

WESTMOUNTMAG.CA



Westmounters



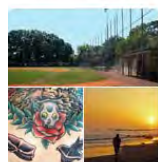
Well-being



Residence



Lifestyle



Short Stories



Cinema



Reviews



Gastronomy



Real Estate



Westmount Places



Architecture



Poetry



Westmount News



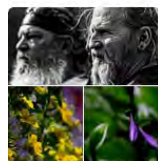
Business



Arts & Culture



Events



Photography



Environment



Automobiles



Travels & Leisure



Economy & Finance



International



Fashion



Legal

Advertising in WestmountMag.ca

WestmountMag.ca, is a bilingual online publication accessible from any desktop computer, tablet or phone

We publish a newsletter with new articles and columns twice weekly. Our 'Urban Lifestyle' editorial line covers community events, show and movie reviews, residential design and architecture, travel and leisure, health and wellness, and others topics of interest to our readership. Westmount Magazine also offers a directory of merchants and service providers, as well as a calendar of events and promotions with categorized subtopics.

Our readers are highly engaged and connected adults from Westmount and surrounding municipalities

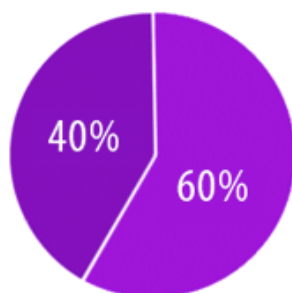
Since its launch in mid-2016, WestmountMag.ca has had over 300,000 pages views from more than 95,000 unique visitors, mostly women between the ages of 35 and 65, consulting between 2 and 3 articles during each visit. All our content is optimized for search engines and our best performing channel is organic traffic from keyword searches.

Our team will ensure your campaign reaches its goals

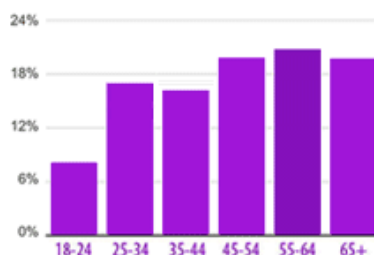
We can develop turn key advertising solutions, high-performance online promotions and advertising campaigns for you, as well as manage all your big data into meaningful insights to propel your company forward and improve your conversion rates and sales.



WESTMOUNTMAG.CA IS WESTMOUNT ONLINE



men women



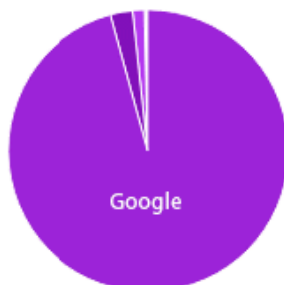
Age



traffic mediums



visitor type



search engines



social network

Contact-us at info@westmountmag.ca to get the latest analytic results for the last 30 days.

To be found or not That is the key question

Objectives: Qualified visits, conversions, leads, sales, ROI

We can help you position your content at the top of search results. Our team can supervise your paid search campaign and take care of optimization in order to improve performance over time, build your audience and increase your return on advertising investment.

Want qualified visits? Opt for an organic positioning

Objectives: Qualified organic search results, conversions, sales, ROI

Organic positioning offers the highest ROI. WestmountMag.ca has a proven track record at offering excellent organic search results, and we can help position your branded campaigns at the top of search results.

Need to increase brand awareness? Use slides and ad banners

Objectives: Brand awareness, conversions, recall, remarketing

We can advise you on the optimal media budget split in order to increase your brand's awareness within your target audience. We can also help you reach your sales objectives by retargeting users who have already shown interest in your brand to maximize chances of recall and conversions.

Attract, build and engage social network communities

Objectives: Brand awareness, fan acquisition, surveys, site visits

WestmountMag.ca is a perfect platform for social media amplification. We'll help you create and publish targeted content that can attract your prospects attention, transform your audience into fans and clients, engage your community and build brand loyalty.

Reach mobile audiences on smartphones and tablets

Objectives: Qualified visits, app downloads, mobile marketing

WestmountMag.ca is accessible from any digital platform, desktop, tablet or phone. Our team can advise you on targeting strategies to push your content and trigger downloads or interactions. We can also provide you with ways to keep your current clients engaged in the long term.

Boost your visibility with customized video content

Objectives: Awareness, qualified site visits, conversions, ROI

Video campaigns are ideal to reinforce the impact of your promotions. We can help you produce great videos and advise you on strategies to push your content and maximize your message's reach to your target audience.



DISPLAY ADVERTISING ON AN ARTICLE PAGE

WESTMOUNTMAG.CA

FEATURED REAL ESTATE RESIDENCE ARTS / CULTURE FOOD / DRINK SHOPPING SERVICES WELLNESS CALENDAR

ANIMATED GIF / VIDEO / SLIDESHOW
690 x 430

Tortilla de Patatas

SPANISH OMELETTE AND ROSÉ WINE

Recipe and photos by **Josee Brisson**

Tortilla de patatas or tortilla española is a quintessential part of Spanish cuisine. They are served in most tapas and pintxo bars throughout Spain, and mothers make them into sandwiches for their children to take to school.

"Tortilla means 'small cake' in Spanish and it has absolutely nothing to do with the flour or corn tortillas of Latin America."

The origin of this legendary dish is highly contested. Although there have been versions of egg tortilla since the 16th century, both in Europe and in Latin America, it did not become the tortilla de patatas until the Incas introduced the potatoes to the Spaniards.

The traditional tortilla española is made with eggs and potatoes, and, controversially, onions. The tortilla paisana contains chorizo, red pepper and peas. Other ingredients that can find their way into a tortilla include green pepper, asparagus, mushrooms, zucchini, chorizo and

TORTILLA DE PATATAS
Serves two
4 small new potatoes
Half a small white onion, thinly slice
4 extra-large eggs
1 tbsp. Italian parsley, finely choppe
Pinch of Spanish hot pimentón
French grey sea salt
Freshly ground black pepper
Extra virgin olive oil

Josee Brisson is a culinary creator passionate about archaeology, mythology, history, literature, and the arts. She trained as a professional cook at École Hôtelière des Laurentides, in Sainte-Adèle, Québec. Among other food projects, she collaborated on two cookbooks with world-renowned food and wine expert François Chartier, and offered a Chef at Home service. Josee is also a translator, researcher and social media community manager. Her cookbook, *L'Apéro: Appetizers & Cocktails*, was #1 Best Seller in Appetizer Cooking at Amazon. Here's the link to Josee's book.

CATEGORIES: 2015-2016 | ARTICLE | ARTS / CULTURE | FOOD / DRINK | RECIPES
TAGGED: | BREVETÉES | EASY RECIPES | FRESH FOOD | JOSE BRISSON | ROSÉ WINE | SPANISH OMELETTE

BANNER
690 x 95

LARGE BANNER
690 x 250

PREVIOUS ARTICLE
RINGING THE BELL
FOR VICTORY OVER CANCER

NEXT ARTICLE
THE HAMMER COMES DOWN

DISPLAY ADVERTISING ON THE FEATURED PAGE

WESTMOUNTMAG.CA

FEATURED REAL ESTATE RESIDENCE ARTS / CULTURE FOOD / DRINK SHOPPING SERVICES WELLNESS CALENDAR

ANIMATED GIF / SLIDESHOW
1048 x 640

EN VEDETTE
FAIT AU QUÉBEC POUR NOS HIVERS
LIRE L'ARTICLE

FULL WIDTH HEADER LARGE
1048 x 350

FULL WIDTH HEADER
1048 x 144

EN VEDETTE

CINÉMA | ÉVÉNEMENT COMMUNAUTAIRE | WESTMOUNT
EXPO 67: MISSION IMPOSSIBLE
Un thriller documentaire sur l'histoire
derrière le succès de Terre des Hommes
22 AVRIL 2015

GASTRONOMIE | RECETTE
CROSTINI À LA POIRE ET AU FROMAGE BLEU
Recette rapide avec deux produits disponibles toute l'année.
Par Josee Brisson
13 AVRIL 2015

PERSONALITÉS | WESTMOUNT
LE COMBAT DE PETER TRENT POUR
L'AUTONOMIE DE WESTMOUNT
La campagne « Ne touchez pas à ma ville » a été une
initiative rassembleuse. Par Wayne Larsen
19 AVRIL 2015

CINÉMA | CINÉQUE-REVUE
12 TRANSPOTTING,
LA NOSTALGIE ET RIEN D'AUTRE
La suite de ce classique du cinéma peut-elle combler nos
attentes ? Par Luc Archambault
22 AVRIL 2015

Prénom / First Name
Nom / Last Name
Courriel / Email
S'inscrire / Subscribe

MINI SIDEBOX
310 x 144

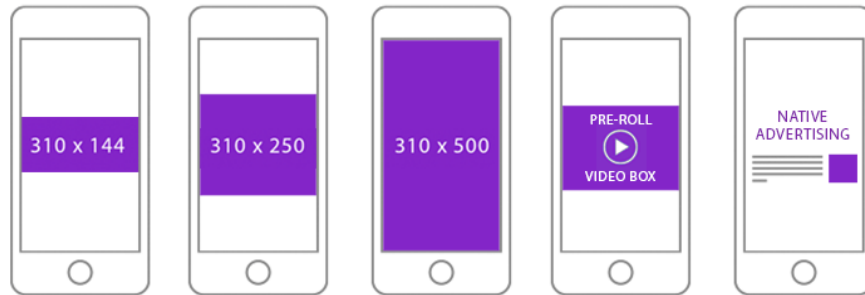
MEDIUM SIDEBOX
310 x 250

LARGE SIDEBOX
310 x 500

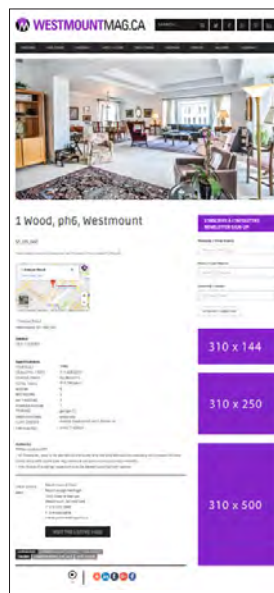
BANNER
690 x 95

LARGE BANNER
690 x 250

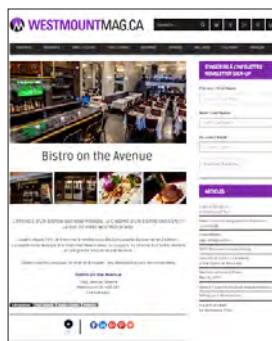
DISPLAY BANNER ADS, VIDEO BOX AND NATIVE ADVERTISING ON MOBILE



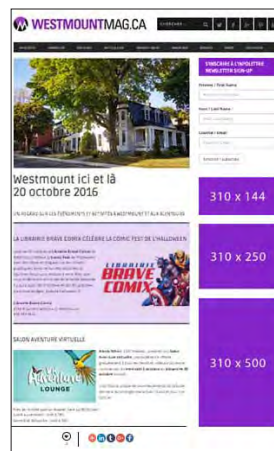
REAL ESTATE LISTING



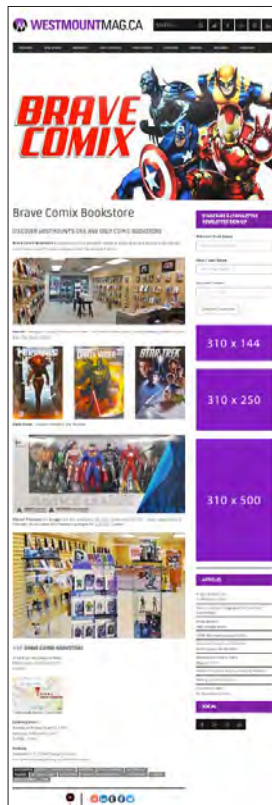
ESSENTIAL PROFILE



NATIVE ADVERTISING



REGULAR PROFILE



NEWSLETTER BANNER



CUSTOM SPONSORSHIP



Example of a typical 3-phase promotion campaign

Objectives:

PHASE 1: Develop brand awareness in targeted markets.

PHASE 2: Establish brand notoriety and credibility with selected audience.

PHASE 3: Generate engagement leading to conversions and purchases.

PHASE 1 Develop awareness in selected markets

- **BUSINESS PROFILE**
showcasing your business in the Merchants and Services providers section, linked to a **SIDEBOX** banner visible on all posts.
- **FIRST ADVERTORIAL**
an article that answers questions your prospects may have and creates awareness of your brand.
- **NATIVE ADVERTISING**
inserted in the body of your advertorial, promotes your brand with client testimonials or a call-to-sign-up to your newsletter.

PHASE 2 Establish brand notoriety and credibility

- **ADVERTORIAL #2**, informs of the quality of services offered and your unique position in the market.
- **NATIVE ADVERTISING**
linked to a survey to understand the needs and expectations of your prospects.
- **AUDIENCE ANALYSIS**, to define who are the potential prospects and where they are at in their purchasing process.

PHASE 3 Generate engagement, conversions and purchases

- **ADVERTORIAL #3**, informing your prospects of your expertise and capacity to provide quality services.
- **NATIVE ADVERTISING**
displaying an offer of services and call-to-action linked to your **PROFILE**.
- **TARGETED PROMOTIONS**
sent to a select segment of prospects in the final stage of the purchase process.



MERCHANT & SERVICE PROVIDER PROFILE		Monthly	Yearly plan
1	ESSENTIAL : address, 1 link, 2 images, max 100 words in each language*	\$8.25	\$99
2	REGULAR: 1 address, map, 3 links, 5 images, max 200 words in each language*	\$12.50	\$149
3	PRESTIGE: Full page, unlimited addresses, maps, links, images, words*	\$16.50	\$199

* 2-year initial registration to cover production costs

BANNER ADS / ANIMATED GIF / VIDEO / SLIDES		7 days	30 days	90 days
4	ANIMATED GIF / VIDEO / SLIDESHOW 1048 x 655 on Featured page	\$129	\$299	\$599
5	FULL WIDTH HEADER LARGE - 1048 x 350 - on Featured Page	\$89	\$169	\$339
6	FULL WIDTH HEADER - 1048 x 144 - on Featured Page	\$79	\$149	\$299
7	LARGE BANNER - 690 x 250 - on Featured page or selected articles	\$69	\$139	\$279
8	THIN BANNER - 690 x 95 - on Featured page or selected articles	\$59	\$119	\$239
9	SIDEBOX MINI - 310 x 144 - on all pages*	\$79	\$149	\$299
10	SIDEBOX MEDIUM - 310 x 250 - on all pages*	\$99	\$199	\$399
11	SIDEBOX JUMBO - 310 x 500 - on all pages*	\$119	\$239	\$479

*except Full Page profiles

12	NEWSLETTER BANNER 564 x 100 in header of 8 or 24 consecutive issues	\$149	\$299
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NATIVE ADVERTISING / INSERT / ADVERTORIAL		1 item	3 items
13	NATIVE ADVERTISING - 150 words in weekly Westmount column, 1 link, 1 image	\$99	\$199
14	SEASONAL PROMO INSERT - multi linked ads, by invitation	\$129	\$299
15	ADVERTORIAL MEDIA PLACEMENT - 30 days on Featured Articles page	\$199	\$399
16	ADVERTORIAL COPYWRITING / COPYWRITING & TRANSLATION - if required	\$199	\$299

LISTING IN REAL ESTATE SECTION		30 days	90 days
17	4 IMAGES - full width slideshow, bilingual, linked to MLS	\$99	\$199
18	UP TO 16 IMAGES / VIDEO - full width slideshow/video, bilingual, linked to MLS	\$149	\$299

Rates are subject to change without notice. Applicable taxes are not included.

02/12/18