

**20th
edition
yearly**

REACH OUT GAY & LESBIANS WHO ARE PLANNING TO TRAVEL IN QUEBEC IN 2018-19

QUÉBEC'S LEADING TOURIST REFERENCE FOR LGBT PEOPLE
FROM HERE AND ELSEWHERE FOR 20 YEARS

The Readers of
QUEBEC RAINBOW GUIDE
are looking for :

- regions to discover;
- accommodations where they will be welcome;
- outstanding festivals and cultural events;
- natural attractions;
- relaxation and relaxation;
- nature, open spaces and the outdoors;
- good food and shopping;
- cities that have character and history;
- places to go out with friends ... or to make friends

In short, they want to live memorable experiences and
enjoy what Quebec can offer them better.

Number of readers
+300 000

Published since 1999
Print circulation : 42 000

PRINT copies
+ 210,000 READERS
VIRTUAL copies
+ 90,000 READERS

1 yearly edition

THE QUEBEC TOURIST GUIDE FOR THE LGBT COMMUNITY

SIZES

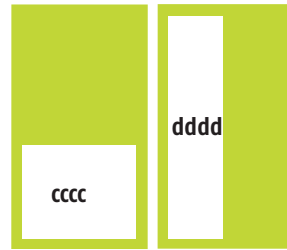


1 PAGE
aaaa
5,75" (l) X 10" (h)

For the bleed, add 1/8 " down, up and on each side.



1/3 PAGE
gggg
5" (l) X 2,75" (h)



1/2 PAGE
HORIZONTAL cccc
5" (l) X 4,25" (h)

1/2 PAGE
VERTICAL dddd
2,375" (l) X 9" (h)



1/4 PAGE
HORIZONTAL iiii
5" (l) X 2" (h)

1/4 PAGE
VERTICAL jjjj
2,375" (l) X 4,25" (h)

1/6 PAGE
HORIZONTAL kkkk
5" (l) X 1,25" (h)

1/6 PAGE
CARRÉ IIII
2,375" (l) X 2,75" (h)

20% rebate
if reservation is made before december 21, 2017

RATES / ISSUE

ADVERTISEMENT / ADVERTORIAL

IN THE TOURIST SECTION OF THE ADVERTISER OR IN ONE OF THE THEMATIC SECTIONS

Ad 1 PAGE (basic registration included)	\$ 1,900
Ad 1/2 PAGE (basic registration included)	\$ 1,100
Ad 1/4 PAGE (basic registration included)	\$ 640
Ad 1/6 PAGE (basic registration included)	\$ 395
Basic registration (50 to 70 words / Fr. & Eng.)	\$ 275

INCLUDING:

*REGISTRATION (text + photo) in the printed and virtual versions of the RAINBOW GUIDE if booked before April 3, 2018 (value \$ 250)

+

*AN ESTABLISHMENT SHEET in the DIRECTORY on FUGUES.com (worth \$ 200 per year)

OR

* AN EVENT SHEET at the web-mobile DIRECTORY on FUGUES.com (value \$ 300 per event)

DEADLINES GUIDE 2018
EARLY BIRD SPECIAL OFFERS
20% OFF FOR BOOKINGS MADE BEFORE DECEMBRE 21, 2017
10% OFF FOR BOOKINGS MADE BEFORE MARCH 2, 2018

+ GET A FREE REGISTRATION
IF BOOKING IS MADE BEFORE APRIL 3, 2018
RELEASE OF THE RAINBOW GUIDE: MAY 10, 2018

PACKAGES WITH FUGUES MAGAZINE

+ Add 1 issue in Fugues (1/4, 1/2 or 1 page) and get a banner in 1 newsletters of Fugues and on Fugues.com during 1 month.
OR

+ Add 3 issues in Fugues (1/4, 1/2 or 1 page) and get 5% off Fugues and get a banner in 3 Fugues newsletters and Fugues.com for 3 months.
OR

+ Add 6 issues in Fugues (1/4, 1/2 or 1 page) and get 15% off Fugues and get a banner in 6 Fugues newsletters and Fugues.com for 2 months.
OR

+ + Add 12 issues in Fugues (1/4, 1/2 or 1 page) and get 25% off the Fugues fare and get a banner in 12 Fugues newsletters and Fugues.com for 12 months.

GREATER IMPACT VISIBILITY

Official presenter (cover logo + a double page of advertising inside + web banner for 6 months section "Getaways")

BACK COVER (c4)	\$ 4,800
INSIDE FRONT OR BACK COVERS (c2) (c3)	\$ 3,070
Page 3	\$ 3,070
Page 5	\$ 2,665
Double page/Spread	\$ 3,400
Z-Top (2 pages unfolding cover)	\$ 8,000

MAP OF THE VILLAGE

The village map, produced in collaboration with SDC Village, is printed with 44,000 copies. 42,000 inserted in GUIDE 2018 + 2,000 separately.

COUVERTURE ARRIÈRE	4 500 \$
Panneau DOUBLE	2 500 \$
Panneau SIMPLE	1 500 \$

READERSHIP PROFILE

**20th
edition
yearly**

ÂGE MOYEN
39,9 ans

97 % of our Quebecois readers
will visit a region of Quebec this year

78 % SONT DES HOMMES
70 % DES LECTEURS ONT ENTRE 20 ET 55 ANS

AVERAGE HOUSEHOLD REVENUE**

47 % of readers have a household income of
over than \$75,000/year

34 % of readers have a household income of
over than \$100,000/year

.. WHICH IS WELL ABOVE THE NATIONAL AVERAGE

NUMBER OF PEOPLE IN THE HOUSEHOLD
52 % are in a relationship and stay with
their partner or spouse

FOR THEIR HOLIDAYS,
LAST YEAR...

43 %
SPENT BETWEEN \$1,500 & \$2,500

25 %
SPENT BETWEEN \$2,500 & \$5,000

28 %
SPENT OVER \$5,000

21 %
READERS RESIDING
OUTSIDE QUEBEC AND
PLANNING A TRIP TO
QUÉBEC

80 %
CONSIDER IT IMPORTANT
THAT THEIR HOTEL OR
MOTEL BE GAY-
FRIENDLY

61 %
WILL MAKE A TRIP OF
AT LEAST 5 NIGHTS

84 %
WILL DO ONE TRIP OR
A GETAWAY
AT LEAST 2 NIGHTS

67 %
ARE HIKERS

55 %
ARE AVID CYCLERS 5
MONTHS PER YEAR

45 %
DO SKI OR PRACTICE AN-
OTHER WINTER ACTIVITY
(HIKING, SNOWMOBIL-
ING, SNOWSHOEING)

31 %
CAMPING

93 %
GO TO THE RESTAU-
RANT AT LEAST TWICE
A MONTH

62 %
PLAN A TRIP OUTSIDE
QUÉBEC

FROM WHERE OUR READERS ARE...

- 60.3 % Montreal region Area
- 8,6 % Québec City region Area
- 5,6 % Elsewhere in Quebec
- 12,1 % Elsewhere in Canada
- 5,9 % Elsewhere in Americas
- 4,9 % In Europe
- 2,6 % Elsewhere in the World

* The LGBT CONSUMER INDEX SURVEY 2017 (de l'entreprise Community Marketing) surveyed 588 FUGUES readers. This survey was conducted online from the beginning of May until the end of June 2017 and readers of Fugues magazine were invited to participate. 595 of them answered the call and completed this annual survey. The data from this survey, cited here, are for Fugue readers only and not all 34,000 survey respondents.

** THE LGBT PROFILE / FUGUES READERS 2017 HAS REACHED 877 PEOPLE.

DATAS FROM THOSE TWO SURVEYS UNIQUELY MAP THE PROFILE OF FUGUES READERS. THEY DO NOT CLAIM TO PORTRAY GLBT COMMUNITIES AS A WHOLE

76 % of our readers do more
4 getaways and trips per year

**LGBT PURCHASING
POWER IN QUEBEC
OVER 15 BILLIONS \$**

Quebec gay, lesbian, bisexual
and trans (LGBT) people each
year have more than
\$ 15 billion in purchasing
power, but more than 7% of
Quebecers (more than 500,000
people) identify as LGBT.

This is confirmed by the 2017 update of
the study commissioned by the
Laurentian Bank and initiated by the
CCGQ. This study was first carried out
in 2010 by Léger Marketing with the
collaboration of SECOR.

20th EDITION OF THE
ANNUAL LGBTQ
TRAVEL GUIDE

**MEDIA
KIT
2018**

PRINT AND DIGITAL
TRAVEL GUIDE

PROFILE
OF READERS AND
THEIR CONSUMING
HABITS.

RATES AND
ADVERTISEMENT SIZES

DEADLINES AND
STREET DATES
2017-2019

ÉDITIONS NITRAM

1276 AMHERST
STREET
MONTRÉAL
QC H2L 3K8
T. 514-848-1854
F. 514-845-7645
www.fugues.com



20th EDITION OF THE ANNUAL LGBTQ TRAVEL GUIDE

MEDIA KIT 2018

PRINT AND DIGITAL TRAVEL GUIDE

PROFILE OF READERS AND THEIR CONSUMING HABITS.

RATES AND ADVERTISEMENT SIZES

DEADLINES AND STREET DATES 2017-2019

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DISTRIBUTION OF THE RAINBOW GUIDE

Reaching readers and consumers where they are ...

PRINT COPIES

NUMBER OF READERS 210,000
with a circulation of 42,000 (5 readers/copie)

We pay particular attention to the distribution of the RAINBOW GUIDE, to ensure that not only is each copy read and viewed by the largest number of LGBT people, but interest in the regions of Québec, its natural attractions and the events taking place there. Hence the reason that it is bilingual – in French and in English – pleasantly illustrated and updated each year. The GUIDE is distributed in several phases. A first wave is made in mid-May, and a second in mid-June, where there is no GUIDE left. In addition, we have identified a series of major LGBT events in Montreal and Quebec City (Pride Celebrations, LGBT Festival and Sports Tournaments) where we distribute a significant amount of copies. In the region, the GUIDE is available in a selection of gay-friendly businesses and several regional tourist reception offices, who have made the request. 80% of copies find takers in Quebec. The balance of 20% is distributed out of the province to promote what Quebec has to offer as LGBT-friendly events and institutions. Ontario, New England and Paris receive a significant portion of the copies. The distribution strategy is to take advantage of hosting international LGBT events to distribute copies of the GUIDE and / or the VILLAGE CARD at official venues or a selection of LGBT institutions.

WHERE AND WHEN WILL THE 42,000 PRINTED COPIES OF THE ARC-EN-CIEL GUIDE BE DISTRIBUTED?

MONTREAL AREA

Mid-may 2018 : 21 500 copies

Mid-june 2018 : 6 700 copies

PRIDE MONTREAL

Mid-August 2018: 500 copies

LGBT SPORT TOURNAMENT

Mid-june 2018

+ événements danse

Mid-november 2018 : 500 copies

QUEBEC CITY AREA

Mid-may 2018 : 3 000 copies

Fête Arc-en-ciel

End of August 2018 : 200 copies

ELSEWHERE IN QUÉBEC

Mid-mai 2018 : 1 200 copies

OUTSIDE QUEBEC

(20% OF CIRCULATION : 8 400 COPIES)

CALGARY, EDMONTON, VANCOUVER &

ST-JOHN

May 2018 : 1 200 copies

OTTAWA, TORONTO

May 2018 : 2 200 copies

BOSTON GAY PRIDE 2018

NEW YORK GAY PRIDE 2018

May-June 2018 : 1 000 copies

TORONTO — GAY PRIDE 2018

June 2018 : 1 700 copies

PROVINCETOWN, BURLINGTON & PLATTSBURG

June 2018 : 1 000 copies

PARIS SUMMER OF GAY GAMES

June to August 2018 : 1 200 copies



VIRTUAL COPIES

ANNUAL ESTIMATED DOWNLOADS FOR THE 2018 EDITION : MORE THAN 90,000

FOR THE LAST TWO GUIDES

GUIDE 2016 : MORE THAN 75,000

(MAY 2016 TO APRIL 2017)

GUIDE 2017 : MORE THAN 81,000

(MAY TO SEPTEMBER 2017)

Our digital versions (accessible via computers (desktop and laptop), tablets and smartphones) offer a very pleasant reading experience for readers and the possibility of direct links to advertisers' websites or facebook page.

1. PDF VERSION
DOWNLOADABLE VIA FUGUES.COM

2. ISSUU VERSION
VIA FUGUES.COM &
VIA ISSUU.COM

3. PRESS READER VERSION
VIA INSTITUTIONNAL
AND INDIVIDUAL SUBSCRIPTIONS
AT PRESSREADER.COM

4. BIBLIMAGS VERSION
VIA THE RÉSEAU DES
BIBLIOTHÈQUES
FRANCOPHONES