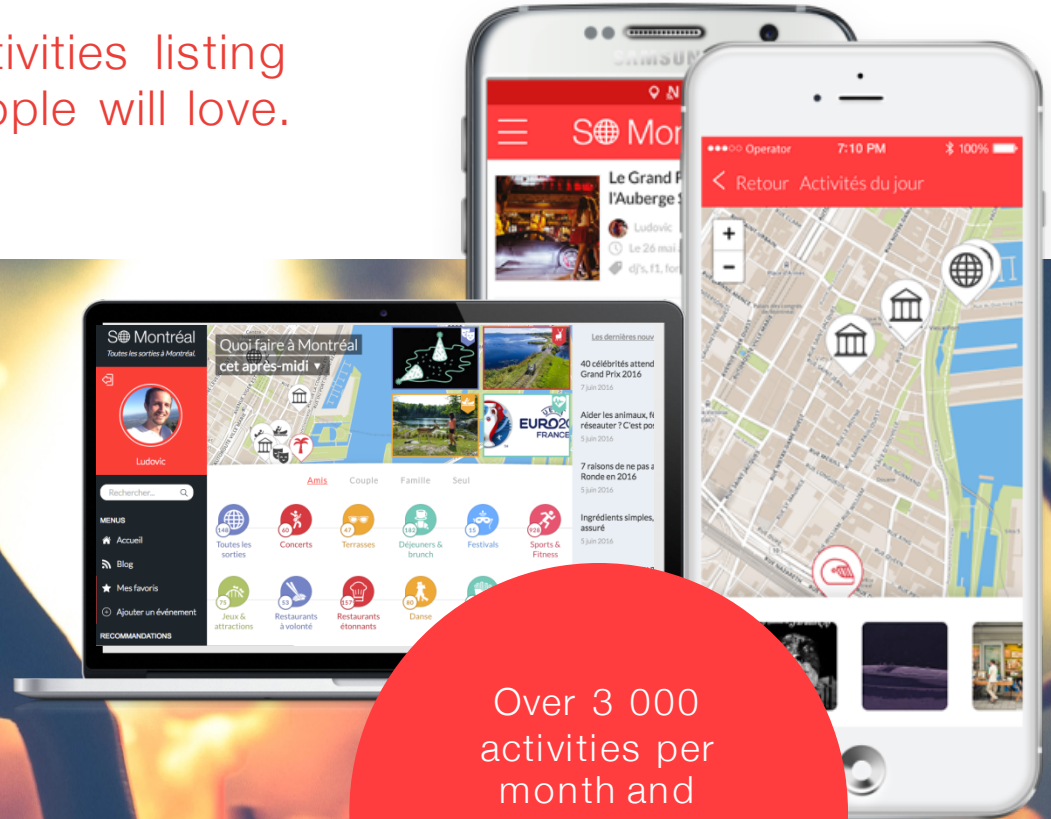




July 2016

# The only multiplatform activity media in Montreal.

The most complete bilingual activities listing that also recommends what people will love.



Over 3 000 activities per month and selected “not to miss” events every day



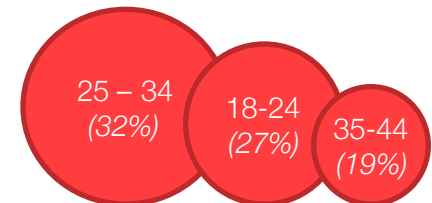


Target young professionals through an app that was made by them, for them.

Listing activities in one place so users spend more time enjoying and less searching.

Who is #somontreal ?

Age



Gender split



Location



This concept was missing. Because in one year there is a significant community of 60K unique users a month.

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Connecting to followers through multiple platforms, but one passion: Montreal.



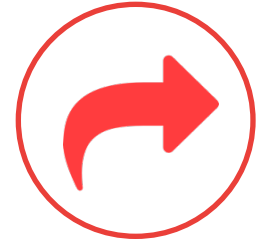
30 000  
iOS & Android  
app downloads



300 000  
page views per month



34k Instagram fans  
11k Facebook fans



65 000+  
#somontreal





# So Montreal has a strong mix of technologic strength and personal recommendation.

A unique mix that defines their DNA.

## Unique multiplatform media:

So Montreal is an exclusive mix of a blog website and an application (iOS and Android) that

can be leveraged to reach people instantly with various options: push notifications, editorial content, listing promotions, etc. (see p.8-10).

Moreover, there is a big online community that complements the platforms and can create a fully integrated communications process for you.

## Technological excellence

1. Superior algorithm. Aggregates content from a substantial amount of publications and reworks them into high quality content. Making So Montreal one of the most complete activities listing in Montreal.
2. User-friendly interface. So Montreal uses the newest technologies in content navigation and user experience. Using the application is fun and easy leading to multiple page views each visit!

## High quality editorial content:

Our team of editors is always on the look-out for original activities in Montreal: restaurant openings, spa's, sports activities, festivals, etc. They are passionate about their city and share this through creative articles adapted to the season and the user's interests.

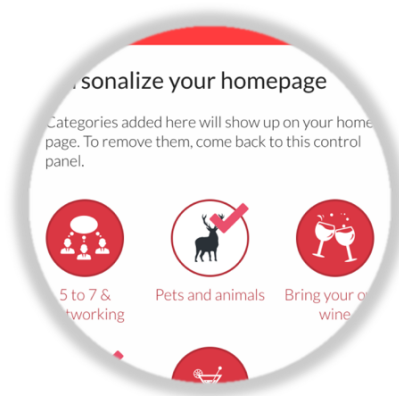
# The new 2.0 version has been a transformation with way more in it for users and advertisers.

A more functional and social version for users...



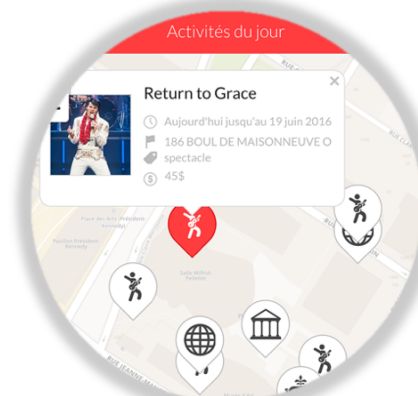
## Latest news

Stay well-informed on the best places to go to with blog articles



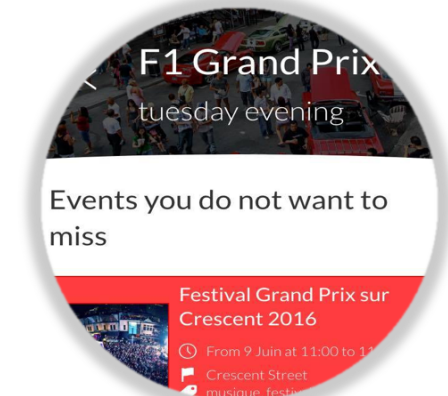
## Personalized menu

Create personalized version adapted to interests



## Interactive map

Get an instant overview of the activities that buzz in proximity



## Practical categories

Benefit from organized lists of events, including those « not to miss »

and gives more communication options to you...



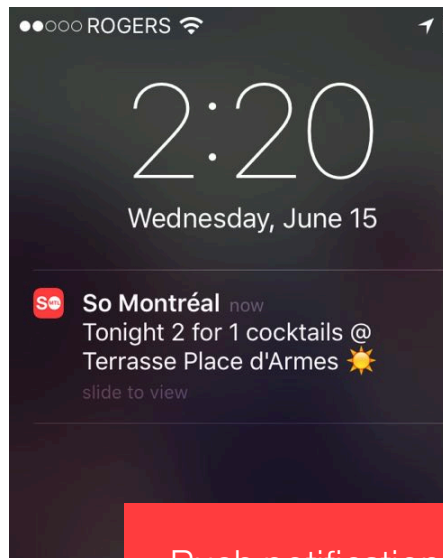
# Kick off your summer with So Montréal !

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The *So Summer Promo Pack* has different options  
that have your activity promotion covered.

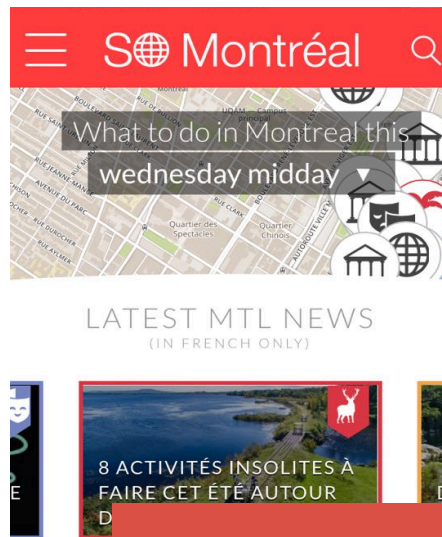


# Get your message across the different platforms to reach up to 60k users per month.



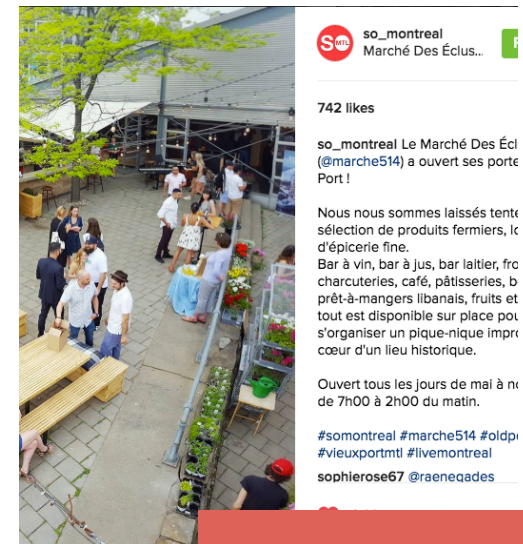
Push notifications

Send a personalized, instant message to all active users on their mobile phones or desktop.



Editorial article

Get a sponsored article featured on the blog and integrated in app. reaching up to 60K users per month.



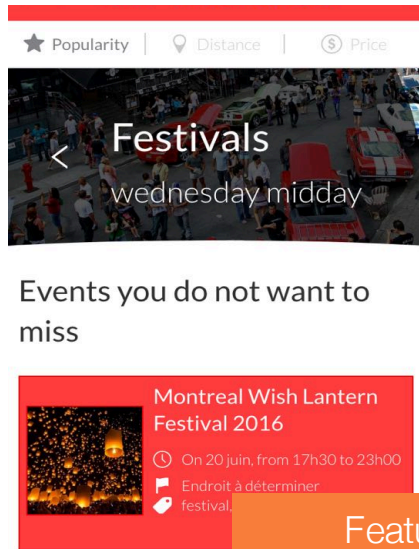
Social media sharing

Reach an active community of Instagram (34k) and Facebook (11K) followers with a fun and engaging post.



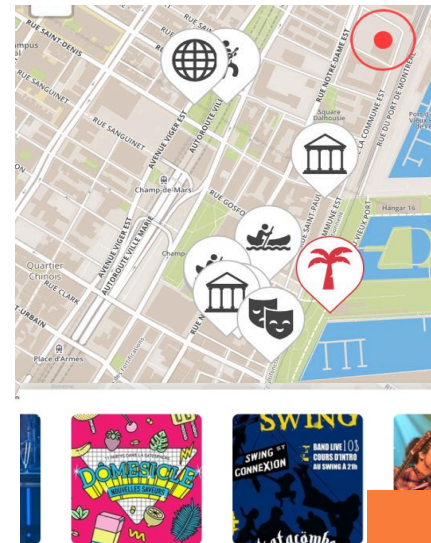
# Stand out from the crowd and maximize your visibility across the most complete activities listing in town.

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Feature in  
“not to miss”

Display an activity or event in the top of its category in a “not to miss” section to maximize views.



Promotion in  
real-time map

Make your event pop out in a real-time map to attract visitors in your area.

A one-time promotion or a complete campaign,  
So Montreal has different options for different budgets.

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	Push notification	Editorial content	Social network posts	Feature on So Montreal	Banners
Includes	Instant message	<ul style="list-style-type: none"><li>• Blog post</li><li>• Repost on Social media</li></ul>	<ul style="list-style-type: none"><li>• Image / video</li><li>• Product placement</li><li>• Event sharing</li></ul>	<ul style="list-style-type: none"><li>• Be on top of category</li><li>• Visibility on interactive map</li></ul>	
Platforms	Website and mobile app	Website, mobile app, Social Media	Facebook Twitter Instagram	Website and mobile app	Website and mobile app
Reach	28k/instant	60k/month	45k total	60k/month	60k/month
Cost per thousand	\$35	Contact us	Contact us	\$15	Contact us

We are looking forward to talking to you !  
[advertising@somontreal.ca](mailto:advertising@somontreal.ca)



