

# Le Soleil de la Floride

■ Imprimé ■ Web ■ Réseaux sociaux

**MEDIA KIT 2023-2024**



**NEWS**  
**INFORMATION**  
**ACTIVITIES**  
**BUSINESS**  
**ECONOMY**  
**LEGAL**  
**REAL ESTATE**  
**POLITICO**  
**ENTERTAINMENT**  
**SPORTS**



# FLORIDA LOVERS' NEWSPAPER



**Florida's francophone news network  
Since 1983  
25 annual digital editions  
6 monthly paper editions (November to April)  
Published and distributed free of charge!**

## KEY STRENGTHS

### THE BRAND

Our newspaper is 40 years old and continues to provide a credible framework for your advertising investment in a niche market.

### READERSHIP

Le Soleil de la Floride allows you to reach diversified, engaged, active and entrepreneurial consumers.

### CONTENT

Researched, structured, engaging and Florida-focused content.

### ADVERTISING OFFERS

Flexible and adapted to the needs of the advertiser: digital publications • paper publications • website • social networks • podcasts • videos

### GEOGRAPHIC FOOTPRINT / REACH

Le Soleil de la Floride reaches nearly one million French-speaking readers throughout Florida, Canada, Europe and the Islands, regardless of the season.

### IN NUMBER...

\$6.5 billion spent annually by Canadians in Florida  
2,790,000 Canadian visitors in 2022 • 800,000 French-Canadian visitors

### READERS PROFILE

54% are under the age of 69  
46% are 70 + years old  
68.7% are snowbirds  
14.1% visit Florida one month or + each year  
7.7% visit Florida one month or - each year  
5.2% consider becoming visitors or snowbirds  
57.5% own a condo/house  
30.7% rent a condo / hotel  
8.7% visit the state in an RV  
Readers stay in all parts of the state.

“Well positioned in the Quebec market and even internationally, our firm was able to broaden the reach of its Canadian and American tax content through the newspaper Le Soleil de la Floride. Thanks to the exceptional proximity to the readers, we are seeing a positive return on our advertising placements. Thanks to the team for their proactivity

**Mylène Tétreault, Associate**  
**Raymond Chabot Grant Thornton**



“We are very satisfied with the great visibility that the Le Soleil de la Floride offers us! The whole team is very proactive in order to maximize our advertising placements! ”

**Sonia Bolduc, Senior Director**  
**of Business Development and Financing & SAFE Act Officer**  
**Desjardins Bank**



“From our first advertisement in the digital publication of Le Soleil de la Floride, we received 765 calls in 24 hours for our product, coveted by French-speaking visitors in Florida. Our new business has become widely known thanks to Le Soleil de la Floride!”

**ZappTele.ca**



“Le Soleil de la Floride and the tourist guide Accès Floride and are by far the best media for discovering Florida and promoting a business. Ahead of its time, chic and tasteful, the two platforms stand out for their quality of printing, their content and their clientele. Their digital editions are one of a kind. The interactive images offer audio, video and live links. The reader is therefore propelled into 3D information! Just great! Congratulations to the whole team who is constantly innovating in order to offer us a high-end product for the French speaking population!”

**Sophye Nolet, REALTOR, LCAM, Public Notary**  
**Keller Williams Realty Boca Raton**





ACTUALITES  
LÉGAL  
IMMOBILIER  
IMMIGRATION  
INFORMATIONS  
DIVERS  
SPORTS

**Le Soleil**  
de la **Floride**  
Le Journal des  
Francophones  
Depuis 1983

RENCONTRE  
MARIE-SUZIE STEINER  
PAGE 14

**Le Soleil**  
de la **Floride**  
Le Journal des  
Francophones  
Depuis 1983

À surveiller  
LOIS SUR LES  
ARMES À FEU  
Page 8

ACTUALITES  
INFORMATIONS  
DIVERS  
SPORTS

**Le Soleil**  
de la **Floride**  
Le Journal des  
Francophones  
Depuis 1983

LE POINT  
TENNIS ET  
HOCKEY  
Page 14

# ON EMBARQUE !



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# INFO TOURISME



# MIAMI FAIT SON CINÉMA

**Le Soleil de la Floride**  
Le Journal des Francophones Depuis 1983

**BLESSÉ LORS D'UN ACCIDENT AUX ÉTATS-UNIS\***  
NANCY LAPIERRE  
ATTORNEE • AVOCATE • ACCIDENTS - USA  
4-877-364-9262  
INFORMEZ-VOUS DE VOS DROITS DE RECOURS EN MONÉTARIÉ  
CONSULTATION GRATUITE  
\*SICILIA FIANZI • HOLLAND • MONTREAL

Me Nancy Lapiere  
Avocate • Avocate • Accidents - USA  
nlapierre@lapierrelaw.com  
954.474.0455

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Le Journal des Francophones Depuis 1983

**AU GOLF AVEC YOHANN BENSON**

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**Le Soleil de la Floride**  
Le Journal des Francophones Depuis 1983

**QUE C'EST BON !**

PAGES 23 À 25

**Le Soleil de la Floride**  
Le Journal des Francophones Depuis 1983

**60 ANS DE SHOWBIZ**

**HARRIS**  
Bateaux neufs - Bateaux usagés  
Courtage - Pièces - Service  
Plus de détails:  
www.marinecanada.com  
Contactez-nous à:  
toll@marinecanada.com

Nous offrons un service en français:  
Dania Beach, Floride 3054 (304) 820-8500  
Fort Lauderdale, Floride 33304 (954) 954-9995

4550 Anglers Ave, Ft. Lauderdale - 320 N Federal Hwy, Dania Beach - 19157 SE Federal Hwy, Jupiter - 17211 Biscayne Blvd, North Miami Beach

**Marino**  
Bateaux neufs - Bateaux usagés  
Courtage - Pièces - Service  
Plus de détails:  
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**CNV Succès Absolus**

TELECHARGEZ L'APPLICATION GRATUITE CNV RADIO

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**MAIRESSE DE MONTREAL À MIAMI**

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**Floride: points saillants page 4**

**GILLES VILLENEUVE HONORÉ AU GP MIAMI**

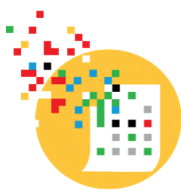
**AVENTURES FAMILIALES**

PAGES 23 & 26

NOUVELLE ADRESSE :  
312 E. Dania Beach Blvd Dania Beach, FL  
Terrasse couverte

**DAIRY BELLE**

954-920-3330  
www.dairybelleicecream.com  
voir page 19



# Le Soleil de la Floride

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