

2026-2027



INDIGENOUS  
TOURISM  
QUEBEC



# MEMBERSHIP AND ADVERTISING OPPORTUNITIES

>>>>>>>>>

Media Kit

# ABOUT INDIGENOUS TOURISM QUEBEC

Created in 1991, **Indigenous Tourism Quebec** (ITQ) was the first Indigenous tourism organization in Canada. We proudly represent the 11 Indigenous Nations in the province offering 220 tourism experiences and a network of over 250 members.

ITQ is recognized by Quebec's tourism ministry as the official representative of Indigenous tourism and by the Assembly of First Nations of Quebec and Labrador as a hub for exchange and services. The organization has three major objectives:

1. Advocate for the interests of Indigenous companies and entrepreneurs;
2. Structure and support the development of the Indigenous tourism industry;
3. Promote and position Indigenous tourism in different markets.

## Our mission

Our mission is to guide and drive the success of Indigenous entrepreneurs using our strengths: human-centred relations, expertise, advice, established networks and strategies.

We are developing a sustainable and authentic tourism offering by encouraging interaction and discovery through First Nations and Inuit tourism activities and cultural experiences.

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## WHY BECOME A MEMBER

Becoming an **ITQ** member does much more than connect you to an organization; it gives you access to a comprehensive **basket of services** designed to stimulate your business and promote Indigenous tourism.

As a member, you make a significant contribution to developing, marketing, promoting and commercializing Indigenous tourism experiences in Quebec.

**Indigenous companies with ITQ membership automatically become members of the Indigenous Tourism Association of Canada and the Alliance de l'industrie touristique du Québec.**

**Join the ITQ family by applying to become a member today.**



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**“TOGETHER,  
WE CAN SHARE  
THE CULTURAL  
ABUNDANCE OF  
THE FIRST NATIONS  
AND INUIT.”**

## ALREADY A MEMBER?

> A renewal notice is sent by email at the beginning of the year. The automatic renewal policy is applied if the member does not respond to the renewal notice.

## NOT YET A MEMBER?

> Contact Charlotte Heinz, Member Services and Climate Transition Officer, to request the membership form.

# MEMBERSHIP CATEGORIES

Definition	Examples	Membership fees	Advantages										
<b>Active member</b>  <p>Active members play an integral role in achieving ITQ's mission and objectives. They must run a tourism company or corporation that is controlled and operated mainly by Indigenous people.</p>	<ul style="list-style-type: none"> <li>• Entrepreneur</li> <li>• Festival</li> <li>• Inn</li> <li>• Museum</li> <li>• Store</li> <li>• Etc.</li> </ul>	<table> <tr> <td>Active Regular</td> <td><b>\$ 500</b></td> </tr> <tr> <td>Active Events</td> <td><b>\$ 250</b></td> </tr> <tr> <td>Active Outfitters</td> <td><b>\$ 350</b></td> </tr> <tr> <td>Active Artists and Crafts-people</td> <td><b>\$ 250</b></td> </tr> <tr> <td>Active Auxiliary*</td> <td><b>\$ 250</b></td> </tr> </table>	Active Regular	<b>\$ 500</b>	Active Events	<b>\$ 250</b>	Active Outfitters	<b>\$ 350</b>	Active Artists and Crafts-people	<b>\$ 250</b>	Active Auxiliary*	<b>\$ 250</b>	<ul style="list-style-type: none"> <li>➢ <b>Strategic coaching:</b> for projects, business plan, market studies, search for financing</li> <li>➢ <b>Visibility and promotion:</b> presence on ITQ website, magazine, promotional campaigns, trade shows, media tours and familiarization tours</li> <li>➢ <b>Specialized support:</b> advice on sustainable tourism, digital transition, marketing and communications</li> <li>➢ <b>Access to exclusive resources:</b> focused studies, market data, training on the tourism industry</li> <li>➢ <b>Business networking and opportunities:</b> introductions to key players, access to a network of experts and strategic partners</li> </ul>
Active Regular	<b>\$ 500</b>												
Active Events	<b>\$ 250</b>												
Active Outfitters	<b>\$ 350</b>												
Active Artists and Crafts-people	<b>\$ 250</b>												
Active Auxiliary*	<b>\$ 250</b>												

Definition	Examples	Membership fees	Advantages		
<b>Associate member</b>  <p>Associate members support the achievement of the ITQ's mission and objectives. They are <b>non-Indigenous</b> companies or organizations with an interest in the ITQ's goals and activities. These members operate upstream or downstream of active members' activities.</p>	<ul style="list-style-type: none"> <li>• Service provider</li> <li>• Collaborator</li> <li>• Sectoral tourism association</li> <li>• Regional tourism association</li> <li>• Etc.</li> </ul>	<table> <tr> <td></td> <td><b>\$ 600</b></td> </tr> </table>		<b>\$ 600</b>	<ul style="list-style-type: none"> <li>➢ <b>Training and conferences</b></li> <li>➢ <b>Promoting awareness on Indigenous realities</b></li> <li>➢ <b>Networking between members</b></li> <li>➢ <b>Sector-specific expert advisor</b></li> <li>➢ <b>Collaboration in partners' strategic planning</b></li> </ul>
	<b>\$ 600</b>				
<b>Delegate member</b>  <p>Delegate members support the achievement of the ITQ's mission and objectives. They are band councils or Indigenous companies and organizations outside of the tourism sector with an interest in the ITQ's activities.</p>	<ul style="list-style-type: none"> <li>• Government</li> <li>• Band council</li> <li>• Development agency</li> <li>• Economic development corporation</li> <li>• Indigenous organization</li> <li>• Etc.</li> </ul>	<table> <tr> <td></td> <td><b>\$ 550</b></td> </tr> </table>		<b>\$ 550</b>	<ul style="list-style-type: none"> <li>➢ <b>Training and conferences</b></li> <li>➢ <b>Participation in strategic committees</b></li> <li>➢ <b>Sectoral advice</b></li> <li>➢ <b>Participation in roundtables for coordination and consultation</b></li> <li>➢ <b>Sharing of strategic knowledge</b></li> </ul>
	<b>\$ 550</b>				

# 1 POWERFUL NETWORKS

The tools we offer are veritable levers of visibility—dynamic and strategic platforms to promote your tourism offering. Our multichannel approach and engaging content maximizes the reach and visibility of your activities, transforming inspiration into an actual trip.

**“TOGETHER, WE BUILD BRIDGES BETWEEN CULTURES SO THAT EVERY INDIGENOUS TOURISM EXPERIENCE BECOMES THE CATALYST FOR A MEMORABLE MOMENT.”**

**HERE ARE OUR THREE GREATEST ASSETS TO ENHANCE YOUR REACH:**

## INDIGENOUSQUEBEC.COM

Our visitor website is a vibrant celebration of the diverse and authentic Indigenous tourism experiences in Quebec. When you list your offering on the site, you become part of a platform that incites travellers to seek out unforgettable encounters. With intuitive browsing and inspiring immersive content, your company page will attract visitors in search of unique experiences.

We update our digital tools regularly to provide the best visibility possible.

Your personalized member profile, which is added to our website, is a powerful tool for promoting your company to visitors looking for different yet truly authentic experiences.

With its adaptive design, our platform displays perfectly on every device, guaranteeing smooth browsing and inspirational discovery.

Our goal is to drive the growth and diversification of Indigenous tourism in Quebec by maximizing companies' marketing, online visibility and planning of visitor experiences. Here are the tools we are offering you:

- Fresh, up-to-date content;
- Personalized profile via a specific web page for each active member, for ideal marketing and positioning of your offering;
- Search function by region, by Nation and by activity;
- **126K users have visited our website, totalling more than 397K page views in the past year.**

### Stay tuned

We are working on a member platform where you will have access to all the tools you need to grow your tourism company.

## SOCIAL MEDIA

 24K followers  
+ 1.3M views  
+ 32K interactions  
+ 40K clicks

### Private company Facebook group for ITQ members

Our nearly 300 members made more than 60 posts in 2024-2025. Since ITQ members can post and comment on this page, you can get to know our community while keeping informed of where our team is visiting.

 11K followers  
+ 134K views  
+ 5.6K interactions

 + 505K video views  
+ 2,532 hours of content

 + 1.3K followers

 + 1.7K followers  
+ 642K video views

## THE ITQ NEWSLETTER

We publish about 20 newsletters each year for our members, people involved in Indigenous tourism—in Quebec, Canada and around the world—as well as for potential visitors interested in your unique tourism experiences.

- **More than 3,000 subscribers**
- **Exceptional performance: opening rate of 58.6% (vs. 37.1% in the industry) and click rate of 8.8% (vs. 1.5% on average)**
- **News about the industry and ITQ, and information on members' offerings**

## 2 CUSTOM OPTIONS

### CONTENT & CREATION

#### Custom photo shoot

- Production of professional visual material to portray your experience, area or services
- For possible use in the magazine, on social media or in your own marketing



#### Personalized blog article

- Exclusive editorial content published on our website
- Narrative slant representing ITQ's authenticity and Indigenous values
- Optimized SEO to attract travellers interested in unique experiences

#### Regional and sectoral collaboration

- Creation of varied content in collaboration with other sectoral and/or regional associations



### DIGITAL VISIBILITY

#### Visibility on our website

- Banners, inserts or promotional links
- Highlighted on key pages (e.g. destinations, experiences, new offers)

#### Targeted posts and amplification on social media

- Creation of personalized content, photos, videos or clips
- Paid amplification campaigns managed by our team to reach your priority audiences

### PROMOTIONS & OTHER AD FORMATS

#### Media buying

- Custom offers from our marketing team. Contact us to obtain preferential rates.

#### Other media placement

- Digital ads
- Newsletters
- Visibility partnerships
- Exclusion: Our print magazine, which is a separate section

Contact us to discuss our custom marketing opportunities.

#### Andrew Germain

Marketing Advisor

[agermain@tourismeautochtone.com](mailto:agermain@tourismeautochtone.com)

418-997-1036

#### Laurence Lainé

Marketing Advisor

[llaine@tourismeautochtone.com](mailto:llaine@tourismeautochtone.com)

418-803-2971

## 3 ORIGIN(E) MAGAZINE

### THE ONLY INDIGENOUS TOURISM MAGAZINE IN QUEBEC.

With every annual edition, *ORIGIN(E)* magazine shares the wealth, diversity and authenticity of the Indigenous tourism offering by the 11 Nations in the province of Quebec.

From completely unique experiences to inspiring encounters, pure nature to major cities, and hunting to modern art, *ORIGIN(E)* strives to reflect the diversity of what it means to be Indigenous throughout the province and its regions.

### HIGH RETENTION RATE

Since the magazine offers strong cultural and visual value, subscribers keep it for several months, increasing and extending advertisers' visibility.

### DISTRIBUTION

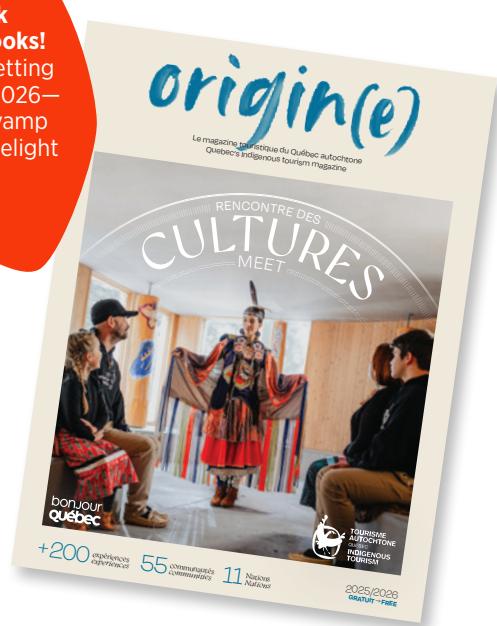
#### THE BILINGUAL TOURISM MAGAZINE FOCUSED ON INDIGENOUS QUEBEC DISTRIBUTES 30,000 FREE COPIES TO VARIED AUDIENCES AND AT MAJOR EVENTS

- Domestic and international tourists in every tourist information centre in Quebec;
- Our members' and partners' premises;
- Various tour operators, travel agencies and multipliers, at trade shows and to national and international consumers;
- Trade shows and consumer events.

### A MAGAZINE LOVED AND REQUESTED YEAR AFTER YEAR



A new look and new outlooks! *ORIGIN(E)* is getting an overhaul in 2026 – a complete revamp to attract and delight readers.



# MAGAZINE AD RATES

## MEMBER

Base rate

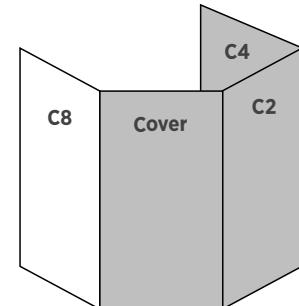
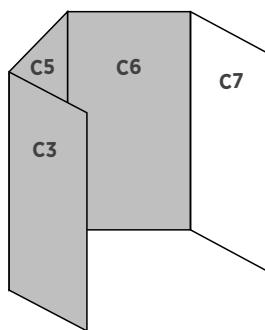
## NON-MEMBER

Base rate + 25%

# origin(e)

### 1 Premium ad space

1 page – C2 (inside front cover 1).....	\$ 3,500
1 page – C3 (inside front cover 2) .....	\$ 3,500
1 page – C7 (inside back cover 1) .....	\$ 3,500
1 page – C8 (back cover) .....	\$ 6,000
2-page spread, interior .....	\$ 4,600



### 2 Classic ad space

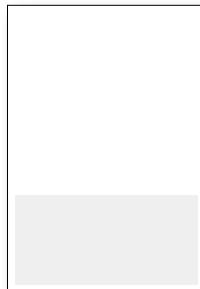
1 page .....	\$ 3,000
½ page .....	\$ 1,900
¼ page .....	\$ 1,150

### 3 Editorial options

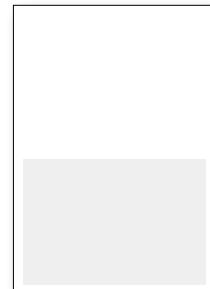
Advertisorial, 1 full page .....	\$ 3,800
Advertisorial, 2-page spread .....	\$ 5,000
Thematic campaign (4 to 8 pages) .....	\$ 8,000

- In-depth presentation of a place, group or activity sector
- Combination of editorial content + photos + interviews + anecdotes
- Advertisers are showcased in a consistent, favoured context. Very high storytelling and positioning value

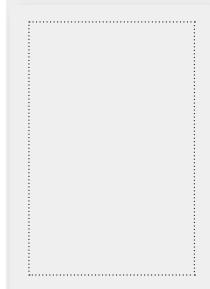
½ page horizontal



½ page horizontal



Full page



\* TAQ reserves the right to review and approve content at any time

## IMPORTANT DATES

**Ad space reservation: January 20 to February 20, 2026**

**Deadline to send advertising material: March 11, 2026**

For more information and to reserve

**Audrey Gignac**

Communications and Media Relations Advisor

[agignac@tourismeautochtone.com](mailto:agignac@tourismeautochtone.com)

418-843-5030

Reserve  
your space before  
February 20, 2026



# STECHNICAL SPECIFICATIONS FOR ADS

# origin(e)

## Interior ads

$\frac{1}{3}$ page horizontal	$\frac{1}{2}$ page horizontal	Full page	Two-page spread
<p>7.875 in. x 3.5 in. + 0.125 in. bleed on each side</p> <p>Important! Maintain 0.25 in. safety margin inside.</p>	<p>7.875 in. x 5.25 in. + 0.125 in. bleed on each side</p> <p>Important! Maintain 0.25 in. safety margin inside.</p>	<p>7.875 in. x 10.5 in. + 0.125 in. bleed on each side</p> <p>Important! Maintain 0.25 in. safety margin inside.</p>	<p>15.75 in. x 10.5 in. + 0.125 in. bleed on each side</p> <p>Important! Maintain 0.25 in. safety margin inside.</p>

## Outside cover

C8	C1 Official Cover	C2	C3
<p><b>7.875 in. x 10.5 in.</b> + 0.125 in. bleed on each side</p> <p>Important! Maintain 0.25 in. safety margin inside.</p>	<p><b>7.625 in. x 10.5 in.</b> + 0.125 in. bleed on each side</p> <p>Important! Maintain 0.25 in. safety margin inside.</p>	<p><b>7.375 in. x 10.5 in.</b> + 0.125 in. bleed on each side</p> <p>Important! Maintain 0.25 in. safety margin inside.</p>	<p><b>7.125 in. x 10.5 in.</b> + 0.125 in. bleed on each side</p> <p>Important! Maintain 0.25 in. safety margin inside.</p>

Important! Maintain 0.25 in. safety margin inside.

## Inside Cover

(Map) C4	(Map) C5	(Map) C6	C7
<p><b>7.125 in. x 10.5 in.</b> + 0.125 in. bleed on each side</p> <p>Important: maintain 0.25 in. safety margin inside</p>	<p><b>7.375 in. x 10.5 in.</b> + 0.125 in. bleed on each side</p> <p>Important: maintain 0.25 in. safety margin inside</p>	<p><b>7.625 in. x 10.5 in.</b> + 0.125 in. bleed on each side</p> <p>Important: maintain 0.25 in. safety margin inside</p>	<p><b>7.875 in. x 10.5 in.</b> + 0.125 in. bleed on each side</p> <p>Important: maintain 0.25 in. safety margin inside</p>

Important! Maintain 0.25 in. safety margin inside.

Reserve your  
space before  
February 20, 2026



2026-2027



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Canada