Tour (March to September)



## BROADCAST ON:

Youtube, Facebook, website and monthly newsletter

## CONTENTS:

- product testing
- new vehicle testing
- safety capsule
- destinations to discover
- company portrait
- builder portrait

## PACKAGE

Advertising of 15 seconds \$595/ show

Advertising of 30 seconds \$750/ show

Presenter of the show \$3,995

(mention at beginning and end per block of 4 only)

## PRICING

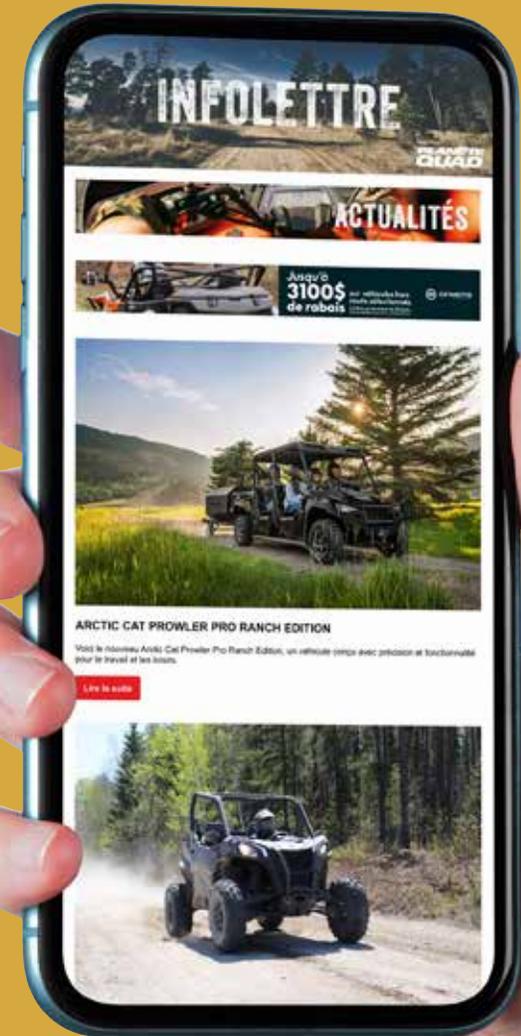
**Total of 618,000 views/year** (average of 51,500 per program)

# CONTENT PROMOTION SECTION

- > 2 million page views annually on websites
- > 1.75 million newsletter mailings annually
- > 2.5 million views on Youtube
- > Community of over 38,000 Facebook subscribers
- > 300,000 magazines distributed annually across Canada

# SOCIAL NETWORKING SECTION

- > 6 websites
- > 4 monthly newsletter channels
- > 4 print and interactive digital magazines
- > 4 facebook-instagram accounts
- > 4 Youtube accounts





**SNOWMOBILE  
DIVISION**

# SOCIAL NETWORKS SECTION

**PASSION  
MOTONEIGE**



**3 550**  
subscribers

**125 videos**

**618 078**  
views



**12 500**  
subscribers

**1 177 000**  
social footprints



**967**  
followers

**334**  
posts



# DEMOGRAPHICS



## Age group

|                 |                 |                 |
|-----------------|-----------------|-----------------|
| 18-24 years old | 35-44 years old | 55-64 years old |
| <b>6%</b>       | <b>21%</b>      | <b>19%</b>      |
| 25-34 years old | 45-54 years old | 65+ years old   |
| <b>17%</b>      | <b>25%</b>      | <b>9%</b>       |

## Gender



Female  
**23,4 %**



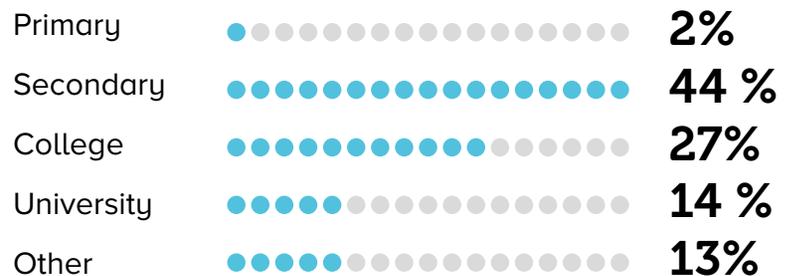
Male  
**76,6%**



## Salary



## Education level



# CONTENT DISTRIBUTION SECTION



Website

[passionmotoneige.com](https://passionmotoneige.com)

**297,460**  
impressions / year



Magazine

**2 print and digital**  
editions

**49,755**  
subscribers



Newsletters

**265,360**  
mailings / year



## MAGAZINE DEADLINE

| MAGAZINE EDITION        | RESERVATION      | MATERIALS         | IN STORE           |
|-------------------------|------------------|-------------------|--------------------|
| 2027 New Models Edition | August 14, 2026  | September 4, 2026 | September 28, 2026 |
| 2027 Winter Edition     | October 23, 2026 | November 13, 2026 | December 7, 2026   |



# ATV/UTV DIVISION



# SOCIAL NETWORKS SECTION

**PLANÈTE  
QUAD**



**6 810**  
subscribers

**129 videos**

**1 040 391**  
views



**10 000**  
subscribers

**563 140**  
social footprints



**540**  
followers

**348**  
posts

# DEMOGRAPHICS

## PLANÈTE QUAD



### Age group

|                 |                 |                 |
|-----------------|-----------------|-----------------|
| 18-24 years old | 35-44 years old | 55-64 years old |
| <b>8%</b>       | <b>23%</b>      | <b>17%</b>      |
| 25-34 years old | 45-54 years old | 65+ years old   |
| <b>19%</b>      | <b>22%</b>      | <b>9%</b>       |

### Gender



Female  
**25,2%**



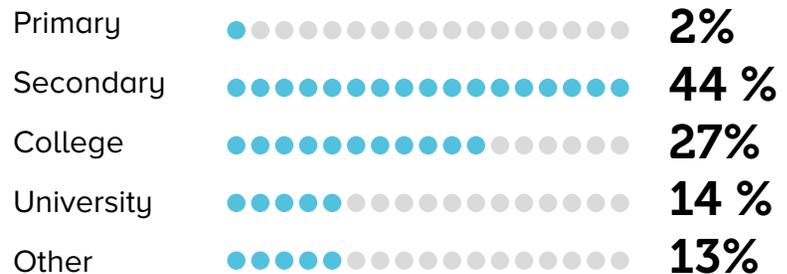
Male  
**74,8%**



### Salary



### Education level



# CONTENT DISTRIBUTION SECTION

# PLANÈTE QUAD



Website  
[planetequad.ca](http://planetequad.ca)

**321,000**  
impressions / year



Magazine

**4 print and digital**  
editions

**49,000**  
subscribers



Newsletters

**535,000**  
mailings / year



## MAGAZINE DEADLINE

| MAGAZINE EDITION | RESERVATION      | MATERIALS         | IN STORE           |
|------------------|------------------|-------------------|--------------------|
| Spring Edition   | February 6, 2026 | February 21, 2026 | March 17, 2026     |
| Summer Edition   | May 1, 2026      | May 15, 2026      | June 8, 2026       |
| Autumn Edition   | August 7, 2026   | August 21, 2026   | September 14, 2026 |
| Winter Edition   | November 6, 2026 | November 20, 2026 | December 14, 2026  |



# POWERSPORTS DIVISION



**SOCIAL NETWORKS  
SECTION**



**4 270**  
subscribers

**34 videos**

**1 408 057**  
views



**5 200**  
subscribers

**490 167**  
social footprints



**1 579**  
followers

**329**  
posts



# DEMOGRAPHICS

## 4RIDERS



### Age group

|                 |                 |                 |
|-----------------|-----------------|-----------------|
| 18-24 years old | 35-44 years old | 55-64 years old |
| <b>9%</b>       | <b>24%</b>      | <b>16%</b>      |
| 25-34 years old | 45-54 years old | 65+ years old   |
| <b>20%</b>      | <b>22%</b>      | <b>7%</b>       |

### Gender



Female  
**18.8 %**



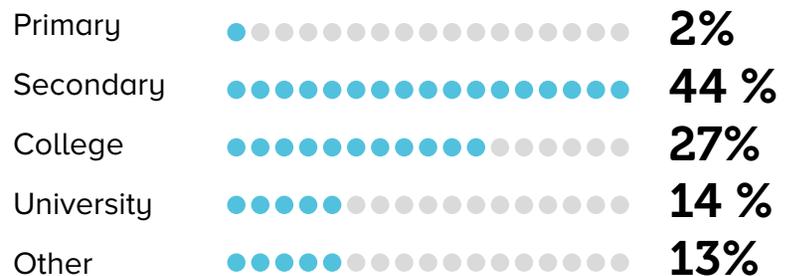
Male  
**81.2%**



### Salary



### Education level



# CONTENT DISTRIBUTION SECTION



Site web  
4ridersmag.com

**372,360**  
impressions / year



Magazine

**4 print and digital**  
editions

**34,990**  
subscribers



Newsletters

**436,560**  
mailings / year



## MAGAZINE DEADLINE

| MAGAZINE EDITION        | RESERVATION      | MATERIALS         | IN STORE           |
|-------------------------|------------------|-------------------|--------------------|
| <b>Outdoors Edition</b> | February 6, 2026 | February 20, 2026 | March 16, 2026     |
| <b>Summer Edition</b>   | May 1, 2026      | May 15, 2026      | June 8, 2026       |
| <b>Autumn Edition</b>   | August 7, 2026   | August 21, 2026   | September 14, 2026 |
| <b>Winter Edition</b>   | November 6, 2026 | November 20, 2026 | December 14, 2026  |



## ATV GUIDE



# GUIDE VTT ATV GUIDE

PRINT-DIGITAL

## SIZE

|          | Rates French version | Rates english version |
|----------|----------------------|-----------------------|
| Spread   | \$4,400              | \$7,000               |
| 1 page   | \$2,300              | \$3,700               |
| 1/2 page | \$1,250              | \$2,025               |

The rate is gross  
Commission to agencies 15%



| EDITION      | RESERVATION        | MATERIALS        | IN STORE          |
|--------------|--------------------|------------------|-------------------|
| 2027 Edition | September 25, 2026 | October 16, 2026 | November 16, 2026 |

DISCOUNT  
FREQUENCY



THE 2 VERSIONS  
-10%

ATV Guide: 25,000 distributed copies  
Guide du VTT: 15,000 distributed copies

GUARANTEED  
POSITIONING

+15%



**MOTORCYCLE  
DIVISION**

# SOCIAL NETWORKS SECTION

*CustomTour*



**5 520**  
subscribers  
**47 videos**  
**511 774**  
views



**4 000**  
subscribers  
**774 466**  
social footprints



**448**  
followers  
**514**  
posts



# DEMOGRAPHICS

## Custom Tour



### Age group

|                 |                 |                 |
|-----------------|-----------------|-----------------|
| 18-24 years old | 35-44 years old | 55-64 years old |
| <b>8%</b>       | <b>20%</b>      | <b>19%</b>      |
| 25-34 years old | 45-54 years old | 65+ years old   |
| <b>17%</b>      | <b>25%</b>      | <b>7%</b>       |

### Gender



Female  
**24.5 %**



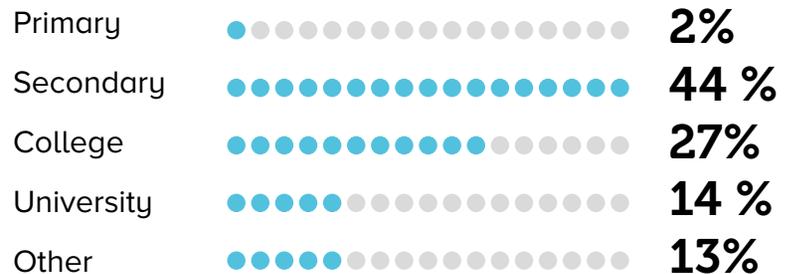
Male  
**75.5%**



### Salary



### Education level



# CONTENT DISTRIBUTION SECTION



Website  
[customtour.ca](http://customtour.ca)

**320,000**  
impressions / year



Magazine

**4 print and digital**  
editions

**35,740**  
subscribers



Newsletters

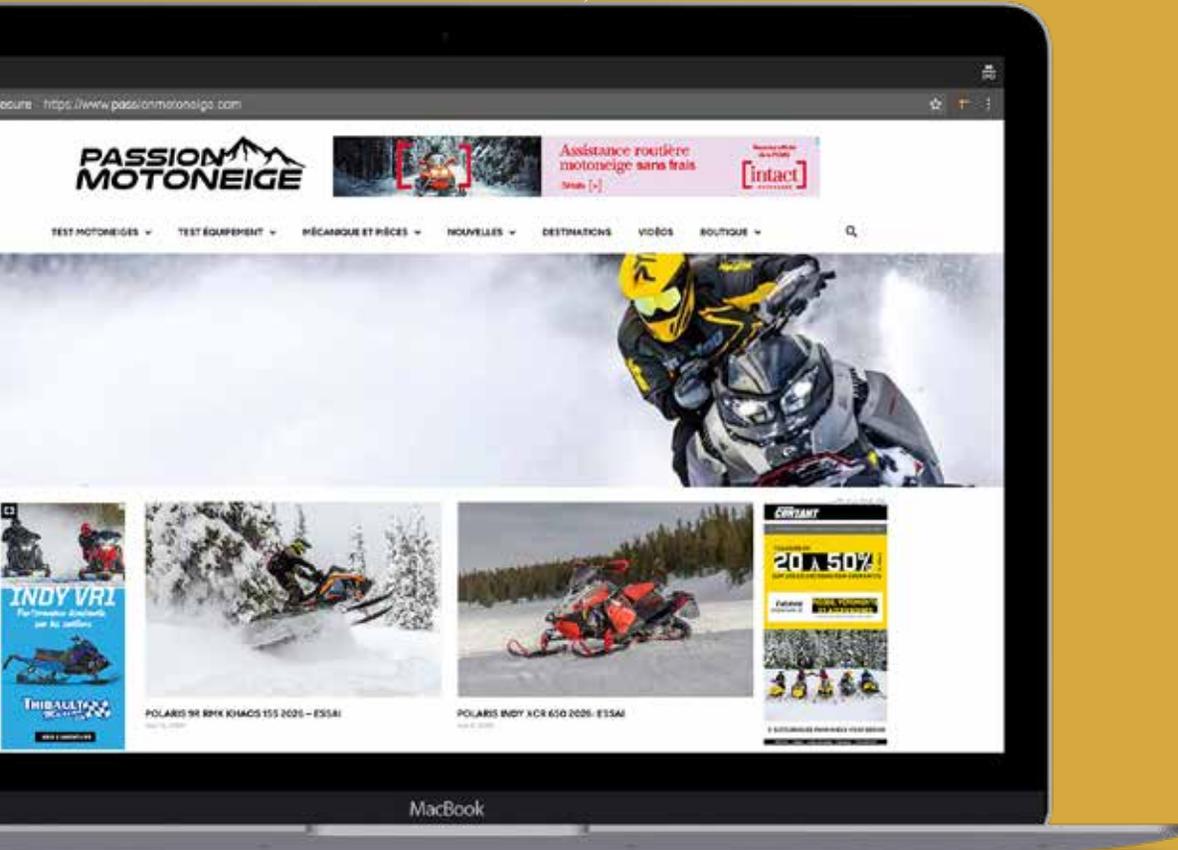
**534,000**  
mailings / year



## MAGAZINE DEADLINE

| MAGAZINE EDITION            | RESERVATION        | MATERIALS          | IN STORE          |
|-----------------------------|--------------------|--------------------|-------------------|
| Winter Edition              | January 9, 2026    | January 23, 2026   | February 16, 2026 |
| Early season Edition        | February 210, 2026 | March 6, 2026      | March 30, 2026    |
| Travel Destinations Edition | May 8, 2026        | May 22, 2026       | June 15, 2026     |
| Autumn Edition              | September 4, 2026  | September 18, 2026 | October 12, 2026  |

# DIGITAL RATE CARD



## WEB BANNER

RATE

\$21 / CPM

DESKTOP BANNER SIZE

728 x 90, 970 x 250

MOBILE BANNER SIZE

320 x 100, 300 x 250, 300 x 600

## NEWSLETTER

SIZE

RATE

300 x 250

\$21 / CPM

728 x 90

\$21 / CPM

## HPTO

RATE

LOCATION

\$1,250 / week

All pages

# PRINTED RATE CARD



| SIZE        | RATE    |
|-------------|---------|
| Double page | \$5,400 |
| C4          | \$3,400 |
| C2          | \$3,275 |
| 1 page      | \$2,850 |
| 2/3 page    | \$2,100 |
| 1/2 page    | \$1,550 |

Rates are gross  
Agency commission 15%.

PUBLICATION  
DISCOUNT



APPEARANCES  
-15%

GUARANTEED  
POSITIONING

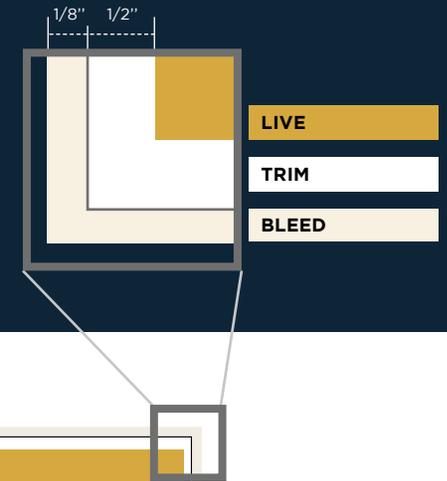
+10%

# ADVERTISEMENT SIZE

## FULL PAGE SIZE

**TRIM** (final size): 8.375 x 10.875

**Bleed area:** 8.625 x 11.125



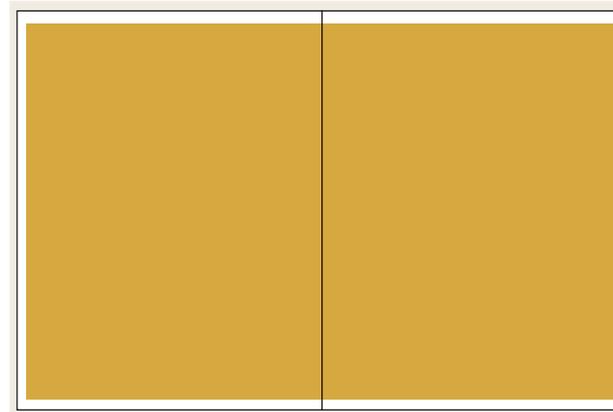
## Magazines

**4RIDERS**

*CustomTour*

**PASSION  
MOTONEIGE**

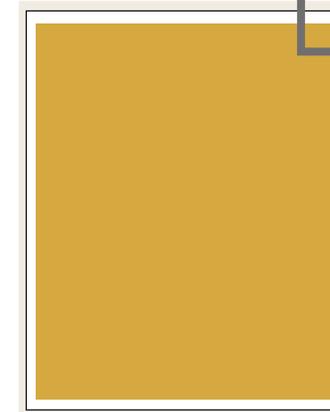
**PLANÈTE  
QUAD**



**SPREAD**

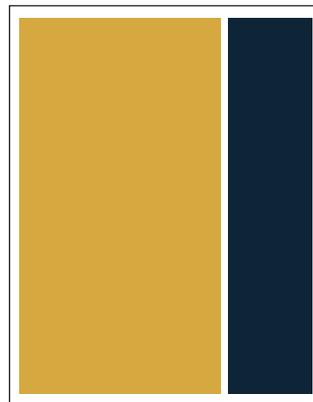
**T** 16.75 x 10.875

**B** 17 x 11.125



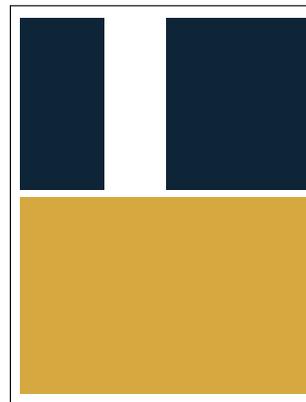
**PAGE T** 8.375 x 10.875

**B** 8.625 x 11.125



**2/3 V** 5.6 x 10.875

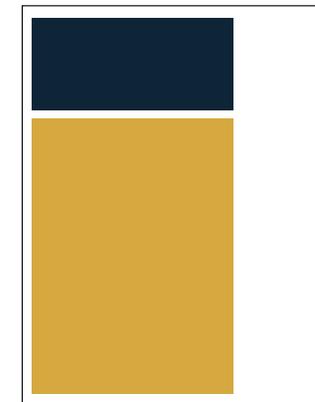
**1/3 V** 2.5 x 10.875



**1/2 H** 7.375 x 5

**1/4** 3.6 x 5

**1/6 V** 2.5 x 5



**1/2 V** 5.6 x 6.5

**1/6 H** 5.6 x 3.2

# MULTIPLATFORMS DISCOUNT

Display on all platforms



Magazine      Web Banner or newsletter



Magazine      Web Banner      Newsletter

**RAVEN MEDIA** | **15**  
15 YEARS OF ADVENTURE! | YEARS

For more information, please contact:

**STEVE MAILLET**  
President

☎ 514-799-4459

✉ [steve@raven-media.ca](mailto:steve@raven-media.ca)