



**BOOK  
BY FRIDAY  
NOV. 28, 2014**

## ONTARIO AND QUÉBEC CYCLISTS – ACTIVE, AFFLUENT AND INTERESTED IN TOURING IN ONTARIO

Reach a targeted audience of consumers throughout Ontario and Québec, who are interested in cycling experiences in Ontario. Engaging editorial content will elevate your advertising spend and inspire cyclists to choose your destination for their next cycling vacation. Be part of a cycle tourism publication that will continue to excite cyclists and consumers for a third year in a row.

*“We used the brochure just to see the possibilities. We did take a cycling vacation in Niagara and were inspired to do this with the help of the brochure. We cycled along the Welland canal and all over the area near Niagara-on-the-Lake. Stayed in the bike friendly hotel: Loved it!” – Ute from Vankleek Hill, October 2014*

In 2014, this 20-page, full colour publication was distributed to over 35,000 cyclists through effective distribution channels. In 2015, partner with Direction Ontario and the Ontario By Bike™ Network and reach two essential markets for one low price.

### SHOWCASE YOUR DESTINATION IN BOTH ENGLISH AND FRENCH LANGUAGE PUBLICATIONS!

#### AD SIZE AND RATE\*:

**Half-Page Advertisement\*\* .....\$1,850**

\*Rate does not include HST or the creative and translation cost associated with producing English and French advertisements.

\*\* A market place option is now available. For technical specifications, refer to the purchase order or contact sales staff.

### Reaching your market through Print, Online and at Events

Your advertisement is included in 35,000 copies (25,000 in English and 10,000 in French) of the Cycling in Ontario publication.

In 2014, the Cycling in Ontario publication (FR & ENG) reached target markets with distribution at:

- Montreal Velo Show (19,000 show visitors)
- Toronto International Bicycle Show (18,000 show visitors)
- Outdoor Adventure Show Toronto (25,000 show visitors)
- Ontario Travel Information Centres and regional & local visitor information centres
- Ontario Cycle Tourism Information booth at select cycling events
- Bike retailers in major urban centres, as well as smaller communities
- Large scale events and festivals attended by Direction Ontario in Québec



#### Online Marketing:



**Digital Hosting** – A downloadable and digital version featured on Direction Ontario ([www.voyagesontario.com](http://www.voyagesontario.com)) resulting in 5,838 views and Ontario By Bike ([www.ontariobybike.ca](http://www.ontariobybike.ca)) resulting in 6,200 unique visits on website and over 7,700 digital ‘reads’.



**Email Marketing (Content Marketing)** – Editorial content promoted through Ontario By Bike’s consumer e-newsletter 7 times/year, reaching 4,900+ subscribers and through Direction Ontario’s network of approved consumer database.



**Social Media Marketing** – Promotion of publication and connecting with cyclists through engaging social media posts on major social networks, such as Facebook and Twitter.

**SEE PAGE 2 FOR MORE OFFERS TO REACH THE CYCLING MARKET**



## PLUS – Have Your Destination Featured at Consumer Cycle Shows

### A: For the Québec Market: Additional cost of \$1,750 plus HST

Your destination will be showcased at the Montreal Velo show from February 13-15, 2015

#### Package includes:

- Expanded promotional and display space for cycling materials produced by your destination, including a stand-up table display featuring your ad
- 1 piece of collateral will be inserted into Direction Ontario's very own give away bags
- Direction Ontario's bilingual staff at the show will feature your destination in their presentations
- Destination profile in the eBlast will be sent to the consumers who attended the 2014 show
- Additional coverage through the distribution of the cycling lure at various festivals and events attended by Direction Ontario in Québec.

### B: For the Ontario Market: Additional cost of \$1,000 plus HST

Your destination showcased at the Ontario Cycle Tourism Information Booth at four (4) Ontario cycle shows / events in 2015.

#### Package includes:

- Expanded promotional and display space for cycling materials produced by your destination, including stand-up table display featuring your ad
- Ontario By Bike staff at the show will feature your destination in their conversations with the cyclists
- Destination profile in e-newsletter sent by the Ontario By Bike Network to 4,900+ cyclists

Let us do the work and cover the costs  
– staff, booth and travel!

Booking Deadline:  
Friday, November 28<sup>th</sup>, 2014

To place an order or to get more information,  
contact:

**Mahima at [sales@directionontario.ca](mailto:sales@directionontario.ca)  
or by phone at 647-405-1907**

For more information on the **French Cycling in Ontario**  
publication and **Québec show package**, contact:



**Louise Lacroix, Executive Director**  
Direction Ontario  
Tel: 416-689-8595  
Email: [louise.lacroix@directionontario.ca](mailto:louise.lacroix@directionontario.ca)  
125 The Queensway, P.O. Box 15315,  
Toronto, ON M8Y 1H0  
[www.voyagesontario.com](http://www.voyagesontario.com)

To place an order or to get more information,  
contact:

**Michael at [info@ontariobybike.ca](mailto:info@ontariobybike.ca)  
or by phone at 1-866-701-2774**

For more information on the **English Cycling in Ontario**  
publication and **Ontario show package**, contact:



**Louisa Mursell, Projects Director**  
Ontario By Bike Network / Transportation Options  
Tel: 416-827-2774 / 1 866-701-2774  
Email: [lmursell@transportationoptions.org](mailto:lmursell@transportationoptions.org)  
850 Coxwell Ave  
Toronto, ON M4C 5R1  
[www.ontariobybike.ca](http://www.ontariobybike.ca)