

# MAGAZINES RATES ADVERTISING SPACES

## REGULAR SPACES

RATES / ISSUE DEPENDING ON SIZE	1-2 X	3-4 X 10 % REBATE	5-8 X 15 % REBATE	9-12 X 20 % REBATE
<b>1 PAGE</b>	<b>\$1,950</b>	\$1,750	\$1,650	\$1,550
<b>1/2 PAGE</b>	<b>\$1,125</b>	\$990	\$935	\$880
<b>1/4 PAGE</b>	<b>\$650</b>	\$575	\$545	\$510
<b>1/8 PAGE</b>	<b>\$400</b>	\$355	\$335	\$300
<b>1/16 PAGE</b>	<b>\$235</b>	\$210	\$200	\$180
<b>SPREAD</b>	<b>\$3,500</b>	\$3,150	\$2,975	\$2 800
<b>The TOWER (1/2 with bleed)</b>	<b>\$1,250</b>	\$1,125	\$1,060	\$1,000
<b>The BLOCK (1/3 with bleed)</b>	<b>\$925</b>	\$830	\$785	\$740
<b>The PAGE SIDE COLUMN (1/4 with bleed)</b>	<b>\$700</b>	\$630	\$595	\$560

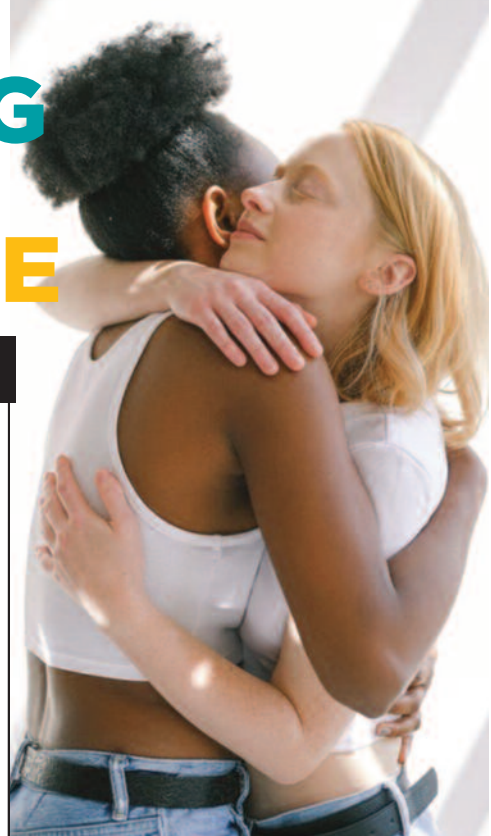
## HIGH VISIBILITY SPACES

RATES / ISSUE DEPENDING ON SIZE	1-2 X	3-4 X 10 % REBATE	5-8 X 15 % REBATE	9-12 X 20 % REBATE
<b>Page C4 (outside back cover)</b>	<b>\$5,000</b>	\$4,500	\$4,250	\$4,000
<b>Pages C2 or C3 (inside cover front /back)</b>	<b>\$3,070</b>	\$2,765	\$2,610 \$	\$2,455
<b>Spread C2 + P3 or Central pages Spread</b>	<b>\$5,865</b>	\$5,280	\$4,985 \$	\$4,695
<b>Page 3</b>	<b>\$3,070</b>	\$2,765	\$2,610 \$	\$2,455
<b>Page 5, 7 or 9</b>	<b>\$2,665</b>	\$2,400	\$2,265 \$	\$2,130
<b>Page 11, 13, 15, 17 or 19</b>	<b>\$2,455</b>	\$2,210	\$2,085 \$	\$2,085
<b>Page 21, 23, 25, 27 or 29</b>	<b>\$2,240</b>	\$2,015	\$1,905 \$	\$1,790
<b>Page 31, 33, 35, 37 or 39</b>	<b>\$2,100</b>	\$1,890	\$1,785 \$	\$1,680
<b>Z-Top</b>	<b>\$8,000</b>	\$7,200	\$6,800 \$	

## CONTENT MARKETING

WHEN YOU RESERVE ADVERTISING IN SEVERAL MAGAZINE ISSUES YOU CAN OBTAIN EDITORIAL CONTENT OF SIMILAR DIMENSIONS TO YOUR ADVERTISING (SEE PAGE 7). CONTACT US FOR MORE DETAILS.

# CONTENT MARKETING ONLY DIGITAL OR INCLUDING MAGAZINE



## MORE WAYS TO REACH YOUR CUSTOMERS WITHOUT DIRECT ADVERTISING

ARTICLE  
PRESENTED BY...

PARTNER  
CONTENT...

COMPANY  
PORTRAIT...

WEB SITE  
+  
NEWSLETTER  
+  
(BASIC)  
ORGANIC  
VISIBILITY  
ON FACEBOOK

MAGAZINE  
+  
WEB SITE  
+  
NEWSLETTER  
+  
(BASIC)  
ORGANIC  
VISIBILITY  
ON FACEBOOK

MAGAZINE  
+  
WEB SITE  
+  
NEWSLETTER  
+  
(BASIC) ORGANIC  
VISIBILITY  
ON FACEBOOK  
+  
APPLE NEWS

TEXT OF 775 TO 1200 WORDS  
(2 MAGAZINE PAGES)  
WITH 2 TO 6 PHOTOS PROVIDED  
BY THE CUSTOMER

\$2,775

\$3,700

\$4,100

TEXT OF 550 TO 750 WORDS  
(1 MAGAZINE PAGE)  
WITH 1 TO 4 PHOTOS PROVIDED  
BY THE CUSTOMER

\$1,575

\$2,100

\$2,600

TEXT OF 375 TO 450 WORDS  
(1/2 MAGAZINE PAGE)  
WITH 1 TO 2 PHOTOS PROVIDED  
BY THE CUSTOMER

\$1,000

\$1,200

\$1,800

TEXT OF 250 TO 300 WORDS  
(1/3 MAGAZINE PAGE)  
WITH 1 PHOTO PROVIDED  
BY THE CUSTOMER

\$750

\$995

\$1,300

### FACEBOOK BOOST / AMPLIFIED

to specifically target "the FRIENDS of  
FUGUES MAGAZINE and their friends"

### TWO CONTENT AMPLIFICATION OPTIONS

- > \$500 \$ to join on Facebook between 15,000 and 30,000 people
- > \$900 \$ to join on Facebook between 35,000 and 70,000 people

### FUGUES INSTAGRAM CAMPAIGN

Client must provide the photos

### TWO VISIBILITY OPTIONS

- > \$450 for one post
- > \$1000 for a count of 3 to 4 associated publications (in one week)

## PRODUCTION DEADLINE

ALLOW A  
MINIMUM OF  
**2 TO 3 WEEKS**  
(EXCLUDING  
HOLIDAY PERIODS)  
FOR THE  
PRODUCTION OF  
MARKETING  
CONTENT.  
TO THIS, ADD  
YOUR OWN  
APPROVAL TIMES.

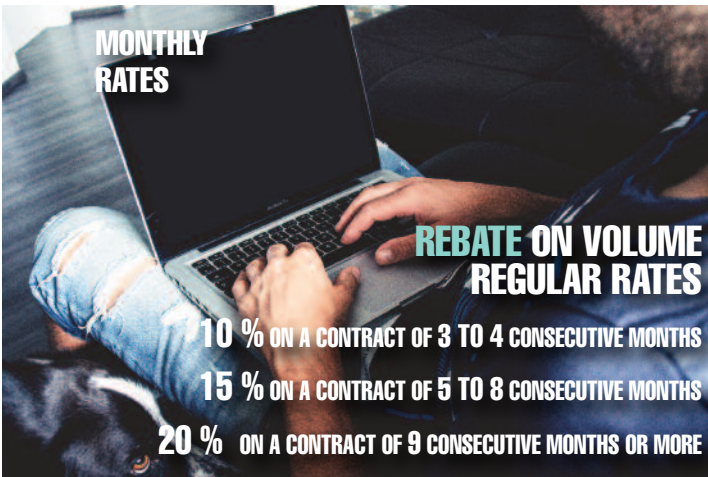
## REBATES

GET A  
DISCOUNT  
FOR  
CONTENT  
MARKETING  
IN THE  
«**QUOI FAIRE  
CLUBBING**»  
AND  
«**CONSO LOCALE**»

WE OFFER EXCELLENT PACKAGES  
THAT COMBINE CONTENT MARKETING  
AND ADVERTISING.

CONTACT US FOR A SOLUTION ADAPTED  
TO YOUR VISIBILITY OBJECTIVES ...  
[redaction@fugues.com](mailto:redaction@fugues.com)

# DIGITAL RATES WEB SITE



## MONTHLY RATES

### REBATE ON VOLUME REGULAR RATES

- 10% ON A CONTRACT OF 3 TO 4 CONSECUTIVE MONTHS
- 15% ON A CONTRACT OF 5 TO 8 CONSECUTIVE MONTHS
- 20% ON A CONTRACT OF 9 CONSECUTIVE MONTHS OR MORE

## NEWSLETTERS

REGULAR RATES FOR DIGITAL ADVERTISERS ONLY	NEWSLETTER SENT PER WEEK		
<b>SPECIAL RATES FOR COMBO PACKAGES WITH MAGAZINE PLACEMENT OR WITH CONTENT MARKETING (50% OFF REGULAR RATES)</b>	<b>NEWSLETTERS MONDAY WEDNESDAY FRIDAY</b>		
	2 sendings in 1 MONTH	4 sendings in 1 MONTH	8 sendings in 1 MONTH
<b>BIG BOX</b> 300 X 250 pixels <b>3 FIRST POSITIONS</b>	\$600	\$900	\$1,200
<b>BIG BOX</b> 300 X 250 pixels <b>STARTING AT 4<sup>TH</sup> POSITION</b>	\$500	\$750	\$1,000
<b>TOWER OR 1/2 PAGE</b> 300 X 600 pixels	\$800	\$1,200	\$1,600
<b>HALF BOX / BUSINESS CARD</b> 300 X 125 pixels	\$300	\$450	\$600
<b>LEADERBOARD</b> 970 X 90 pixels	\$500	\$750	\$1,000
<b>BILLBOARD</b> 970 X 250 pixels	\$800	\$1,200	\$1,600
<b>PRESENTER FOR A MONTH OF WEEKLY NEWSLETTERS ONE DAY OF THE WEEK — MONDAY OR WEDNESDAY OR FRIDAY</b> 970 X 250 pixels	<b>\$2,100</b>		

REGULAR RATES FOR ADVERTISERS FOR DIGITAL ONLY	The MOST POPULAR BANNER			
<b>SPECIAL RATES FOR COMBO PACKAGES WITH MAGAZINE PLACEMENT OR WITH CONTENT MARKETING (50% OFF REGULAR RATES)</b>	<b>BIG BOX</b> 300 X 250 PIXELS	<b>TOWER HALF-PAGE</b> 300 X 600 PIXELS OR <b>LEADERBOARD</b> 970 X 90PIXELS	<b>BILLBOARD</b> 970 X 250 PIXELS	<b>HALF BOX BUSINESS CARD</b> 300 X 125 PIXELS
	1 MONTH	1 MONTH	1 MONTH	1 MONTH
<b>VISIBILITY IN ROTATION ON HOME PAGE</b>	1 000\$	2 000\$	2 500\$	600\$
	500\$	1 000\$	1 350\$	300\$
<b>VISIBILITY IN ROTATION ON THE PAGES OF... ONE (1) SECTION</b>	500\$	1 000\$	1 250\$	300\$
	250\$	500\$	750\$	150\$
<b>VISIBILITY IN ROTATION ON THE PAGES OF... TWO (2) SECTIONS</b>	900\$	1 800\$	2 250\$	540\$
	450\$	900\$	1 125\$	270\$
<b>VISIBILITY IN ROTATION ON THE PAGES OF... THREE (3) SECTIONS</b>	1 200\$	2 400\$	3 000\$	720\$
	600\$	1 200\$	1 500\$	360\$
<b>VISIBILITY IN ROTATION ON THE PAGES OF... FOUR (4) SECTIONS</b>	1 400\$	3 200\$	960\$	960\$
	700\$	1 600\$	480\$	480\$
<b>PRICE FOR A WEEK :</b>		<b>CALCULATE HALF THE MONTHLY RATE FOR EACH BANNER SIZE</b>		

## FORMATS SIZES

<b>BIG BOX</b>	300 X 250 PIXELS
<b>TPWER or HALF PAGE</b>	300 X 600 PIXELS
<b>HALF BOX or BUSINESS CARD</b>	300 X 125 PIXELS
<b>NEW BANNER FORMATS</b>	
<b>LEADEARBOARD</b>	970 X 90 PIXELS
<b>BILLBOARD</b>	970 X 250 PIXELS
<b>NEW BANNER FORMAT</b>	
<b>APPLE NEWS BANNER</b>	1536 X 864 PIXELS

## DEDICATED NEWSLETTER

FOR CUSTOMERS WHO WANT TO STAND OUT BY BEING THE ONLY ADVERTISING CAMPAIGN.  
**PRICES STARTING AT \$ 2,500 AND \$ 4,000 WITH CONTENT CREATION**

# APPLE NEWS

## STARTING AT \$750/MONTH

WE ARE OFFERING TO CUSTOMERS WHO HAVE A VISIBILITY CONTRACT ON FUGUES.COM AND THE NEWSLETTER THE POSSIBILITY OF ADDING TO THE ADVERTISING CAMPAIGN ON FUGUES.COM OR IN THE NEWSLETTER, A BANNER ON THE FUGUES CHANNEL ON APPLE NEWS.