

2023 | 2024



# Media kit



La restauration  
sous toutes ses formes

# BECOME A MEMBER AND TALK DIRECTLY TO DECISION-MAKERS IN THE RESTAURANT INDUSTRY!

**+5 200\***  
MEMBERS

\*As of August 2023



**56%**  
with capacity of 75 or more patrons

**62%**  
male

**38%**  
female

**57%**  
aged 35-45

**ANNUAL AVERAGE SALES OF MEMBERS IN 2022 :  
\$1,28M**

## REGIONS

LAURENTIANS

**7%**

CAPITALE-NATIONALE

**15,4%**

MONTREAL

**16,4%**

MONTREGIE

**15,1%**



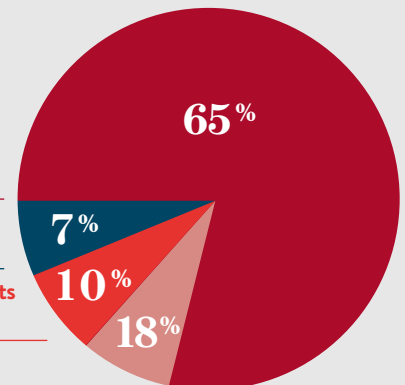
## ARQ MEMBERS ARE PRESENT IN MANY SECTORS

Independent foodservice businesses

Suppliers and others affiliates

Accommodation establishments with restaurants

Restaurant chains



GOING → ZERO  
← WASTE

NOT WITHOUT MY REUSABLES.

One town to live

Montréal

4 NEWS

## SUPERVISION OF CHILD WORKERS

### ARQ urges more flexibility regarding

On April 19 during consultations on Bill 19 regulating child labour, Hugues Philippe, Chairman of the ARQ Board of Directors, Martin Veilin, Vice-President of Public and Government Affairs, and Dominique Tremblay, Director of Public and Government Affairs, presented the ARQ's brief.

Your Association has expressed the need for an exemption allowing children under the age of 14 to work during the 2023 summer season. An additional change proposed that children under the age of 14 be allowed to work in family businesses, even if employing 10 or more people, which would no longer be the case should the bill be passed as is. Last but not least, it called for a broader definition of "family" to be able to include grandparents, aunts, and uncles as employers for children in the case of a family business.

Juste after on March 20, the Minister of Labour Jean Bouillon introduced the bill that set the legal age for employment at 14 years old. The Association of Quebec and its representatives expressed their disappointment in the direction taken by the bill. Your Association has in favour of the regulation of the number of hours per week, which has been excluded in the bill, but opposed to establishing a minimum age.

The ARQ is concerned about the potential impact of the new regulations on the industry, particularly in construction areas. It is worth noting that children aged 12 to 14 represent a significant proportion of the labour force. According to a survey of 220 members across Québec, one third reported employing children under the age of 14 for an average of 7 hours per week.

WHAT IF YOU CURRENTLY EMPLOY UNDER-18S? As soon as this law is passed, you must advise your employees in writing, 30 days before the start of the duration period, which is established by the regulation.

WHAT UNEMPLOYED SECTORS? The sectors most affected are those where the duration period is short, such as the construction sector.

COMING THIS SUMMER? If passed in its current form, the following changes could come into effect within 30 days of writing, has not taken place:

- Children under the age of 14 will no longer be allowed to work, except in specific circumstances, only in the interest of the industry;
- A child under the age of 14 can work in a family business with more than 10 employees and a partner, or child of the spouse of one of these persons. To meet this criterion, the child must obtain the written consent of the holder of parental authority established by the law;
- A child under the age of 14 can work in a family business with more than 10 employees and a partner, or child of the spouse of one of these persons. To meet this criterion, the child must obtain the written consent of the holder of parental authority established by the law;

La transformation vers une industrie plus verte

6 SUMMER 2023  
Trends to watch

12 SALONS ARQ CONTACTS  
ARQ to meet you

17 ARQ FOUNDATION  
\$12,060 in scholarships to encourage young talent

ARQ ASSOCIATION OF QUEBEC

ARQ INFO  
MAGAZINE

# PRODUCTION CALENDAR OF THE MAGAZINE

DIGITAL VERSION  
AVAILABLE IN FRENCH  
AND IN ENGLISH

	ISSUE	RESERVATION DEADLINE FOR ADVERTISING SPACES	AD SUBMISSION DEADLINE	RELEASE DATE
Vol.31, N° 1	January 2024*	November 8, 2023	November 15, 2023	End of January, 2024
Vol.31, N° 2	March 2024	January 10, 2024	January 17, 2024	Mid-March, 2024
Vol.31, N° 3	May 2024*	March 6, 2024	March 13, 2024	Mid-May, 2024
Vol.31, N° 4	Summer 2024	May 5, 2024	May 12, 2024	Mid-July, 2024
Vol.31, N° 5	September 2024*	July 10, 2024	July 17, 2024	Mid-September, 2024
Vol.31, N° 6	November 2024	September 4, 2024	September 11, 2024	Beginning of November, 2024
Vol.32, N° 1	January 2025*	November 6, 2024	November 13, 2024	End of January, 2025

\*Issue with circulation of 10,000 copies (all industry)

 — *Preferential rates available with an exposure package*

PAPER + DIGITAL	MEMBERS	ALL INDUSTRY
Double page	\$5,010	\$7,210
1 page	\$3,015	\$4,330
Cover 2	\$3,735	\$5,350
Cover 3	\$3,395	\$4,850
Cover 4	\$4,035	\$5,795
1/2 page	\$1,840	\$2,635
1/3 page	\$1,315	\$1,885
1/4 page	\$980	\$1,395
Insert* 1 sheet 8 1/2 x 11"	\$2,015	\$3,305
False cover 1/2 page	\$5,250	Available under condition

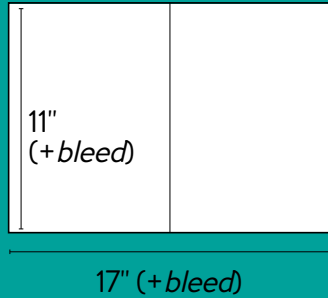
### *The advantages of going digital*

- Get digital performance reports
- Direct readers to a web page
- Gain visibility
- Easily transfert content to your employees

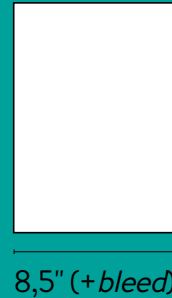
**20%**  
DISCOUNT  
FOR ARQ  
MEMBERS

\*Other ad formats are available

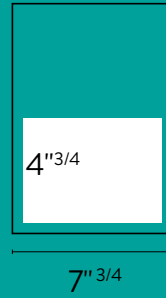
Double page



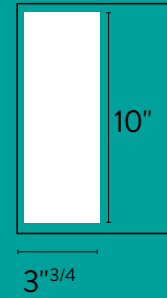
1 page



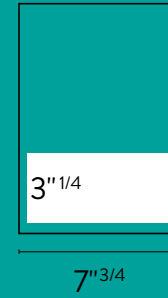
1/2 page



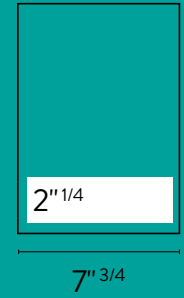
1/2 page



1/3 page



1/4 page



## IMPORTANT:

Supply a high resolution PDF with crop marks and 1/8" bleed.

### CONDITIONS

- Advertisers accept full responsibility for the contents (text, graphics, etc.) of the ads published in ARQ Info.
- All ads are subject to the publisher's approval.
- The publisher will not be held responsible in the event that an ad cannot be published.
- Ads cancelled past the closing date will be charged as if published.
- If an advertiser doesn't use his reserved space entirely, he will not be entitled to full volume discounts, and the applicable rate for the space used will be charged by the publisher.
- For ARQ members: The advertiser agrees to book the advertising space in writing (order form, insertion order) before the closing date.
- All ads are payable "net" and due upon receipt of the invoice and proof of publication.
- For non-members: The booking must be accompanied by a payment of 50% of the applicable rate. The 2<sup>nd</sup> payment is payable "net" on receipt of the invoice and proof of publication.

### AD SPECIFICATIONS

Here are the publisher's specifications for all materials or designs submitted:

- Ads must be submitted in the format and size specified by the publisher (see size specifications above).
- The advertiser accepts full responsibility for the quality of all materials and scanned images submitted.
- Software: Files must be high-resolution PDFs with bleed and cut marks, especially for a full page ad.
- Email submittals: Images can be compressed very efficiently in .tif or .jpg (using the maximum quality setting).
- Media: Email, WeTransfer.





 — *Preferential rates available with an exposure package*

EMAIL OPEN RATES:

+50%

# ARQ NEWSLETTER

summarizes recent news in the industry and is sent out to members every two weeks (except in January and August).

	MAILOUTS <b>MEMBERS</b> (6,000+ emails)	MAILOUTS <b>MEMBERS AND NON-MEMBERS</b> (12,500+ emails)
BANNER	\$945	\$1,415
ADVERTORIAL	\$1,465	\$2,135
BANNER + ADVERTORIAL	\$1,985	\$2,865



— *Sent out to members every two weeks*

**20%**

DISCOUNT  
FOR ARQ  
MEMBERS

## TECHNICAL SPECIFICATIONS:

### Advertorial

- **Format:** two (2) images 174 x 117 pixels and 833 x 300 pixels (horizontal)
- **Save as:** .JPG
- **Save text:** .docx (Word)
- **Maximum 500 words**
- **Possibility to add a video** (Youtube)

### Banner

- **Format:** 600 x 73 pixels (horizontal)
- **Save as:** .JPG
- **Maximum file size:** 100 KB

## NON-MEMBERS ARQ NEWSLETTER MAILOUT SCHEDULE

FEBRUARY <b>15</b> 2024	MAY <b>9</b> 2024
SEPTEMBER <b>19</b> 2024	NOVEMBER <b>14</b> 2024



## REVALORISEZ **simplement** VOS INVENDUS ALIMENTAIRES

Rejoignez **plus de 1 500 commerçants québécois** qui séduisent chaque jour de nouveaux clients en vendant leurs surplus via l'appli Too Good To Go



**+1 million**  
de \$ générés par  
les commerces  
québécois



**+6.6 millions**  
de vues pour les  
commerces sur  
l'appli



**+270 000**  
Paniers Surprise  
sauvés par les  
Québécois



### COMMENT CELA FONCTIONNE ?



1. Lorsque vous avez des invendus, vous l'indiquez sur l'appli sous forme de "Paniers Surprise"



2. Une fois que les utilisateurs les achètent, vous pouvez préparer les paniers pour la collecte



3. Les utilisateurs viennent dans votre commerce à l'heure que vous avez choisie pour récupérer leur panier

Ils nous font confiance



Ils parlent de nous



### LEURS TÉMOIGNAGES

« Des clients nous réservent des paniers tous les soirs. Qu'on en rajoute ou pas, la réservation va très vite. La mentalité écoresponsable se développe de plus en plus. »

Pierre-Marie Ruiz, directeur de l'épicerie J.A. Moisan (Québec)

EN SAVOIR PLUS

# 40%

EMAIL  
OPEN RATES

— For  
**targeted**  
clientele



# PERSONALIZED E-BLAST

USE EMAIL TO SHOWCASE YOUR PRODUCTS AND SERVICES TO YOUR TARGET CLIENTELE!



**+10%**

DURING HIGH SEASON\*

	EMAIL WITH PROMOTIONAL OFFER	EMAIL WITHOUT PROMOTIONAL OFFER
TARGETED MAIL OUT	\$840 + \$0,25/mailout	\$1,005 + \$0,30/mailout
FOR ALL MEMBERS	\$2,340	\$2,795
FOR THE WHOLE INDUSTRY	\$3,990	\$4,740

\*From March 1, 2024 to April 30, 2024 and from September 1, 2024 to October 31, 2024.

## IMPORTANT:

provide us with your materials 5 business days before mailout.

**20%**  
DISCOUNT  
FOR ARQ  
MEMBERS

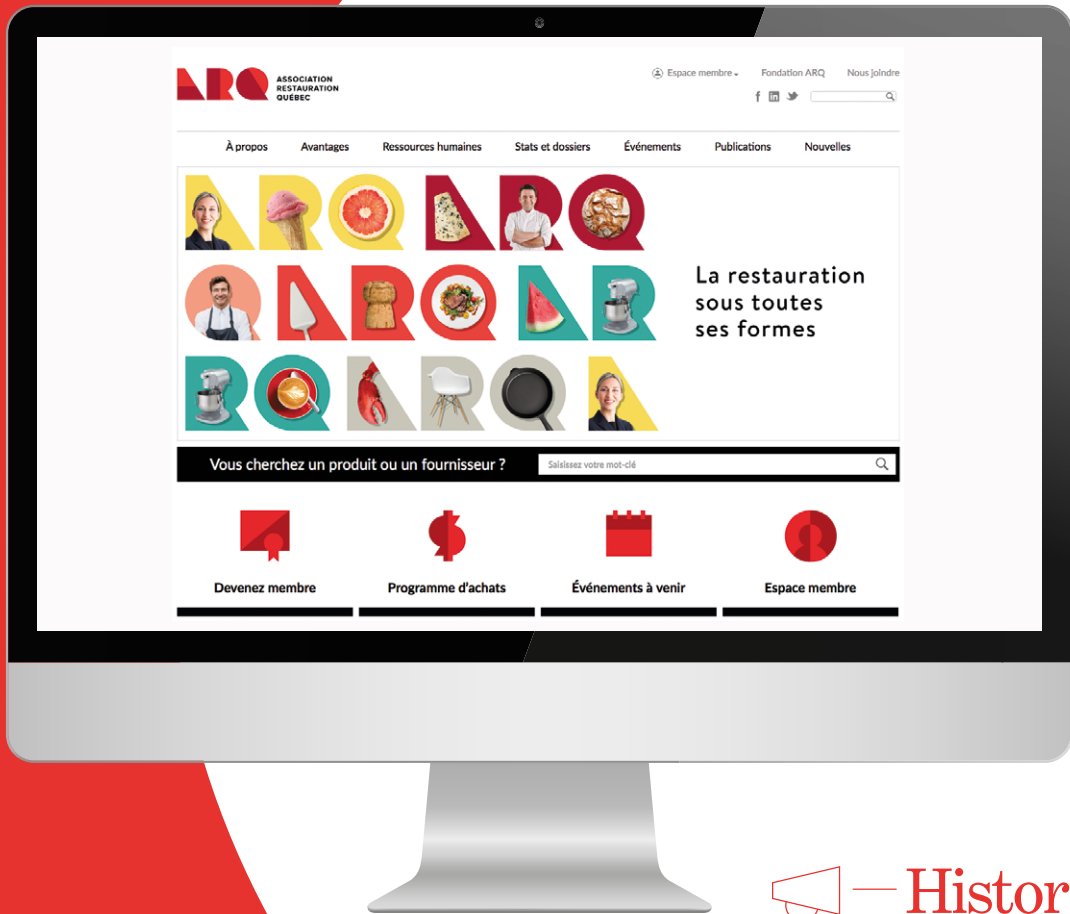
### TERMS AND CONDITIONS:

- The advertiser agrees to return, at the latest on the date mentioned on the booking voucher, the contents of the promotional message clearly presented in the space reserved for this purpose.
- All ads are payable “net” and payable upon receipt of the invoice.
- Advertisers accept full responsibility for the contents (text, visuals, etc.) of published ads.
- All ads are subject to the approval of the ARQ.
- The ARQ shall not be held responsible in the event that an ad cannot be published.
- Ads cancelled two weeks or less prior to the mailout date will be charged as if published.
- Guarantee is given to the advertiser that he will be the only supplier able to mail out an ad to the targeted clients on the chosen week.

### TECHNICAL SPECIFICATION:

**Format:** 600 x 1 400 pixels.  
(Save as: JPG)

Provide the subject of the email and the links



— Historic  
record of  
**5,000**  
impressions/month

# RESTAURATION.ORG

is an essential site for every professional in the industry.

+ **160,000**  
yearly visits

+ **350,000**  
webpages seen

300 X 250 PIXELS ON EACH PAGE	COST PER THOUSAND COPIES
POSITION 1	\$120
POSITION 2	\$110

**20%**  
DISCOUNT  
FOR ARQ  
MEMBERS

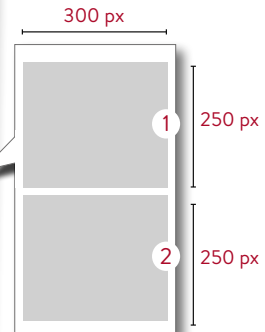
## TECHNICAL SPECIFICATIONS:

### Big box

→ **Format:** three (3) images  
300 x 250 pixels that will be in rotation.

→ **Save as:** .JPG or .GIF

→ **Additional material required:**  
Redirection URL





**ASSOCIATION  
RESTAURATION  
QUÉBEC**

6880, Louis-H.-La Fontaine  
Montreal (Québec)  
H1M 2T2

514 527-9801  
1 800 463-4237

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[restauration.org](http://restauration.org)