



**INDIGENOUS
TOURISM**
QUEBEC

**2024-2025
MEMBERSHIP**



MEMBERSHIP AND MEDIA KIT

INDIGENOUS TOURISM QUEBEC

Established in 1991, ITQ is the first Indigenous tourism association in Canada and provides services around 3 main mandates: to structure and consolidate the development of the Indigenous tourism industry; to support the visibility and promotion of Indigenous tourism products; and to safeguard the interests of enterprises, entrepreneurs, and band councils. Our mission is to guide and propel the success of Indigenous entrepreneurs in tourism markets through our strengths: human-centered relations, expertise, advice, networks, and strategies.

ITQ is the sectoral tourism association recognized by the provincial ministry of tourism as the official representative of Indigenous tourism and by the Assembly of the First Nations of Quebec and Labrador as the go-to resource for the development and promotion of the Indigenous tourism offer. ITQ represents nearly 200 tourism enterprises and band councils from the province's 11 Indigenous Nations.

THE TIME HAS COME TO RENEW YOUR INDIGENOUS
TOURISM QUEBEC (ITQ) MEMBERSHIP OR TO BECOME
A NEW, OFFICIAL MEMBER OF OUR ASSOCIATION!



**INDIGENOUS
TOURISM**
QUEBEC

Check your inbox!

Already a member enterprise of ITQ? An email has been sent to you to renew your membership online.

Become a member!

Contact the ITQ team without any further delay for a simplified and computerized membership process!



1 ASSOCIATION 3 MAJOR MEMBER CATEGORIES



> SERVICE OFFERING

WHAT TYPE OF MEMBER ARE YOU?

> ACTIVE MEMBER

Active members participate actively in fulfilling the mission and goals of Indigenous Tourism Quebec. They must operate a majority Indigenous-owned and operated tourism business or corporation.

For example: entrepreneurs, festivals, inns, museums, shops, etc.

Active members are divided into five sub-categories (regular, outfitting, event, artists/artisans, and auxiliaries).

Auxiliaries, an active member sub-category, actively take part in fulfilling the mission and goals of Indigenous Tourism Quebec. They need to operate an Indigenous-owned and operated tourism business or corporation. The business needs to have been incorporated within the past two years.

> ASSOCIATE MEMBER

Associate members support the mission and objectives of Indigenous Tourism Quebec. These are non-Indigenous businesses or organizations. They are interested in Indigenous Tourism Quebec's objectives and activities, and are involved in active members' activities.

For example: service providers, collaborators, sectoral tourism associations, regional tourism association, etc.

> DELEGATE MEMBER

Delegate members support the mission and objectives of Indigenous Tourism Quebec. They are either a band council or Indigenous organization other than a tourism business, and must have an interest in the activities of Indigenous Tourism Quebec.

For example: government, band council, development agencies, economic development entities, Indigenous organizations, etc.

WHY BECOME A MEMBER?

Being a member means you are contributing to the development, marketing, and promotion of Quebec's Indigenous tourism experience. It means you are taking part in driving a distinctive industry that complements Quebec as a destination. This enables you to position yourself within a local, provincial, and international context.

Indigenous companies that are part of the tourism industry and which are members of ITQ are automatically members of the Indigenous Tourism Association of Canada (ITAC) and the Alliance de l'industrie touristique du Québec.



INDIGENOUS
TOURISM
QUEBEC



INDIGENOUS
TOURISM ASSOCIATION OF CANADA
ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA



ALLIANCE DE L'INDUSTRIE
TOURISTIQUE DU QUÉBEC
PARTENAIRE DE RÉUSSITE

INDIGENOUSQUEBEC.COM

THE POWER OF THE WEB

Our website, including your personalized member profile, is ideal for promoting your business to visitors looking for an authentic, high-quality, distinctive Indigenous Quebec experience. Adaptable thanks to responsive design, our website can be accessed on all platforms. Our website fosters the growth and diversification of Indigenous tourism in Quebec through improved marketing of Indigenous tourism companies, better online visibility, and better planning of their experiences.



MEMBER SECTION AND TOOLBOX

- Renewed and updated editorial content.
- Customized profile and dedicated page for each active member.
- News and exclusive content for all members.
- Search by region, nation, and sector of activity.

WEB STATISTICS

⇒ In 2022-2023, over
164,000 users
consulted our website
with over
450,000 page views


⇒ **84% of web users
were from Canada!**
This shows the popularity
of and strong interest
in local tourism.


NEWSLETTER

We publish an online newsletter about 30 per year in order to reach members and individuals working in the Indigenous, Quebec, Canadian, and international tourism industry, as well as potential visitors interested by the Indigenous tourism experience!


We offer the possibility of publishing an ad or even organizing a special send-out in the form of an advertorial!

Follow us on social media and help us with fuel their interest!

 20,000+ followers

 300+ followers

 9,000+ followers

 Almost 730,000 (729,249) views
on the channel since its launch!

- > **More than 2,000 recipients.**
- > **Information on Indigenous Tourism Quebec.**
- > **Information on the latest news and offers for members.**

origin(e)

THE ONLY PUBLICATION DEDICATED TO INDIGENOUS TOURISM THAT OFFERS CONTENT FOR ALL MEMBER ORGANIZATIONS, EVERYWHERE IN INDIGENOUS QUEBEC.

**ORIGIN(E): QUEBEC'S INDIGENOUS
TOURISM MAGAZINE**
30,000 COPIES | 128 PAGES

Showcasing all the richness of Indigenous Quebec and its 11 nations, year after year.

From unique experiences to authentic encounters, *ORIGIN(E)* magazine aims to reflect the diversity of Indigenous life across all regions of Quebec: a world of tradition and adventure, and arts and memory, living closely with nature is quite an art—a living heritage that is an integral part of contemporary Quebec.

Covering a variety of subjects and boasting a high-quality editorial approach, *ORIGIN(E)* magazine is a means to discover various facets of Indigenous culture and an invitation to enjoy exclusive experiences alongside Indigenous communities. It is in this spirit that *ORIGIN(E)* magazine promotes each active member and its partners.



READERSHIP AND DISTRIBUTION

The Indigenous Quebec tourism magazine is bilingual, with **30,000 COPIES IN CIRCULATION.**

It is offered free of charge to national and international tourists at all tourist information centres in Québec City and Montreal, as well as at the Alliance de l'industrie touristique du Québec service network and at all member and partner locations. It is also distributed through various tour operators, travel agencies, and tourism promoters, as well as at various national and international trade shows.

Quebec's Indigenous tourism magazine is also available electronically at tourismeautochtone.com.

CLOSING DATES

To reserve active member* space

A third of a page offered with a 2024-2025 subscription to Québec Aboriginal Tourism: February 19, 2024




To reserve ad space

February 19, 2024

Final date to submit material**

For all members and advertisers: March 18, 2024

Magazine publishing date and distribution: April 15, 2024

-  Rates do not include the cost of graphic design for the ads;
-  Accepted formats: high-resolution PDF, InDesign, or EPS;
-  Bilingual ads recommended.

*Past this date, memberships in good standing will be automatically renewed.

**New ad photos, text content and visuals, if applicable.

Each active member benefits from a free 1/3 page in **ORIGIN(E)** magazine, in their regional section, with photos, a description, and contact information, as well as a visual on our website.

RATES AND FORMATS

RATE CARD

FORMAT	RATE
1 page	\$3,000
1/2 page	\$1,900
1/3 page	\$1,150
C2 cover	\$3,500
C3 cover	\$3,500
C4 cover	\$6,000
Double page	\$4,600
Advertorial	\$3,800

+ taxes, if applicable

MEMBERSHIP FEES

MEMBER CATEGORIES	REGULAR RATE
Regular Active Member	\$500
Active Event	\$250
Active Outfitter	\$350
Active Artist and Artisan	\$250
Active Auxiliary	\$250
Associate Member	\$600
Delegate Member	\$550

*Take note that you must be a member of our association to promote in our magazine.

Agreements that differ from the standard pricing will be negotiated individually with your marketing advisor.

FORMAT SPECIFICATIONS



1 PAGE

- Cut: 7.875 x 10.5 in.
- Safety margin: 7 x 9.75 in.
- Bleed area: 8.125 x 10.75 in.



1/2 HORIZONTAL

- Cut: 7.875 x 5.25 in.
- Safety margin: 7 x 4.875 in.
- Bleed area: 8.125 x 5.375 in.



DOUBLE PAGE

- Cut: 4 x 10.875 in.
- Safety margin: 7 x 9.75 in. (per page)
- Bleed area: 16 x 10.75 in.



1/3 HORIZONTAL

- Cut: 7.875 x 3.5 in.
- Safety margin: 7 x 3.25 in.
- Bleed area: 8.125 x 3.585 in.

The safety margin corresponds to 3/8 in.

The above formats were calculated with the safety margin and bleed area of a single side (left or right). We must receive each of these formats in both left and right-page versions. Ads with no bleed area: the final format corresponds to the text's surface area.

Special mention and additional ad upon request with marketing team



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