



Association  
des Denturologistes  
du Québec

# ASSOCIATION DES DENTUROLOGISTES DU QUÉBEC

**Your exclusive access to Quebec Denturists**

**MEDIA KIT  
2023**

NUMBER OF DENTURISTS

IN CANADA  
**2 000**

---

NUMBER OF DENTURISTS

IN THE  
PROVINCE  
OF QUEBEC  
NEAR  
**900**



ADQ MEDIAS

# Le Denturo



Monthly newsletter

Le Denturo magazine

Services Guide

Website + Facebook

Facebook group « Réso-Denturos ADQ »

Free lunch webinars



## PRINTED MEDIA

# LE DENTURO

**The leading denturism magazine in the Province of Quebec since 1970**

Le Denturo magazine is the exclusive information tool for denturists across the province. Distributed to all Quebec members, our advertising partners as well as a great number of people and organizations associated with the dental health field, Le Denturo is the best media to reach your target audience.

Denturism News  
+  
Events  
+  
Research and Development  
+  
Columns  
+  
Partners' News

**CIRCULATION: 700 COPIES**

**4 ISSUES PER YEAR**

**55%**

OF OUR READERS  
**ARE MEN**

**45 %**

OF OUR READERS  
**ARE WOMEN**

**61 %**

OF READERS PREFER  
**THE PRINTED FORMAT**



### AGE GROUPS OF OUR READERS

**7 %**

**AGES 18-24**

**11 %**

**AGES 25-34**

**20 %**

**AGES 35-44**

**21 %**

**AGES 45-54**

**41 %**

**55 AND OLDER**



# SERVICES GUIDE

An indispensable tool for denturism professionals and partners. The Services Guide includes the suggested fee and normalized codification schedules, a full array of practical information such as partners' directory and benefits exclusive to ADQ members, as well as the directory of all ADQ members.

**Maximize your visibility by sponsoring one of our sections!**

ASSOCIATION DES DENTUROLOGISTES

DENTURISM ORGANIZATIONS

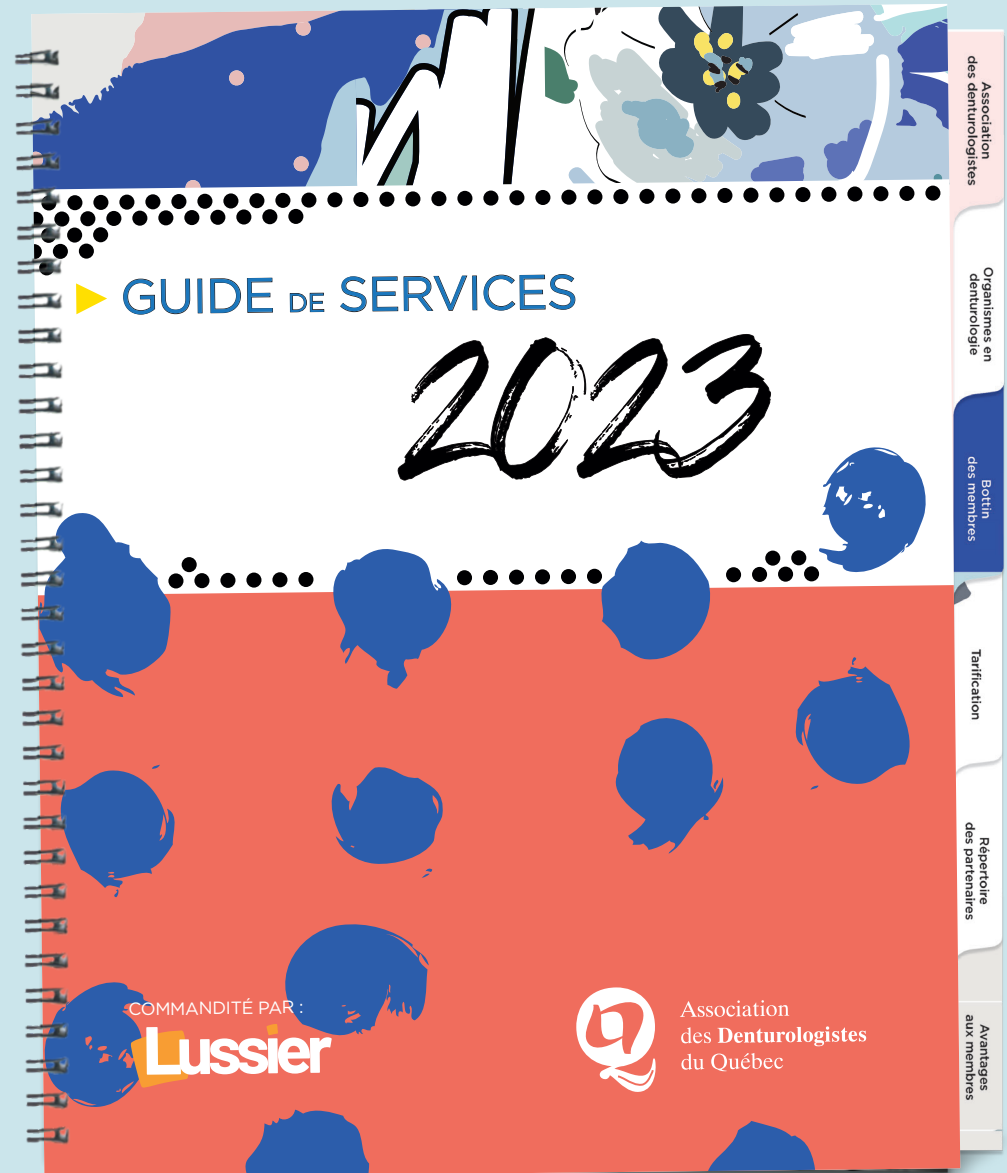
MEMBERS' DIRECTORY

FEE SCHEDULE

PARTNERS' DIRECTORY

MEMBERS' BENEFITS

**CIRCULATION: 800 COPIES  
PUBLISHED ONCE A YEAR**



### WEBSITE

Enjoy excellent visibility on the ADQ website where your company's information is kept in a personalized factsheet.

**ADQ-QC.COM**

YOU CAN PURCHASE AN AD BANNER  
PUBLISHED ON OUR WEBSITE.

Clickable and interactive banners available upon request.

### NEWSLETTER

You can place your ad in the ADQ monthly newsletter which, with a simple click, will redirect readers to a website of your choice.

### SOCIAL NETWORKS



facebook.com/denturo

**996**

SUBSCRIBERS

**856**

LIKES

#### WEBSITE

**3 000**

USERS PER MONTH

**6 000**

SESSIONS PER MONTH

#### NEWSLETTER

**+ 60 %**

OPENING  
RATE

#### NEWSLETTER

**+ 15 %**

CLICK  
RATE

#### NEWSLETTER

**1076**

SUBSCRIBERS

# EVENTS AND EDUCATION

**The Association des denturologistes du Québec is your best bet for the promotion of your denturism events and continuing education courses.**

**TAKE ADVANTAGE OF THESE OPPORTUNITIES TO SHINE NEXT COURSES TO QUEBEC DENTURISTS!**

## Networking

ACTIVITIES

## Educational

TRIPS

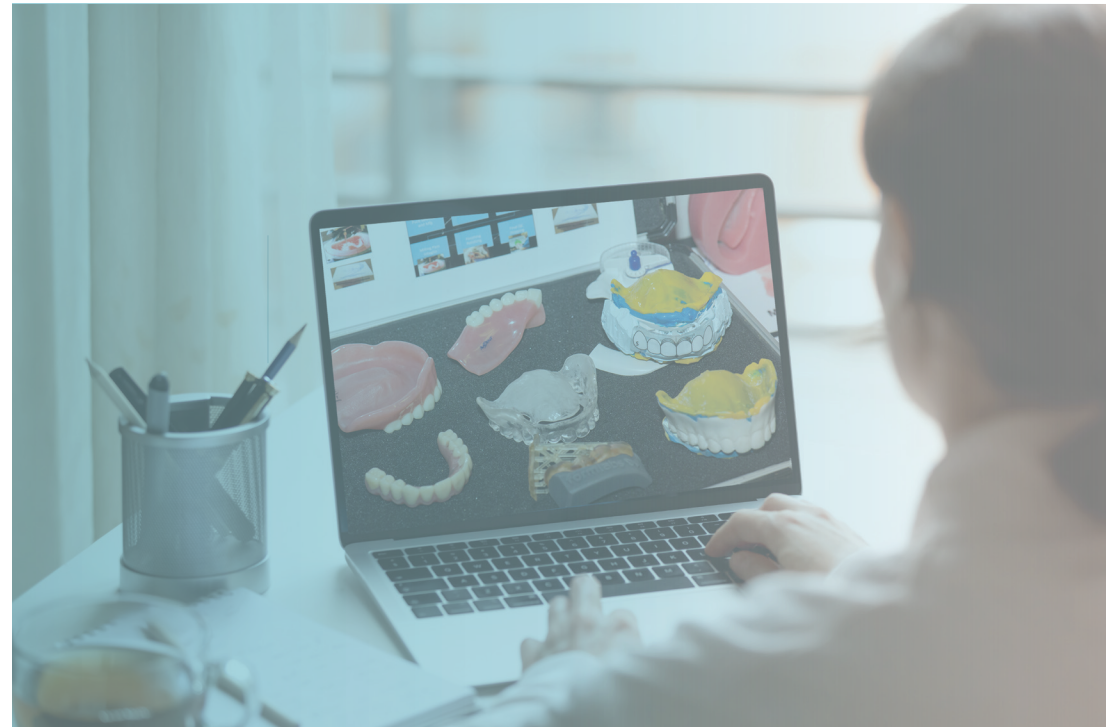
## Webinars

EVENTS

---

## COMMUNICATION NETWORK

ADQ announces events and trainings of all of its partners through its Facebook page and its monthly newsletter. Take advantage of these great communication tools to let Quebec denturists know about your upcoming continuing education activities.

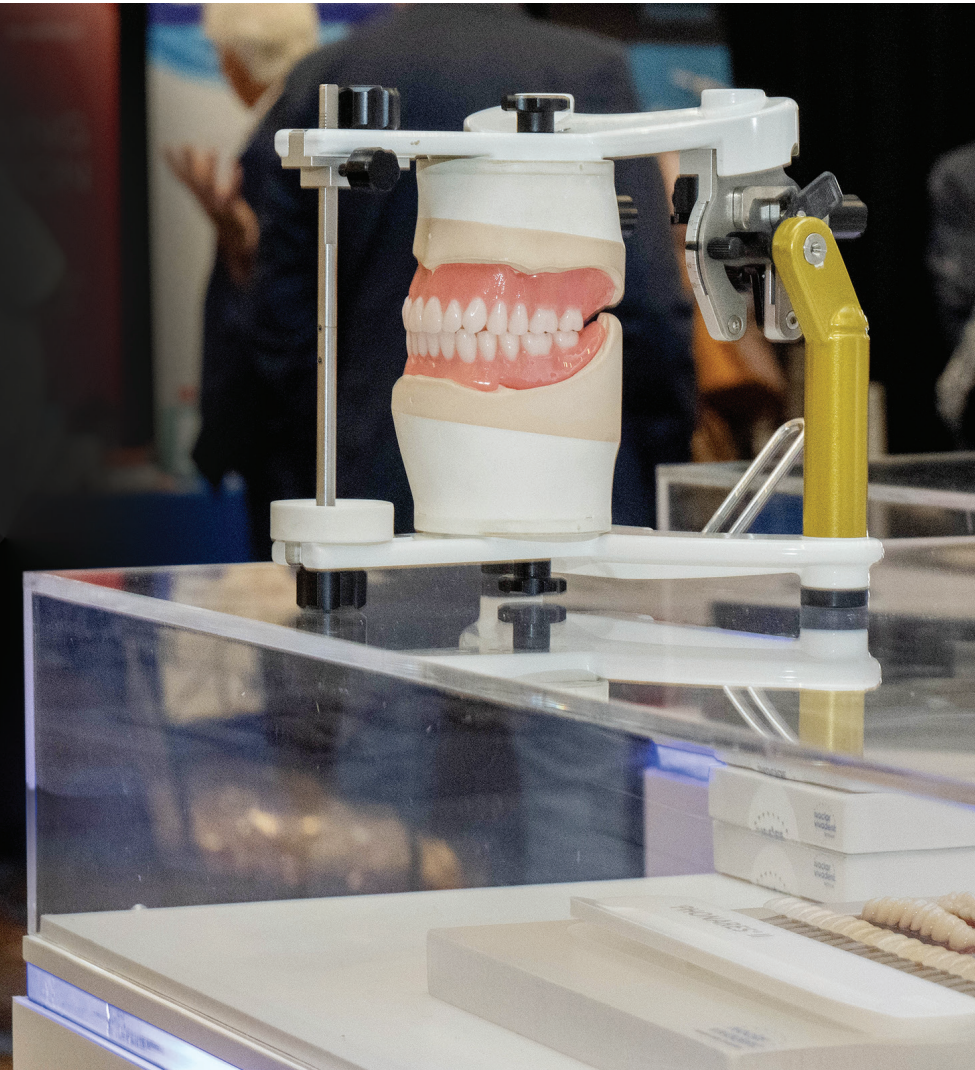




# Le prochain rendez-vous des denturos!

**Automne 2024**

Centre de congrès  
de Saint-Hyacinthe



## 2 - 5 octobre 2024

CONFÉRENCES | EXPOSITION | RÉSEAUTAGE | GALA

[congresdeladenturologie.com](https://congresdeladenturologie.com)

# FEES & SPECIFICATIONS (CAN\$)

## LE DENTURO

FORMAT	NUMBER OF ISSUES PER YEAR	FEE CAN\$
Full page	1 - 2	\$ 1,315
	3 - 4	\$ 1,275
1/2-page	1 - 2	\$ 750
	3 - 4	\$ 710
1/3-page	1 - 2	\$ 565
	3 - 4	\$ 520
1/4-page	1 - 2	\$ 450
	3 - 4	\$ 430

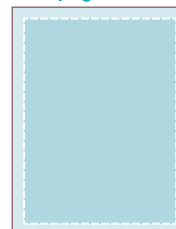
\* Guaranteed positioning: 15% extra

2023 EDITION	DEADLINE
SPRING:	February 10
SUMMER:	May 12
FALL:	August 11
WINTER:	November 17

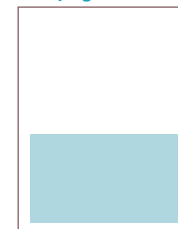
	FEE CAN\$
Cover 2	\$1,735
Cover 3	\$1,635
Cover 4	\$1,810
Insert	\$760

DIMENSIONS (in inches)	WIDTH	HEIGHT
Full page Security margin : 0.625" Bleed 0.125"	8.875"	11.875"
1/2 page A	3.687"	10"
1/2 page B	7.625"	5.187"
1/3 page A	2.375"	10"
1/3 page B	7.625"	3.375"
1/4 page	7.625"	2.469"

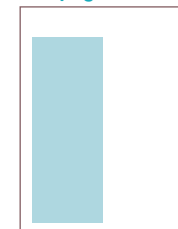
Full page



1/2-page B



1/2-page A



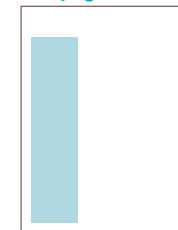
1/3-page B



1/4-page



1/3-page A



Taxes not included (GST 5 % + QST 9.975 %).

## SERVICES GUIDE

EDITION	DEADLINE
January 2023	October 7, 2022

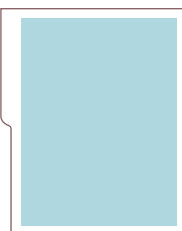
FORMAT	FEE CAN\$
Full page	\$1,315
1/2-page	\$935
Business card	\$265

	FEE CAN\$		FEE CAN\$
Cover 2	\$2,375	Tab #1	\$1,760
Cover 3	\$2,375	Tab #2	\$1,760
Cover 4	\$2,580	Tab #3	\$1,760
Page #3	\$1,755	Tab #4	\$1,760
Page #4	\$1,755	Tab #5	\$1,760
Page #6	\$1,445	Tab #6	\$1,760

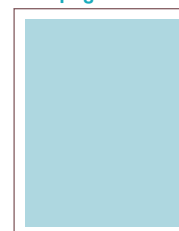
DIMENSIONS (in inches)	WIDTH	HEIGHT
Tab A (no bleed)	7.25"	10"
Tab B (0.125" bleed)	9"	11"
Full page A (no bleed)	7.25"	10"
Full page B (0.125" bleed)	8.5"	11"
1/2-page A	3.562"	9.5"
1/2-page B	7.5"	4.625"
Business card	3.5"	2"

Taxes not included (GST 5 % + QST 9.975 %).

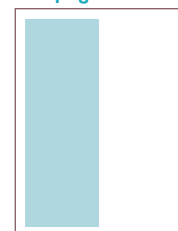
Tab A



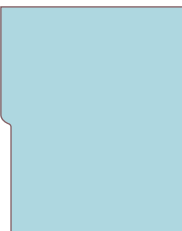
Full page A



1/2-page A



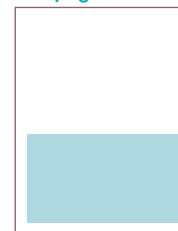
Tab B



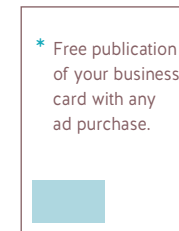
Full page B



1/2-page B



Business card\*



\* Free publication of your business card with any ad purchase.



## FEES & SPECIFICATIONS (CAN\$)

### WEBSITE

**FEE (CAN\$)**

\$1,555 / year

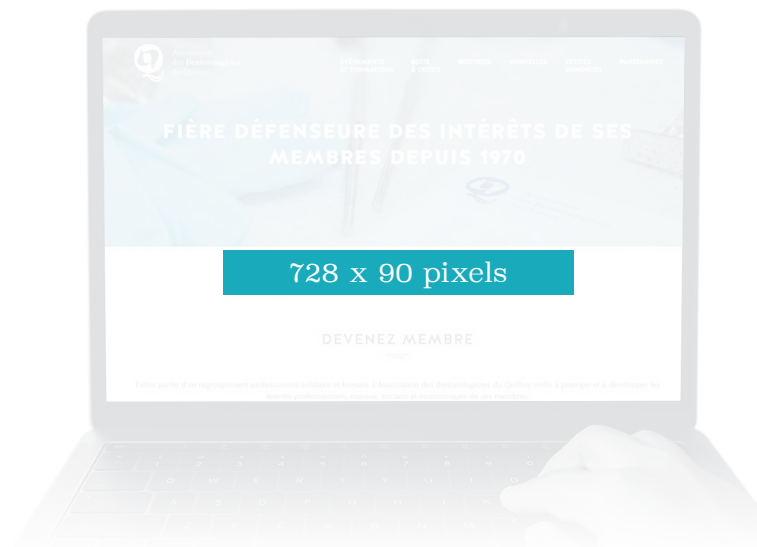
**FREQUENCY**

Annual presence in an advertising carousel

**FORMAT**

JPEG (RGB)

728 x 90 pixels



### MONTHLY NEWSLETTER

**FEE (CAN\$) AND FREQUENCY**

\$320 / issue. Maximum of 2 advertisements per newsletter\*

**FORMAT**

GIF or JPEG (RGB)

530 x 265 pixels



\*First come, first served for availability and selected months

# ASSOCIATION DES DENTUROLOGISTES DU QUÉBEC

**Carole Tremblay**  
MARKETING MANAGER

**Association des denturologistes du Québec**

8150, boul. Métropolitain Est, bur. 230  
Montréal (Québec) H1K 1A1

Phone: 514 252-0270, ext. 1  
Toll free: 1 800 563-6273

[carole.tremblay@adq-qc.com](mailto:carole.tremblay@adq-qc.com)  
[www.adq-qc.com](http://www.adq-qc.com)  
[www.facebook.com/denturo/](http://www.facebook.com/denturo/)



Association  
des **Denturologistes**  
du Québec