



**INDIGENOUS
TOURISM**
QUEBEC

2025-2026



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MEMBERSHIP AND MEDIA KIT

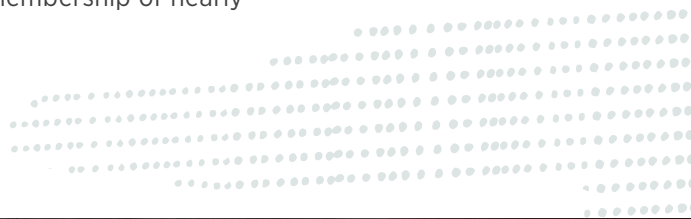
INDIGENOUS TOURISM QUEBEC

Established in 1991, Indigenous Tourism Quebec (ITQ) is the first Indigenous tourism association in Canada and provides services around 3 main mandates: to safeguard the interests of enterprises, entrepreneurs, and band councils, to structure and consolidate the development of the Indigenous tourism industry, and to support the visibility and promotion of Indigenous tourism products.

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.

Through tourism, we support sustainable Indigenous businesses and promote encounters by encouraging the tourism offer and the cultural experience of First Nations and Inuit.

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 11 Indigenous Nations from the province through more than 200 tourism enterprises and band councils and a total membership of nearly 250 members.



MEMBERSHIP

> **DISCOVER OUR BASKET OF SERVICES**

WHAT TYPE OF MEMBER ARE YOU?

> **ACTIVE MEMBER**

Active members actively participate in fulfilling the mission and goals of Indigenous Tourism Quebec. They must oversee 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. 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 associations, 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.

1
ASSOCIATION

3
MAJOR
MEMBER
CATEGORIES

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 ASSOCIATION OF CANADA
ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA



**ALLIANCE DE L'INDUSTRIE
TOURISTIQUE DU QUÉBEC**
PARTENAIRE DE RÉUSSITE



**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 today for a simplified, digital membership!

INDIGENOUSQUEBEC.COM

THE STRENGTH OF OUR NETWORKS

Our website, including your personalized member profile, is ideal for promoting your business to visitors looking for an authentic and 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 experiences for visitors.



Private corporate Facebook group for our members

Over 265 members and 61 publications for the year 2023-2024. Our members can interact and post on this page, allowing a proximity to the community and keeping you up to date on team travel and industry opportunities.

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

ONLINE STATS



In 2024-2025, over
168K users
consulted our website
with over
476K page views



**More than 86% of web users
were from Canada!**

This shows the popularity
of and strong interest
in local tourism.

NEWSLETTER

We publish approximately 20 newsletters 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 your Indigenous tourism experiences!

- > **More than 3K recipients.**
- > **News about ITQ and the industry.**
- > **Information on the latest news and offers for our members.**

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



22K followers
40K + visits
28K + interactions



736K + views



300 + followers



10K followers
5K + interactions
66K + accounts reached annually



1.3K + followers and 281K + views

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

Showcasing all the richness, diversity, and authenticity of the tourism offer of Indigenous Quebec and its 11 nations, this is what **ORIGIN(E)** magazine offers 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, arts and memory, living in harmony with nature is quite the experience...

Covering a variety of topics 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. Reading **ORIGIN(E)** is like meeting Indigenous Quebecers, one page at a time. It is in this spirit that we promote each active member and partner in our annual publication.

Each active member
benefits from a free
1/6 page in **ORIGIN(E)**
magazine, in their regional
section, with a photo,
a description, and contact
information, as well as
a visual on our website.



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 our 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.](#)**

CLOSING DATES

To reserve active member* space

A third of a page offered with a 2025-2026 membership
to Indigenous Tourism Quebec: February 28, 2025

To reserve ad space

March 7, 2025

Final date to submit material**

For all members and advertisers: April 1, 2025

Magazine publishing date and distribution: April 28, 2025

- 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.*

MEDIA KIT

OPPORTUNITIES FOR VISIBILITY IN *ORIGIN(E)* MAGAZINE

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

**Note that to benefit from visibility in our magazine, you must be a member of our association.*

Agreements that differ from the schedule will be negotiated on a case-by-case basis 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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MARKETING OPPORTUNITIES



- Fairs and Exchanges
- Custom-made contest to promote a new or flagship experience from your region/sector
- Photoshoot
- Tours - Influencers, Familiarization, Media
- Visibility on our website
- Targeted and amplified SM post
- Custom blog post or other ad placement, except for the magazine



For all visibility and marketing opportunities,
please contact one of our advisors.

Andrew Germain

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418-843-5050 EXT 107

Laurence Lainé

Marketing Advisor
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418-803-2971



2025-2026



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