

# Bowling Star

At the beginning of this new millennium, the world of sports and recreation is burgeoning. The emergence of many new ultramodern bowling alleys, combined with the redevelopment of existing bowling alleys, unequivocally confirm the return of bowling to the forefront of fashionable activities in Quebec.

An essential media springboard, **Bowling Star** primarily reaches bowling enthusiasts who regularly visit the 500 bowling alleys and pro shops of Quebec, New Brunswick and Eastern Ontario.



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## READER PROFILE



*Reaches all the bowling enthusiasts in Quebec.*

<b>CIRCULATION &amp; FREQUENCY</b>	<b>DISTRIBUTION</b>	<b>MARKET</b>	<b>QTY</b>
15 000 6 ISSUES/YEAR	METHOD DROP POINTS	QUEBEC BOWLING ESTABLISHMENTS	100%
<b>CERTIFICATION</b>			
SWORN			