

2026 JANUARY

P	THURSDAY 15	THURSDAY 29	+ PERSPECTIVES MAGAZINE
B	Thursday 8	Thursday 22	

FEBRUARY

P	THURSDAY 12	THURSDAY 26
B	Thursday 5	Thursday 19

MARCH

P	THURSDAY 12	THURSDAY 26
B	Thursday 5	Thursday 19

APRIL

P	THURSDAY 9	THURSDAY 23
B	Thursday 2	Thursday 16

MAY

P	THURSDAY 7	THURSDAY 21
B	Thursday April 30	Thursday 14

JUNE

P	THURSDAY 4	THURSDAY 18
B	Thursday May 28	Thursday 11

JULY

P	MAGAZINE
B	Friday April 24

AUGUST

P	THURSDAY 27
B	Thursday 20

SEPTEMBER

P	THURSDAY 10	THURSDAY 24
B	Thursday 3	Thursday 17

OCTOBER

P	THURSDAY 8	THURSDAY 22
B	Thursday 1 st	Thursday 15

NOVEMBER

P	THURSDAY 5	THURSDAY 19
B	Thursday October 29	Thursday 12

DECEMBER

P	THURSDAY 3	THURSDAY 17
B	Thursday November 26	Tuesday 8

LEGEND

P	PUBLICATION
B	Booking

2027 JANUARY

P	THURSDAY 14	THURSDAY 28	+ PERSPECTIVES MAGAZINE
B	Thursday 7	Thursday 21	

FEBRUARY

P	THURSDAY 11	THURSDAY 25
B	Thursday 4	Thursday 18

MARCH

P	THURSDAY 11	THURSDAY 25
B	Thursday 4	Thursday 18

APRIL

P	THURSDAY 8	THURSDAY 22
B	Thursday 1 st	Thursday 15

MAY

P	THURSDAY 6	THURSDAY 20
B	Thursday April 29	Thursday 13

JUNE

P	THURSDAY 3	THURSDAY 17
B	Thursday May 27	Thursday 10

JULY

P	MAGAZINE
B	Friday April 23

AUGUST

P	THURSDAY 26
B	Thursday 19

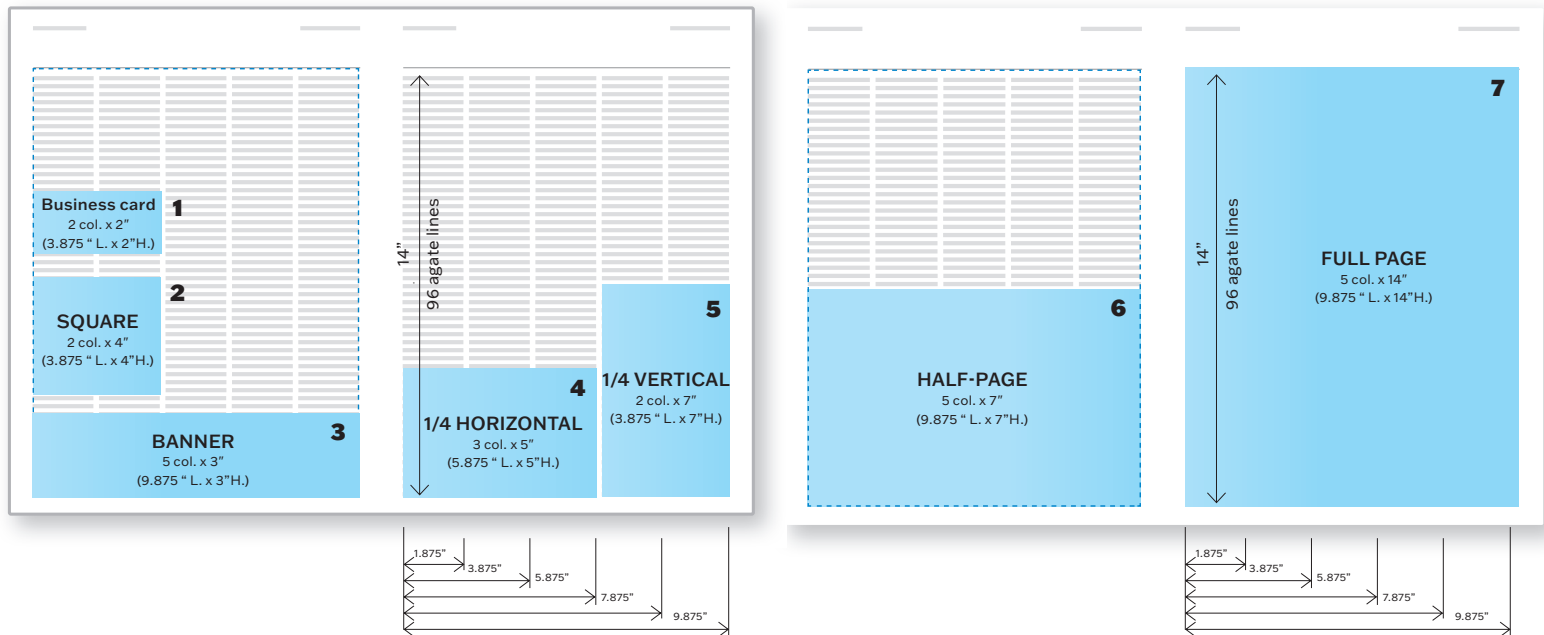


Publication Date

Every other Thursday.

Deadline

The **deadline for booking advertising** space is 4 pm on the Thursday before the next *Aurore boréale* publication date. **Submission:** the ad must be submitted in a PDF file by 4 pm on the Friday before the next *Aurore boréale* publication date.



Standard Formats	Width (Columns)	Height (Inches)	Local Rate (\$)	National Rate (\$)	Color Page
1. Business card	2	2"	\$70	\$86.60	+ \$100
2. Square	2	4"	\$140	\$173.60	+ \$100
3. Banner	5	3"	\$262.50	\$325.50	+ \$100
4. 1/4 page horizontal	3	5"	\$262.50	\$325.50	+ \$100
5. 1/4 page vertical	2	7"	\$245	\$303.80	+ \$100
6. Half-page	5	7"	\$612.50	\$759.50	+ \$150
7. 1 page	5	14"	\$1, 225	\$1, 519	+ \$300

OTHER FORMATS ARE AVAILABLE.

FILE FORMAT
PDF/X1A:2001

COLORS
CMYK

AGATE LINES
\$1.25 x line (local rate)
\$1.55 x line (national rate)

DISCOUNT
SEE PAGE
PROMO COMBO



Translation service is provided **free of charge** up to a maximum of 75 words.



One **hour of graphic design** is offered **free of charge**.



Yukon **non-profit organizations** benefit from a **25% discount**.



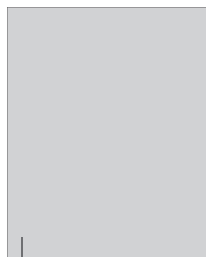
THE DEADLINE FOR RESERVING ADVERTISING SPACE is 4 p.m. on the **THURSDAY** preceding the publication of l'Aurore boréale.

THE DEADLINE FOR DELIVERY OF ADVERTISING MATERIAL is 4 p.m. on the **FRIDAY** preceding the publication of l'Aurore boréale.

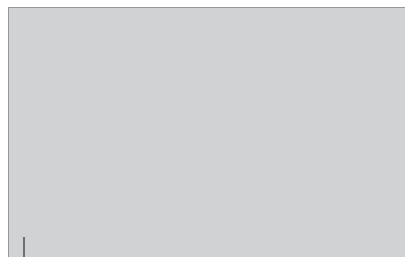


With **64 pages** and **100% in color**, *l'Aurore boréale Magazine* aims to make the Yukon shine through its community, the people who live there and the projects that make it shine. It's aimed at a predominantly local French-speaking audience, but the previous editions have shown that the Franco-Yukon community has exported it enormously. The magazine has become a true Yukon «ambassador product»!

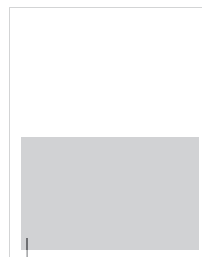
- Our magazines are available at the same locations as our newspapers, at more than **50 distribution points**;
- The readership of French-language newspapers in the territories is **more than 80%**;
- A purchased ad = good visibility for at least **one year**;
- Your advertisement will be associated with **100% local content**;
- Nearly 6,000 people speak French in the Yukon (14,2%)**. Moreover, the territory is the only place in Canada where Francophonie is on the rise. Advertising in our magazine will allow you to take advantage of this current growth, like nowhere else in the country!



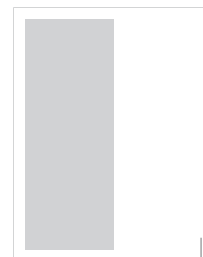
FULL PAGE
8.125" X 10.75"



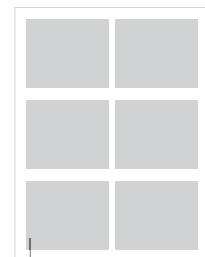
DOUBLE PAGE
16.250" X 10.75"



6.875 X 4.875 [HORIZONTAL]



HALF-PAGE
3.437 X 9.75 [VERTICAL]



DISCOVERY AD
(6 per page)
3.354 X 3.138

Send your advertisements to abmag@auoreboreale.ca. Advertisements must be delivered as a high definition PDF file.

Layout (full page & double page)

0.167" bleed (1 picas)
0.25" safety margin (minimum margin inside final format).

Images: Minimum resolution of 300 DPI with a maximum saturation of 260%.

No RGB accepted.

Colors: All colors must be separated in CMYK. Rich black: 100K 40C, recommended. The density should not exceed more than 260%.

Graphic Design: We can help you design your advertising. Ask about our prices.

Advertorial: We can help you write and format your advertorial. For writing, an additional \$250 fee applies.

For the design, the hourly rate is \$75. Fees for the chosen advertising space applies as well.

By ecological concern, the magazine is printed on paper using a combination of certified virgin and recycled fibers, the paper comes from responsibly managed forests. The environmentally friendly ink used for printing is plant-based, not petroleum-based.

	ADVERTISING OR ADVERTORIAL	COVER PAGES		
		C2	C3	C4
Full page	\$1,500	\$2,000	\$2,000	\$2,500
Double page	\$3,000			
EVERYWHERE IN THE MAGAZINE EXCEPT COVERS				
Half-page (horizontal or vertical)	\$800			
Discovery ad (6 per page)	\$300			

auroreboreale.ca

Size	Cost per week
Header	\$250
Right column (double)	\$210
Right column (single)	\$125

DISCOUNT
SEE PAGE
PROMO COMBO



File type to provide

URL link + JPEG file
in the required size.



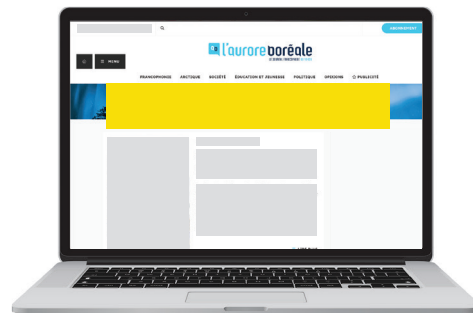
Deadline: Monday to
Thursday (material
to be received 24 hours
before going online).



Graphic design is
provided free of
charge (1 hour max).



Translation service
is provided free
of charge up
to 75 words.

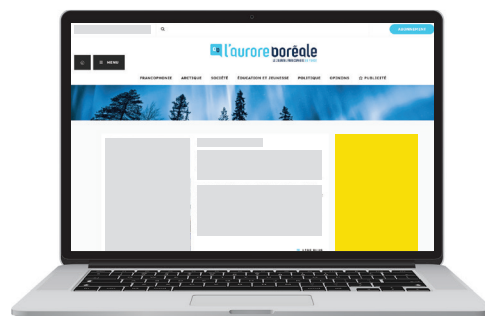


Header

Responsive Display Sizes:

- 970 x 250 pixels • 728 x 90 px. • 300 x 100 px.

Position: Top of all pages



Right Column (double)

Size: 300 x 600 pixels

Position: Right column of all pages



Right Column (single)

Size: 300 x 250 pixels

Position: Right column of all pages



L'Aurore boréale

is the only French-language newspaper in Yukon.

It's a non-profit general-interest newspaper with an independent editorial line.

L'Aurore boréale was founded in 1983. It is read and appreciated : in print, digital, and online versions by a growing number of French-speaking readers.

The newspaper is also attracting many readers seeking to improve their French second-language skills. Our publication is also building its digital future on social networks and the Internet in order to meet the changing needs of Yukon's ever expanding and diversifying community.

At the national level, L'Aurore boréale is a member of Réseau.Presse. As such, it won the **General Excellence Award for Digital Presence** in 2022, 2023, and 2024, as well as the **Newspaper of the Year Award in 2024**.

 facebook.com/AuroreBorealeYukon

 [@laureboreale](https://in/@laureboreale)

 instagram.com/auroreborealeyukon

 auroreboreale.ca

Good reasons to advertise



Get territorial exposure

- Be associated with 100 % local content
- French speakers represent 14.2 % of the population, roughly 6,000 people in Yukon
- Available at over 50 distribution points across Yukon
- 1 ad purchased = 2 weeks of visibility, and forever in our archives (available online)



A loyal and engaged readership

- Print circulation: 2,500 copies, twice a month
- Approximately 3,000 to 5,000 people read the print newspaper per edition**
- Nearly 5,000 internet users visit our website each month
- 72 % of our readership says they go through every edition of the newspaper*
- 80 % pay special attention to the advertisements*
- Readership of French-language newspapers in the territories reaches 81 % **



Enlighten – Inform – Unite

An independent newspaper, L'Aurore boréale informs, enlightens, and unites the French-speaking community of Yukon. Its content sheds light on local issues and successes. As a defender of the French language, inclusion, and freedom of expression, it acts as a driver of dialogue and civic engagement.

Our editorial line

* Survey AB, 2023

** Survey Parlons Médias

OUR SERVICES

FRANÇAIS AU VERSO →

ADVERTORIALS

An advertorial is an advertisement in the form of written content. It's a blend of journalism and commercial advertising.

Print

Newspaper space required - minimum ½ page rate.

Graphic design (if needed): \$200

Writing (if needed): \$300

Web

Online posting: \$250

Writing (if needed): \$300

TRANSLATION

Available from English to French only.

FREE

We translate your newspaper ads up to 100 words.

Good to know:

You are free to use your translated ads on your own social media networks!

GRAPHIC DESIGN

One hour of graphic design is offered free of charge - enough to create your ad.

For special projects, a \$100 graphic design fee will be charged (magazine excluded).

SUBSCRIBER NEWSLETTER

Every other Thursday, we send our digital newspaper subscribers a newsletter.

Over 250 subscribers.

Open rate over 75%

Single size \$75 per newsletter

Size : 273 px by 192 px

Double size \$100 per newsletter

Size : 564 px by 192 px

JPEG file and URL required

Good to know:

This audience is already interested in Yukon local francophone news.

WORKSHOPS

Whether it's at school or in the community, we can adapt to your needs.

Journalism 101 / Careers within a newspaper / Tips for launching a school newspaper / Disinformation / Journalistic ethics / Behind the scenes producing our newspaper.

Interested?

Contact us:

dir@auroreboreale.ca

PROMO COMBO

FRANÇAIS AU VERSO ->

PRINT NEWSPAPER

MULTIPLE BUYS*

BOOK 3 TO 10 DATES
GET 20% OFF

BOOK ONCE A MONTH
11 PUBLICATIONS: **GET 25% OFF**

BOOK IN EVERY EDITION
22 PUBLICATIONS: **GET 35% OFF**

* Same ad repeated only. Discounts apply to black and white ads. Colour fees are additional.

Cannot be combined with other offers.

BUSINESS CARD SPECIAL**

BOOK ONCE A MONTH
11 PUBLICATIONS
GET 35% OFF
+ 6 WEEKS ON WEB** FREE

BOOK IN EVERY EDITION
22 PUBLICATIONS
GET 50% OFF
+ 10 WEEKS ON WEB** FREE

** Web size 300 x 250 px.
Print ad in black and white.

TOTAL
\$500
VALUE
\$1,520

TOTAL
\$770
VALUE
\$2,790

WEB + PRINT

BOOK 2 TO 5 WEEKS ONLINE
GET 25% OFF
EACH PRINT AD YOU BOOK DURING THAT PERIOD

BOOK 6 TO 8 WEEKS ONLINE
GET 30% OFF
EACH PRINT AD YOU BOOK DURING THAT PERIOD



EACH PRINT AD BOOKING GETS YOU A
15% DISCOUNT ON A WEB ADVERTISEMENT