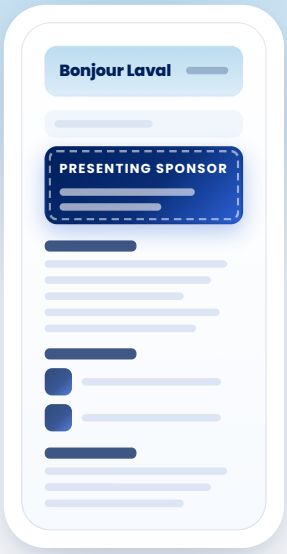
MEDIA KIT · 2026

Reach Laval locals before their first coffee.

Bonjour Laval is the free newsletter that sums up Laval every weekday at 6 a.m. Your business appears in content people chose to receive, read top to bottom, with no algorithm between you and them.



Laval by the numbers

461,509
Laval residents
Institut de la statistique du Québec, 2025

58.5%
are 20 to 64 years old
ISQ, 2025

5
mornings a week, at 6 a.m.

Launch
New newsletter, founding rates available
November 3, 2026

Numbers as of November 2, 2026.

Why newsletter ads work

1

An audience that said yes

Every reader signed up on their own to get Laval news. No bought lists, no stray clicks.

2

The right time of day

At 6 a.m., before traffic and coffee, people plan their day, their lunch and their weekend.

3

Your name in content people expect

We write your ad in the newsletter's voice. It reads like a recommendation, not a banner.

Formats

Six ways to be seen, from most visible to most targeted. We write or edit every message, and you approve it before it runs.



Presenting sponsor

The most-seen spot in the issue.

Your logo and "Presented by" at the very top, right under the weather, followed by a 100-word featured message. One presenting sponsor per issue.

- PNG or SVG logo, 600 px wide
- 100 words, 2 links
- Week option: 5 issues in a row

$99 / issue · $349 / week



Native spot

Right in the reading flow.

A block between "The morning brew" and "Things to do", with image, copy and button. We write it in our voice, you approve it.

- 1200 × 630 px image
- 75 words, 1 link
- Copywriting included

$59 / issue



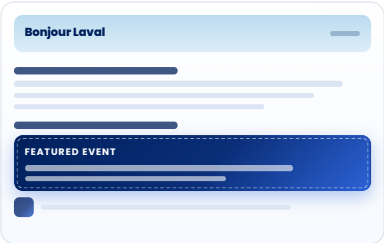
Morning deal

Easy to measure.

Your exclusive reader offer with a promo code. Every code redemption tells you exactly what the ad brought in.

- 40 words, 1 link
- Exclusive promo code
- "Morning deals" section

$49 / issue



Featured event

Fill the room.

Your show, sale or activity at the top of "Things to do" with the date front and centre, plus a post on our Facebook page.

- 30 words, 1 link
- Date, venue and price
- Facebook post included

$49 / issue



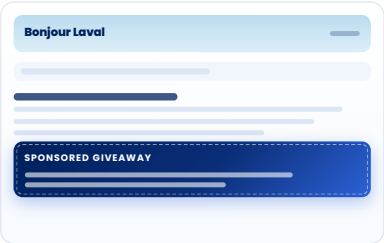
Job listing

Hire close to home.

Your opening in the "Now hiring in Laval" block for a week. Ideal for businesses looking for people from the neighbourhood.

- Job title + 25 words
- 1 link to apply
- Runs all week

$39 / week



Sponsored giveaway

Get people talking.

You offer a prize, we run the giveaway in the newsletter and on Facebook. Free during launch: you only provide the prize.

- Prize worth $50 or more
- Launch + reminder + winner
- Rules written by us

Free during launch

Launch rates

Simple prices in Canadian dollars. They will go up as the audience grows: book early, pay less.

FORMAT	PRICE	WHAT YOU GET
Presenting sponsor	**$99 / issue** **$349 / week**	PNG or SVG logo, 600 px wide · 100 words, 2 links
Native spot	**$59 / issue**	1200 × 630 px image · 75 words, 1 link
Morning deal	**$49 / issue**	40 words, 1 link · Exclusive promo code
Featured event	**$49 / issue**	30 words, 1 link · Date, venue and price
Job listing	**$39 / week**	Job title + 25 words · 1 link to apply
Sponsored giveaway	**Free (during launch)**	Prize worth $50 or more · Launch + reminder + winner

-50% FOUNDING PARTNERS
For 3 months for the first 5 businesses, in exchange for a short testimonial.
5 spots left

- Prices in Canadian dollars, plus applicable taxes.
- Rates in effect from November 3, 2026, reviewed at every 1,000 subscribers. Confirmed bookings keep their price.
- Multi-week packages: email us and we'll work something out.

How it works

1
Choose
Your format and dates. Fill in the form below or email us.

2
Send
Your logo, your link and what you want to say. No copy? We'll write it.

3
Approve
You get a proof the day before. We adjust if needed.

4
Measure
It runs at 6 a.m., then you get a report within 7 days: opens and clicks on your link.

Our commitments

- Every ad is clearly labelled ("Presented by", "Partner").
- One presenting sponsor per issue. Your message doesn't get lost in the crowd.
- We keep the newsletter's voice: useful, upbeat, local.
- We turn down partisan politics and offers that don't suit our readers.
- Affiliate and sponsored links are always disclosed.

Deadlines and files

Booking	at least 3 business days before the date
Materials	logo, image, copy and link, 2 business days before
Proof	sent the day before it runs
Logo	PNG or SVG, transparent background, 600 px wide
Image	JPG or PNG, 1200 × 630 px, little text
Report	opens and clicks, within 7 days

Advertiser questions

How many people will see my ad? −

Bonjour Laval has just launched. We publish our real numbers on this page every month, and your report gives you the exact opens and clicks for your issue. That's why founding rates are this low.

What language will my ad run in? −

French in the French edition and English in the English edition. We handle the adaptation: send your copy in whichever language you prefer.

I don't have copy or an image. Is that a problem? −

Not at all. Send us your website or Facebook page: we write it, you approve it.

Can I book several dates? −

Yes. For 4 placements or more, we'll quote you a package price.

How do I pay? −

We send an invoice when you book. Your spot is confirmed once it's paid.

What if I need to change my date? −

No problem with at least 2 business days' notice: we move it to another open date.

Book your spot

Tell us what you have in mind. We'll reply within one business day with open dates.

Rather email us directly?

partenaires@bonjourlaval.ca

For the press

Bonjour Laval (Laval Matin Express) is a free, independent local newsletter published every weekday at 6 a.m. in French and English. It sums up Laval news, events, openings and deals, with a link to every source.

SVG logo ↓ PNG logo ↓ Illustration ↓ Share image ↓