

WHY ADVERTISE

IN LA BOÎTE INTERCULTURELLE'S NEWSLETTER?

- **Targeted reach** Our readers are engaged artists, partners, community based organizations and policymakers, and citizens across Quebec and beyond. They don't just skim — they care and consult multiple times our content.
- **A shared commitment** Join a community driven by strong ideas, lively curiosity and a desire to take concrete action, whether culturally, socially or territorially.
- **An authentic tone** Here, we tell true stories, highlight inspiring projects and passionate people.

Be part of a space that makes sense.
Talk to those who want to listen.



ABOUT THE NEWSLETTER

FREQUENCY

MONTHLY

10 issues per year

AUDIENCE

+625

subscribers

SUBSCRIBER PROFILE

- Community and cultural organizations
- Government and public institutions
- Artists, project leaders, and engaged citizens

AVERAGE OPEN RATE

34.9 %

which is higher than the average 25.17 % for NPOs

CLICKS AVERAGE

3,9 %

which according to Mailchimp is well above the average click rate for all sectors combined

ADVERTISING OPTIONS & RATES

OPTION 1 SMALL INSERTS, BIG IMPACT

DISCOVERY

→ **Includes:** Title, 3– 4 lines of text + web address

→ **Rate:** \$50 per issue

→ **Position:** bottom of the newsletter

EXAMPLE

Need a clearer picture of your finances?
Our accounting firm **Les Chiffres** is here to support you with rigor, simplicity and personalized advice. Whether you're self-employed, an entrepreneur or the head of an organization, we're here to optimize your situation. Entrust us with your figures, and concentrate on what really matters!
www.leschiffres.no

OPTION 2 THE WINNING DUO

ACCRUED
VISIBILITY

→ **Includes:** Image + short text (max 80 words), and hyperlink

→ **Rate:** \$75 per issue

→ **Position:** first third of the newsletter

→ **Format to submit:**

Width : 1200px

Height : 1200px or less

EXAMPLE :



LES CHIFFRES

OPTIMISEZ VOTRE SITUATION COMPTABLE!

Vous cherchez à mieux gérer vos finances personnelles ou celles de votre entreprise? Les Chiffres est là pour vous accompagner avec professionnalisme, clarté et écoute.

Que vous soyez travailleur autonome, entrepreneur ou responsable d'un organisme, notre équipe s'adapte à vos besoins pour optimiser votre situation comptable et fiscale.

Gagnez du temps, réduisez votre stress et prenez des décisions éclairées grâce à notre expertise.

Avec Les Chiffres, vos finances sont entre de bonnes mains!

HELLO@LESCHIFFRES.NO
WWW.LESCHIFFRES.NO

DISCOUNTS & PARTNERSHIPS

- 10 % discount for nonprofits (NPOs) for **more than 3 publicities**
- Visibility exchanges possible based on mutual agreement
- Custom offers available for extended or multi-platform campaigns (e.g. newsletter + website + social media)

BOOKING & CALENDAR

- We limit each newsletter to a **maximum of 2 advertising partners to ensure visibility.**
- We recommend booking at least **4 weeks in advance.**
- **CONTACT**
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www.boiteinterculturelle.ca

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 [@boiteinterculturelle](#)
 [@LaBoiteIC](#)



CULTURE ⇄ DIALOGUE = CHANGE

We are open to all advertising requests, while giving preference to partners, organizations and companies that share La Boîte's values.

Our goal is to create communications that reflect these values and fully engage our community.