

publi
sac

MEDIA KIT 2020

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www.tc.tc

www.publisac.ca

PUBLISAC, A MULTIPLATFORM BRAND

PAPER DISTRIBUTION

Reaches over **3.5 million** doors every week
Over **5 million** readers every week



DIGITAL VISIBILITY

Website

Publisac.ca
Over **160,000** online flyer openings per month
Over **145,000** sessions per month



Mobile app

Reebee Partnership
Nearly **5 million** flyer openings per month in Quebec



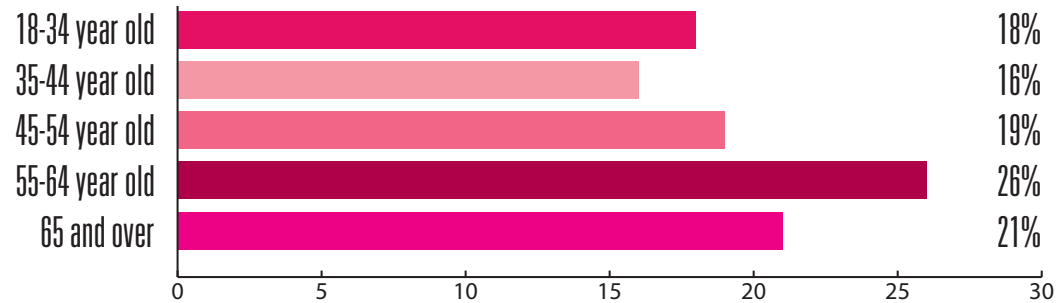
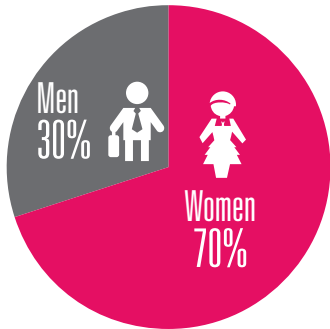
Facebook

Over **44,000** fans
Engagement of more than **5%**

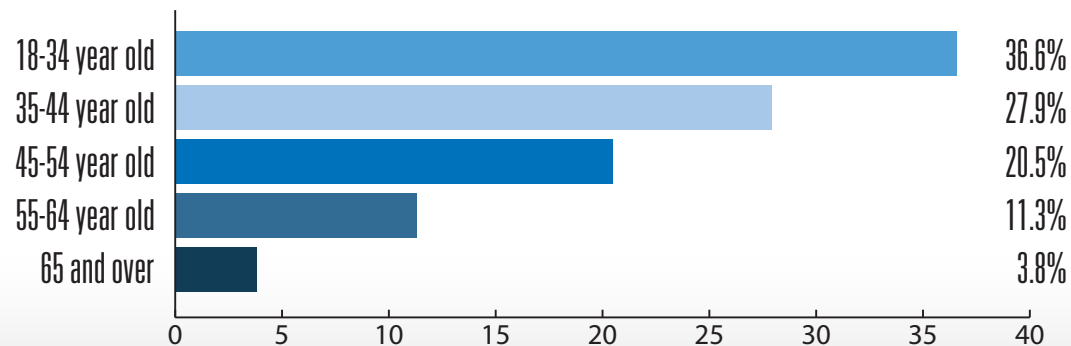
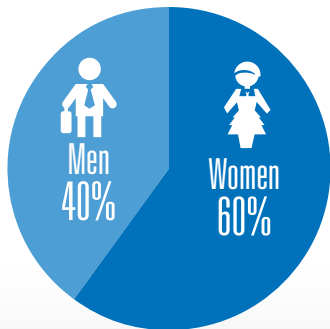


SOCIO-DEMOGRAPHIC DATA

Publisac.ca Website



Reebee Mobile app



DIGITAL VISIBILITY

DIGITAL FLYERS ARE **A COMPLEMENT**
OF OUR PAPER FLYERS



Online Flyers

Publisac.ca and Reebee app

Online purchase button

End-user geolocation

Sponsored Facebook post

Turnkey contest

Weekly newsletter

Over 67,000 subscribers

DIGITAL SERVICES

MAKE A BIGGER IMPRESSION

PERSONALIZED EMAIL



Email list rental

Direct marketing

Targeting consumers looking for promotion (shoppers)

Over 80,000 emails in Quebec

WE UNDERSTAND YOUR AUDIENCE

DISPLAY / VIDEO CAMPAIGN



Customer acquisition

Remarketing

Offline attribution

Audience targeting

Mobile marketing and geolocation

Maximize in-store traffic