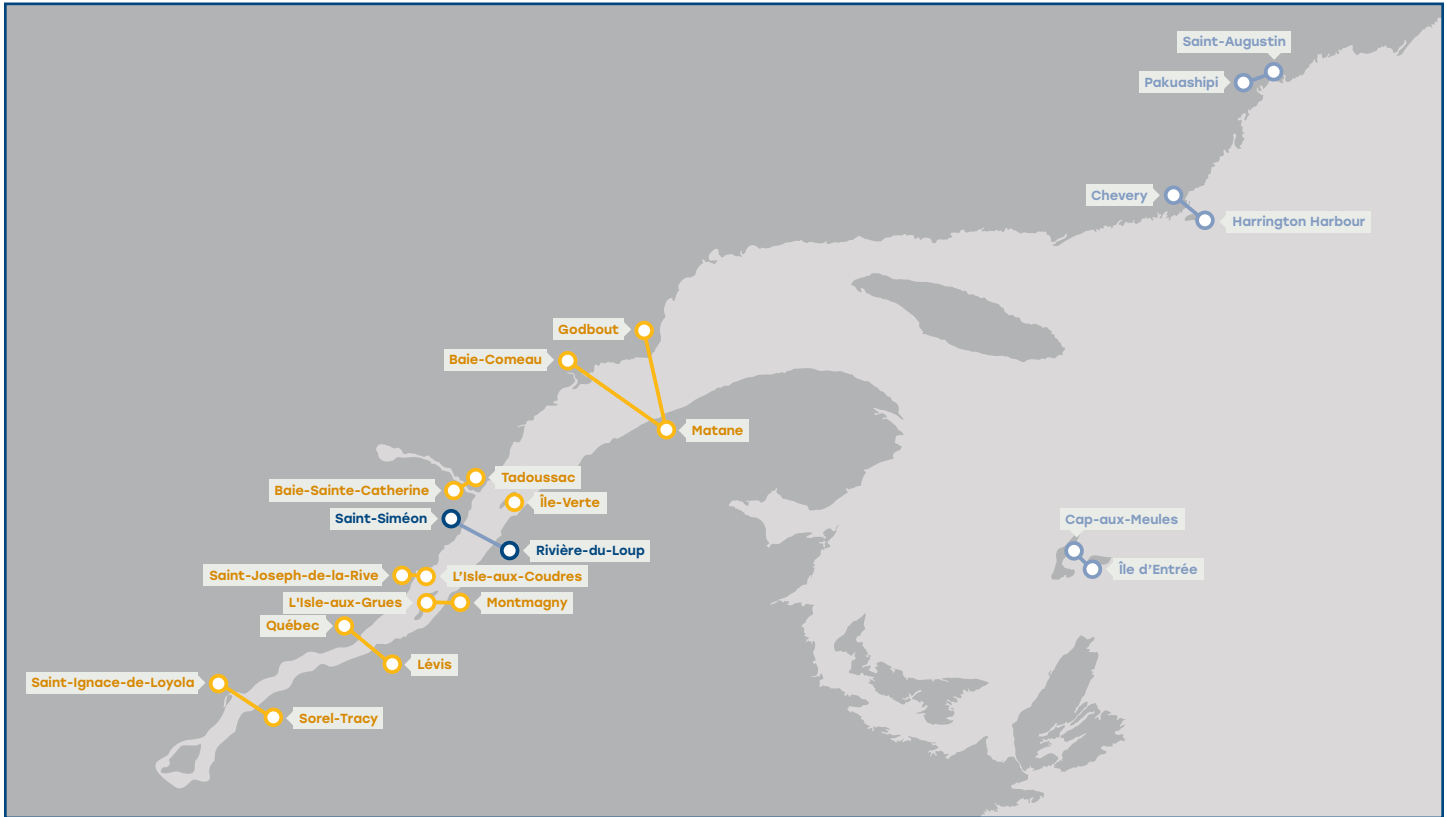




FERRIES & RIVER STATIONS

MARKET SPECIFICATION

Société des traversiers du Québec



Legend ○ River station & ferries advertising ○ River station advertising only Currently not available

MARKETS SERVED

Sorel-Tracy / St-Ignace-de-Loyola crossing
 Québec / Lévis crossing
 L'Isle-aux-Grues / Montmagny crossing
 Saint-Joseph-de-la-Rive / L'Isle-aux-Coudres crossing
 Saint-Siméon / Rivière-du-Loup crossing
 Baie-Ste-Catherine / Tadoussac crossing
 Ile-Verte / Notre-Dame-des-Sept-Douleurs crossing
 Matane / Baie-Comeau / Godbout crossing

FLEET

Ferries: 13
 River stations: 14

AVAILABLE PRODUCTS

Backlit 47,25'' x 68,25''
 Bus shelter
 Wall frame 20'' x 28''
 Wall frame 47,25'' x 68,25''
 Wall frame 139'' x 30''
 Digital screen

STATISTIC (years 2019-2020)

Crossing : 115 000*
 Vehicles : 2 100 000*
 Passengers : 5 200 000*

* per year





Sorel-Tracy | Saint-Ignace-de-Loyola crossing



This ferry is used year-round by motorists who wish to travel between the Montérégie and Lanaudière regions, but also by pedestrians, cyclists, motorcyclists, and RV enthusiasts. The two recent river stations and their ferries offer many outdoor and indoor advertising formats, both static and digital. The crossing offers an interesting advertising potential, as while the Louis-Hippolyte-Lafontaine tunnel is being rebuilt, many people are opting for the ferry.

- Available year-round, nearly 24 hours a day
- Ships:
NM Didace-Guévremont and NM Alexandrina-Chalifoux
NM Catherine-Legardeur (spare ship)
- Mission: To offer public transport in an urban setting

• **In-station advertising :**

Wall frames (28" X 20" and 68.25" X 47.25")
digital screen

• **Ferry advertising:**

Wall frames (28" X 20", 68.25" X 47.25" and 30" x 139")
digital screens

12
minutes
crossing

75
vehicles
per ship

902,375
annual
passengers*

* years 2019-2020 statistics





Québec | Lévis crossing



The Québec City/Lévis Crossing allows hundreds of people to use this river corridor daily. Our advertising offer reaches the many workers, students, cyclists and tourists who visit the Paquet wharf (Lévis) and Old Québec overlooked by the Château-Frontenac. Cyclists also take the ferry to make a superb 29 km loop using the Littoral corridor and the Anses route. In summer as well as in winter, your company will be promoted in an exceptional setting.

- Available year-round, nearly 24 hours a day
- Ships:
NM Alphonse-Desjardins and NM Lomer-Gouin
- Mission: To offer public transport in an urban setting

• In-station advertising

Wall frames (28" X 20" and 68.25" X 47.25")
lumiquais, digital screens

• Ferry advertising:

Wall frames (28" X 20" and 139" X 30")
digital screens



12
minutes
crossing

54
vehicles
per ship

1,643,292
annual
passengers*

* years 2019-2020 statistics



L'Isle-aux-Grues | Montmagny crossing



This crossing offers an interesting advertising potential to reach these two cities of the great Chaudière-Appalaches region. Moreover, the Montmagny River Station is particularly interesting due to its double vocation as ferry station and tourist information office for Montmagny, the islands and the surrounding areas.

- Available from the end of April to mid-December
- Ship: NM Grues-des-Îles
- Mission: To reduce the isolation of the population

• In-station advertising

Wall frames (28" X 20" and 68.25" X 47.25")
and Shelter (68.25" X 47.25")

• Ferry advertising:

Wall frames (28" X 20" and 139" X 30")



30
minutes
crossing

23
vehicles
per ship

41,887
annual
passengers*

* years 2019-2020 statistics



L'Isle-aux-Coudres | Saint-Joseph-de-la-Rive crossing



The mission of this ferry is to reduce the isolation of the Isle-aux-Coudres population. As part of the magnificent Charlevoix region, the ferries are very popular with the tourists who flock there. Our shelter advertisements as well as those available on the Ships are excellent ways to reach this sector's clientele.

- Available year-round, from 6 AM to 11:30 PM
- Ships:
NM Joseph Savard* and NM Félix-Antoine-Savard*
- Mission: To reduce the isolation of the population

• In-station advertising

Shelters (68.25'' X 47.25'')

• Ferry advertising:

Wall frames (28'' X 20'' and 139'' x 30'')

* 2 ships during summer, ship to confirm



20
minutes
crossing

55
vehicles
per ship

601,255
annual
passengers*

* years 2019-2020 statistics



Rivière-du-Loup | Saint-Siméon crossing



This ferry links the Rivière-du-Loup area to the nature village of Saint-Siméon, located in the northeast of Charlevoix. In addition to the ferry passengers, the exterior and interior advertising of the Saint-Siméon station is also visible to the many people visiting the Saint-Siméon campground and the municipal public beach. Don't forget to keep an eye out for whales during your crossing!

- 65 minutes crossing
- Available from April to January
- Ships: Not available for advertising
- Mission: To provide interregional transportation
- **In-station advertising**
Wall frames (28'' X 20'' and 68.25'' X 47.25'')
- **Ferry advertising:**
Not available





Tadoussac | Baie-Sainte-Catherine crossing



This crossing is the continuation of Route 138 and the gateway into the Côte-Nord region. It is used by more than 1,200,000 people each year. It offers a unique opportunity to admire the majestic Saguenay Fjord and the wonders of the Saguenay-St. Lawrence Marine Park. Although the crossing is short, the interior spaces of the Ships are widely used by travellers to stretch their legs and get some snacks. Our advertising spaces will reach your target audience.

- Available year-round, 24 hours a day
- Ships:
NM Armand-Imbeau II and NM Jos-Deschênes II
- Mission: To extend Route 138

• In-station advertising

Wall frames (28" X 20" and 68.25" X 47.25")
backlit, digital screens

• Ferry advertising:

Wall frames (28" X 20" and 139" X 30")
digital screens



10
minutes
crossing

110
vehicles
per ship

1,431,447
annual
passengers*

* years 2019-2020 statistics



L'Île Verte | Notre-Dame-des-Sept-Douleurs crossing



Although this crossing is only functional during the summer, it is ideal for conveying a public service announcement or local advertising to an otherwise hard-to-reach population. Being a smaller Ship, the interior seating areas are heavily used by local pedestrians who do not want to drive across.

- Available from the end of April to mid-November
- Ship:
NM Peter-Fraser
- Mission: To reduce the isolation of the population
- **In-station advertising**
Wall frames (28" X 20") and Shelter (68.25" X 47.25")
- **Ferry advertising:**
Wall frames (28" X 20" and 68.25" X 47.25")
digital screens

30
minutes
crossing

12
vehicles
per ship

21,812
annual
passengers*

* years 2019-2020 statistics





Matane | Baie-Comeau | Godbout crossing



This crossing allows travel between the Gaspé Peninsula and the Côte-Nord region. In addition to workers, motorcyclists, snowmobilers, hunters, and fishermen are particularly present in high season. As this is a long crossing, passengers must leave their vehicles and take a seat inside the Ship. There, they have access to beautiful passenger lounges, a restaurant, a bar and a children's playroom. Our numerous digital advertising screens are visible throughout the ship to a captive and attentive audience.

- Matane/Baie-Comeau Crossing: 2h30
- Available year-round
- Ship: NM F.-A.-Gauthier
- Mission: To provide interregional transportation
- Vehicle capacity: 180
- Annual passengers: 139,074

- **In-station advertising**

digital screens

- **Ferry advertising:**

digital screens

2,5
hours
crossing

180
vehicles
per ship

139,074
annual
passengers*

* years 2019-2020 statistics



Annual traffic flow

	Passengers	Pedestrians	Cyclists	Vehicles
Ile-Verte				
2019-2020	20,196	1	1,615	6,301
2020-2021	16,078	40	20	5,905
2021-2022	20,190	565	51	7,316
Isle-aux-Coudres				
2019-2020	577,034	-	2,157	299,238
2020-2021	525,551	-	4,665	278,973
2021-2022	597,087	-	4,168	316,614
Isle-aux-Grues				
2019-2020	28,743	9,256	3,888	16,243
2020-2021	26,161	3,134	1,629	14,817
2021-2022	33,957	6,330	3,066	15,988
Matane - Baie-Comeau - Godbout				
2019-2020	104,295	-	-	52,405
2020-2021	104,152	-	-	57,424
2021-2022	139,074	-	-	74,901
Québec-Lévis				
2019-2020	412,803	1,115,203	115,286	278,235
2020-2021	230,335	323,778	87,468	150,791
2021-2022	294,360	470,729	86,268	187,998
Sorel-Tracy				
2019-2020	880,868	21,448	59	552,463
2020-2021	708,845	57	34	455,398
2021-2022	878,536	74	-	557,266
Tadoussac				
2019-2020	1,430,773	387	287	830,942
2020-2021	1,014,045	161	379	653,634
2021-2022	1,289,080	17	335	800,200

Monthly traffic flow

Québec Crossing																
	2019-2020				2020-2021				2021-2022				2022-2023			
	Passenger	Pedestrians	Cyclists	Vehicles	Passenger	Pedestrians	Cyclists	Vehicles	Passenger	Pedestrians	Cyclists	Vehicles	Passenger	Pedestrians	Cyclists	Vehicles
April	38 713	67 610	2 194	28 976	-	2 007	244	-	13 924	13 840	3 747	10 117	23 854	37 509	1 823	16 322
May	46 544	81 385	11 836	34 547	5 600	8 192	6 455	3 875	18 834	21 782	10 011	12 947	29 818	51 058	9 571	20 331
June	52 136	115 841	19 876	34 705	20 503	24 778	14 102	13 317	32 814	42 047	13 705	21 258	35 490	73 401	13 821	23 186
July	66 951	217 616	31 118	38 004	38 051	60 838	22 648	20 914	49 434	94 937	20 974	25 782	46 575	172 022	22 925	24 678
August	69 634	167 828	26 945	39 609	47 363	77 988	23 694	24 984	49 896	90 852	18 591	26 470	56 187	121 237	20 082	30 353
September	28 505	96 287	12 553	20 259	26 798	36 599	11 936	18 086	25 977	39 395	9 968	17 387				
October	-	85 284	6 575	-	16 043	16 878	3 997	12 668	27 907	43 007	6 562	18 852				
November	7 846	64 071	1 699	6 055	17 193	18 562	2 571	13 487	7 846	64 071	1 699	6 055				
December	27 173	69 603	767	18 990	15 612	23 528	476	11 567	17 788	33 369	302	12 511				
January	29 041	54 489	729	22 308	12 206	14 636	307	9 123	10 197	12 622	159	7 593				
February	29 068	61 465	628	22 220	13 424	16 519	321	10 164	12 694	26 128	205	9 085				
March	17 192	33 724	366	12 562	17 542	23 253	717	12 606	18 710	28 231	365	13 484				
Sorel-Tracy Crossing																
	2019-2020				2020-2021				2021-2022				2022-2023			
	Passenger	Pedestrians	Cyclists	Vehicles	Passenger	Pedestrians	Cyclists	Vehicles	Passenger	Pedestrians	Cyclists	Vehicles	Passenger	Pedestrians	Cyclists	Vehicles
April	64 272	-	-	39 917	14 977	-	-	11 621	55 920	52	n.d.	38 004	71 990	n.d.	n.d.	45 727
May	77 832	-	1	50 736	45 973	-	-	32 127	77 672	-	n.d.	51 395	96 422	n.d.	27	62 565
June	94 849	22	n.d.	58 437	74 019	-	-	48 686	91 086	-	n.d.	58 384	107 783	62	n.d.	64 382
July	113 177	-	27	62 373	98 880	-	34	59 537	120 367	22	n.d.	69 087	137 573	n.d.	n.d.	76 251
August	99 272	21 426	11	66 561	106 201	-	-	62 695	110 933	-	n.d.	64 817	132 489	n.d.	n.d.	74 938
September	86 151	-	19	51 656	83 866	-	-	53 821	84 220	-	n.d.	52 182				
October	79 410	-	1	50 875	56 206	-	-	39 087	91 283	-	n.d.	58 561				
November	59 591	-	-	39 700	49 461	27	-	31 822	59 591	-	n.d.	39 700				
December	58 189	-	-	35 866	42 129	3	-	28 868	49 916	-	n.d.	32 668				
January	53 553	-	-	34 418	38 406	-	-	25 969	39 596	-	n.d.	27 368				
February	53 121	-	-	34 996	41 696	-	-	27 649	45 710	-	n.d.	30 745				
March	41 451	-	-	26 928	57 031	27	-	33 516	57 793	-	n.d.	37 129				
Tadoussac Crossing																
	2019-2020				2020-2021				2021-2022				2022-2023			
	Passenger	Pedestrians	Cyclists	Vehicles	Passenger	Pedestrians	Cyclists	Vehicles	Passenger	Pedestrians	Cyclists	Vehicles	Passenger	Pedestrians	Cyclists	Vehicles
April	80 718	-	-	50 840	12 736	-	-	10 902	41 733	n.d.	1	31 661	76 925	n.d.	2	48 438
May	104 461	19	17	64 492	26 764	12	2	20 854	66 533	n.d.	21	47 898	99 609	n.d.	25	61 937
June	157 162	36	49	92 529	105 858	34	38	72 747	145 100	n.d.	77	91 765	148 325	14	64	91 345
July	242 797	-	97	131 105	223 699	-	99	129 899	253 287	n.d.	123	145 812	224 889	n.d.	109	124 941
August	265 110	-	74	139 160	256 155	-	188	143 200	251 019	n.d.	72	140 106	251 648	n.d.	87	131 930
September	156 643	281	37	86 321	138 942	-	37	87 353	140 695	n.d.	23	85 402				
October	118 547	24	9	70 772	57 906	-	3	42 849	110 891	n.d.	9	67 941				
November	59 511	-	1	39 550	42 103	6	2	31 721	59 511	n.d.	1	39 550				
December	76 080	-	-	45 958	38 476	43	-	28 885	64 429	n.d.	1	41 673				
January	58 998	16	1	37 757	31 871	61	1	24 587	41 647	n.d.	n.d.	29 351				
February	56 482	-	2	36 930	33 070	5	3	25 889	47 216	n.d.	3	32 587				
March	54 264	11	-	35 528	46 465	-	6	34 748	63 170	n.d.	2	42 517				



Monthly traffic flow

L'île-Verte Crossing																
	2019-2020				2020-2021				2021-2022				2022-2023			
	Passenger	Pedestrians	Cyclists	Vehicles	Passenger	Pedestrians	Cyclists	Vehicles	Passenger	Pedestrians	Cyclists	Vehicles	Passenger	Pedestrians	Cyclists	Vehicles
April					47	-	-	-	660	27	7	218	451	-	-	-
May	1 572	n.d	25	725	571	28	2	412	1 699	30	27	933	1 851	105	3	1 003
June	2 626	n.d	282	1 055	1 787	12	9	959	2 692	-	1	1 213	2 229	47	2	992
July	4 302	n.d	565	1 289	3 241	-	9	1 237	4 983	-	-	1 443	3 977	33	8	1 186
August	4 915	n.d	581	1 387	3 464	-	-	1 253	4 238	-	-	1 331	3 903	61	81	2 259
September	2 211	n.d	120	836	2 157	-	-	1 034	2 267	25	-	1 060				
October	1 948	n.d	37	831	1 667	-	-	877	1 657	446	16	934				
November	594	n.d	3	178	697	-	-	133	594	-	3	178				
December	532	n.d	2	-	660	-	-	-	582	-	-	-				
January	576	n.d	-	-	575	-	-	-	317	-	-	-				
February	378	n.d	-	-	591	-	-	-	131	-	-	-				
March	543	n.d	-	-	543	-	-	-	400	-	-	-				

L'Isle-aux-Coudres Crossing																
	2019-2020				2020-2021				2021-2022				2022-2023			
	Passenger	Pedestrians	Cyclists	Vehicles	Passenger	Pedestrians	Cyclists	Vehicles	Passenger	Pedestrians	Cyclists	Vehicles	Passenger	Pedestrians	Cyclists	Vehicles
April	24 340	n.d	3	15 323	6 069	n.d	-	4 626	26 118	n.d	19	18 166	22 848	n.d	-	14 509
May	38 490	n.d	16	22 885	16 554	n.d	20	11 705	40 800	n.d	149	25 314	39 091	n.d	92	22 370
June	61 635	n.d	266	31 905	44 564	n.d	246	25 706	64 489	n.d	451	35 956	53 158	n.d	204	28 737
July	112 841	n.d	889	52 099	121 769	n.d	1 592	55 234	133 571	n.d	1 598	60 286	97 739	n.d	678	45 054
August	125 347	n.d	718	55 352	141 855	n.d	2 216	62 954	121 094	n.d	1 524	54 489	112 181	n.d	669	51 028
September	65 154	n.d	244	32 727	76 255	n.d	559	39 218	62 521	n.d	316	31 864				
October	52 671	n.d	21	26 914	30 020	n.d	24	18 363	50 929	n.d	111	26 692				
November	21 966	n.d	-	14 508	17 973	n.d	8	12 114	21 966	n.d	-	14 508				
December	22 447	n.d	-	13 806	16 018	n.d	-	10 902	20 430	n.d	-	13 235				
January	17 869	n.d	-	11 611	14 630	n.d	-	10 244	16 043	n.d	-	10 733				
February	18 929	n.d	-	12 251	16 392	n.d	-	11 763	16 617	n.d	-	10 944				
March	15 345	n.d	-	9 857	23 452	n.d	-	16 144	21 160	n.d	-	13 574				

L'Isle-aux-Grues Crossing																
	2019-2020				2020-2021				2021-2022				2022-2023			
	Passenger	Pedestrians	Cyclists	Vehicles	Passenger	Pedestrians	Cyclists	Vehicles	Passenger	Pedestrians	Cyclists	Vehicles	Passenger	Pedestrians	Cyclists	Vehicles
April	508	31	2	368	154	-	-	98	1 239	16	10	383	1 312			426
May	3 126	345	46	2 018	1 320	58	2	1 065	3 295	375	93	2 012	3 694	356		1 946
June	3 640	1 096	597	2 233	2 879	383	130	1 862	3 969	615	310	2 077	3 392	1 306	191	2 056
July	5 060	2 966	1 268	2 788	5 096	759	589	2 672	6 395	1 966	1 405	2 748	4 462	2 633	1 365	2 676
August	5 001	3 061	1 667	2 980	5 204	926	643	2 727	5 380	1 590	952	2 455	4 156	2 629	1 097	2 569
September	3 338	914	258	2 114	4 126	553	255	2 470	3 996	1 113	240	2 204				
October	3 066	671	50	2 062	2 553	229	8	1 914	3 843	561	56	2 073				
November	2 101	71	-	1 401	1 945	147	2	1 447	2 101	71	-	1 401				
December	975	101	-	279	980	79	-	539	1 195	13	-	405				
January	667	-	-	-	527	-	-	-	667	-	-	-				
February	628	-	-	-	511	-	-	-	660	-	-	-				
March	633	-	-	-	866	-	-	23	909	-	-	-				

Matane Crossing																
	2019-2020				2020-2021				2021-2022				2022-2023			
	Passenger	Pedestrians	Cyclists	Vehicles	Passenger	Pedestrians	Cyclists	Vehicles	Passenger	Pedestrians	Cyclists	Vehicles	Passenger	Pedestrians	Cyclists	Vehicles
April	289	n.d	n.d	317	877	n.d	n.d	664	4 349	n.d	n.d	2 627	8 206	n.d	n.d	4 341
May	372	n.d	n.d	417	2 643	n.d	n.d	1 957	5 291	n.d	n.d	3 409	11 387	n.d	n.d	6 337
June	4 952	n.d	n.d	2 721	9 594	n.d	n.d	5 584	13 225	n.d	n.d	7 322	14 630	n.d	n.d	7 913
July	16 947	n.d	n.d	7 957	23 909	n.d	n.d	11 544	31 082	n.d	n.d	14 797	29 267	n.d	n.d	13 693
August	26 572	n.d	n.d	11 703	28 611	n.d	n.d	14 642	28 404	n.d	n.d	13 955	31 868	n.d	n.d	15 155
September	13 700	n.d	n.d	6 944	13 758	n.d	n.d	7 818	12 871	n.d	n.d	7 643				
October	11 313	n.d	n.d	5 975	6 296	n.d	n.d	3 954	9 874	n.d	n.d	5 669				
November	5 267	n.d	n.d	3 016	4 756	n.d	n.d	2 807	5 267	n.d	n.d	3 016				



Socio-demographic profile

	Crossings			
	Sorel - St-Ignace	Québec - Lévis	L'Isle-aux-Grues - Montmagny	L'Isle-aux-Coudres - St-Joseph
Sex				
Male	56%	47%	50%	53%
Female	44%	53%	50%	47%
Age				
34 and under	21%	20%	13%	21%
35 to 54	38%	43%	35%	37%
55 and over	40%	38%	52%	42%
Average	48 years old	48 years old	52 years old	49 years old
Occupation				
Full time employee	60%	64%	57%	57%
Part time employee	4%	6%	2%	4%
Seasonal or casual worker	2%	1%	1%	2%
Self-employed	8%	6%	7%	7%
Student	4%	4%	3%	4%
Stay-at-home	1%	1%	6%	1%
Unemployed, searching for a job	1%	1%	1%	0%
Retired	19%	17%	23%	24%
Don't want to answer	1%	1%	1%	1%

Socio-demographic profile

	Crossings		
	Rivière-du-Loup - St-Siméon	Tadoussac - Baie-Ste-Catherine	Matane - Baie-Comeau/Godbout
Sex			
Male	55%	54%	56%
Female	45%	46%	45%
Age			
34 and under	15%	20%	14%
35 to 54	30%	37%	32%
55 and over	55%	43%	54%
Average	52 years old	49 years old	52 years old
Occupation			
Full time employee	54%	55%	49%
Part time employee	3%	3%	3%
Seasonal or casual worker	2%	2%	2%
Self-employed	9%	8%	6%
Student	3%	4%	3%
Stay-at-home	0%	1%	1%
Unemployed, searching for a job	0%	1%	1%
Retired	29%	25%	33%
Don't want to answer	1%	2%	1%