

A
VIBRANT
PLACE TO BE

Montréal is an amazing city to visit, work and live. It has the second largest population in Canada and it is also the fourth largest French-speaking city in the world. Completely alive, Montréal's vibrancy comes from its expansive cuisine, art, nightlife, fashion, architecture, festivals and of course - a European vibe that makes everything just a little bit cooler.

This city, like no other, is where OUTFRONT thrives. Advertise to a population that prides itself on being ahead of the curve, and you'll be sure to get there yourself.



MONTRÉAL

LA MÉTROPOLE

OUTFRONT has been around for a century, and with age comes wisdom - and some of Montréal's most iconic billboard locations! Quartier des Spectacles, Mile End, and Quartier DIX30 are just a couple of the unmistakable places we showcase our clients and their brands. Our Montréal office acts as a complete business hub, posting and managing nearly half of the city's poster inventory.

This inventory includes strategic side-by-side posters, outstanding superboards, eye-catching trivisions, and our TSA partnership with IMAGI.

We continue to build and develop the best digital OOH coverage on the island by using the latest technology and real estate trends. Right now, we have over 20 digital faces in the Montréal CMA, many of which are equipped with our proprietary Audience Intelligence technology, and all of which can be purchased in cross-platform automated audience delivery impression buys.

In short, we have a lot of beautiful products that work well in this city. We know Montréal and the people who live here. Even when it's 30 below, the city thrives, and our outdoor advertising ensures that in every condition, our client's stay ON - because here, that's the only way to be.

JUST THE FACTS



Canada's 2nd
Largest CMA Population
4,098,927
PEOPLE



The highest number of
RESTAURANTS
PER CAPITA



The only Canadian
city designated a
UNESCO CITY
OF DESIGN

WHAT WE HAVE HERE



482 POSTERS



25 DIGITAL



55 SUPERBOARDS



150 TRIVISIONS

30 MILLION DAILY IMPRESSIONS
OVER
30
MILLION GRP

+17
MILLION Digital
IMPRESSIONS

