



March 9 to 12, 2023

**PALAIS DES CONGRÈS DE
MONTRÉAL**



**POST-SHOW REPORT
2023 EDITION**

VISITOR PROFILE

84%

Are in the process of renovating or building when visiting the Show

64%

Have a budget of over \$10,000

71%

Are satisfied with their visit and intend on returning for a future edition

2 MONTH LONG LARGE-SCALE MEDIA CAMPAIGN

TV

30-SECOND MESSAGE
80% OF WHICH WERE DURING PEAK HOURS
 FEBRUARY 27 TO MARCH 11

Reach: 69.7%
 Frequency 8.1x



SALUT BONJOUR: MÉTÉO EN DIRECT
 THURSDAY MARCH 9TH 2023

3 live interventions
 Weekday listening: 1 124 000



RADIO

INTENSIVE CAMPAIGN OF 30-SECOND MESSAGE ON 5 STATIONS
 FEBRUARY 27 TO MARCH 12

Reach: 60.8%
 Frequency: 6.2x



ENGLISH CAMPAIGN ON 4 STATIONS
 MARCH 7 TO 12

Reach: 45%
 Frequency: 3.9x



PRINTS

PUBLICATIONS IN THE JOURNAL DE MONTRÉAL, GAZETTE ET RENO DECOR



Front page banner
Weekly readership : 528K



Front page banner
Weekly readership : 3126K



Full page spreads
Monthly readership: 300K

WEB

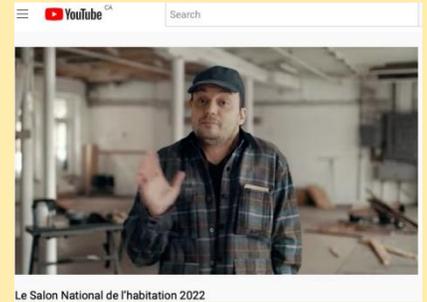
ARTICLE HUBLO

- 8 622 page views
- 1,96% engagement rate on Facebook



30-SECOND VIDEO PLACEMENT ON RADIOCANADA, QUEBECOR AND YOUTUBE

- 776K impressions
- 0,17% CTR



LA PRESSE ET LA PRESSE+

- 8.6M impressions
- 0.18% CTR



FEBRUARY 27 AND MARCH 9

Full and half screens



- 923K impressions
- 0.28% CTR

SHOW'S MEDIA

SHOW NEWSLETTERS

7 infolettres newsletters between December 2022 and March 2023 sent to over 88K subscribers

- Average open rate 33,03%
- Average unique click 2,11%

SHOW WEBSITE

Between December 1 2022 and March 13, 2023

- 412K pages views
- 153K unique visitors
- 212K sessions
- 2-3 pages views per session

SOCIAL MEDIA

FACEBOOK

- 13 558 followers
- Account reached:
190 340

INSTAGRAM

- 1477 followers
- Account reached :
6 199

MEDIA COVERAGE

2 PRESS RELEASES

Conventional media:

- 28 stories completed with a reach of over 14.6M impressions

Social Media

- 18 with a reach of over 500k impressions

A SPECIAL THANK YOU TO OUR SPONSORS AND PARTNERS

