



PROFESSION VOYAGES

SPECIALIZED MEDIA

NEWSLETTER



More than **2500** readers open our daily newsletter

WEBSITE



More than **40 000** visitors per month

SOCIAL MEDIA

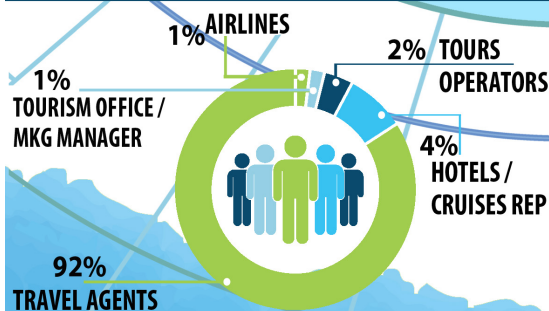


More than **1000** B2B fans

360° Strategy



OUR READERS



OUR TEAM



WHY Profession Voyages ?

1. Communicate with a targeted market
2. Generate strong ROI on your mkg campaign
3. Collaborate with a creative team



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

BET WON FOR A TRADE MEDIA WHICH CAPITALIZED ON SOCIAL MEDIA

Montreal, January 25, 2016 - This niche media, born on the Internet, eight months ago, is mainly intended for travel agents & executives in the tourism industry. Profession Voyages has established its reputation thanks to a strong positioning and an editorial approach aligned with its readerships' expectations. While this online platform built its success toward a committed and loyal audience, Profession Voyages has been increasingly courted by brands that want to benefit from its expertise: content marketing, communications, marketing, video shooting and positioning strategy, to differentiate themselves in Quebec market.

Virality : the key of success

When professionvoyages.com began its daily publications in May 2015, this trade media started to select, edit and share contents for its niche readership. But Profession Voyages quickly became a must, supported by a faithful community that shares at all-will on social networks. In December 2015, the website registered more than 40K unique visitors.

An approach that appeals the readers who like more more its "content" approach. , A content with a strong share on social media, the most powerful communication channel of Profession Voyages: Facebook, LinkedIn, Twitter and more recently, Instagram and YouTube.

"The Profession Voyages team has a very good knowledge of our target and master the successful strategy to be powerful on the digital world," says Marine Kaysen, VP & Digital Content Director. *"The editorial team develops an approach less formal than other trade publication. The content is tailored to be used and shared by travel professional and travel agents who represent 92% of our readership. We make sure to provide useful content to travel professional in order for them to inform and engage their customers"* says Marine Kaysen.

Bet won : social media generates more than 80% of professionvoyages.com's traffic.

"It is very important for a brand to reach a community," confirms Gwendoline Duval, Content & Marketing Manager & Business Development. *"When companies contact us to build a promotional campaign on professionvoyages.com, the reason is clear. We are perceived as a relay that succeeds to hit travel & tourism professionals thanks to our engaging content, topics, innovative chronicles and targeted videos "*.
For more information, please visit professionvoyages.com.

About Profession Voyages Inc.

Profession Voyages is an online trade publication in the travel and tourism industry. Profession Travel broadcasts news 7 days a week and produces video reports on professionvoyages.com. Content is shared on a daily basis in the newsletter and on social media platforms.

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Press contact

Marine Kaysen
VP & Digital Content Director
Profession Voyages Inc.
514 463 3926