

RAINBOW GUIDE ARC-EN-CIEL

RAINBOW GUIDE ARC-EN-CIEL is the Quebec tourist guide for LGBTQ + people.

You will find ...

- a panorama of the all-tourist regions of Quebec who welcome LGBT people with open arms
- a selection of events of interest for LGBTQ + and allies
- suggestions for original experiences and memorable to experience in Quebec
- suggestions of places to sleep and have fun, eat, relax or shop.
- discovery trails
- providers of travel-related services
- some destinations outside Quebec to discover



RATES SAME RATES AS FUGUES AND THE SAME VOLUME DISCOUNTS WHEN COMBINED WITH FUGUES OR DÉCORHOMME

PARTICULARITIES OF THE RAINBOW GUIDE READERSHIP

COMPARED WITH THAT OF FUGUES

- MORE OFTEN IN A RELATIONSHIP 55% versus 46%
- MORE GENDER MIXED
 - 58% MEN
 - 39% WOMEN
 - 13% TRANS AND NON BINARY
- RESIDING EVERYWHERE, HERE AND ELSEWHERE
 - 56,1 % from the greater Montreal area
 - 15,3 % Elsewhere in Quebec
 - 28,6 % tourists from outside Quebec



PROFILE

AVERAGE HOUSEHOLD INCOME
\$82,200 / year

HOUSEHOLD INCOME
46 % INCOME OVER \$ 100,000
82 % INCOME OVER \$ 50,000

INTENTION to TRAVEL
96 % WILL TRAVEL IN QUEBEC
78 % WILL TRAVEL TO THE REST OF CANADA
WILL TRAVEL OUTSIDE THE COUNTRY WHEN IT IS EASIER TO DO SO
IN USA 71 %
IN LATINE AMERICA 45 %
IN EUROPE 40 %
ELSEWHERE IN THE WORLD 36 %

DEADLINE

GUIDE 2021 :
Closing Date
May 2021
Material
May 31 2021
Released date
JUNE 2021

GUIDE 2022 :
Closing Date
May 23 2022
Material
May 30 2022
Released date
JUNE 2022

CHECK OUT THE LATEST EDITION OF THE RAINBOW GUIDE IN DIGITAL FORMAT :

<https://www.fugues.com/magazines/4-guide-arc-en-ciel.html>

DISTRIBUTION PRINT & WEB

80% COPIES ARE PICKED UP IN QUEBEC.

20% PRINTED COPIES ARE DISTRIBUTED OUTSIDE THE PROVINCE to promote the best that Quebec has to offer as LGBT-friendly events and establishments. Ontario, New England and Paris receive a significant portion of copies. The distribution strategy outside Quebec consists of taking advantage of the holding of LGBT events to distribute copies of the GUIDE and / or the VILLAGE CARD on official sites or a selection of LGBT establishments. As for digital broadcasting, it is done in part through visibility exchange partnerships with Pride events and party circuit promoters.

MORE THAN **340 000 readers / potential clients**

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
1 PAGE	\$1,950	\$1,750	\$1,650	\$1,550
1/2 PAGE	\$1,125	\$990	\$935	\$880
1/4 PAGE	\$650	\$575	\$545	\$510
1/8 PAGE	\$400	\$355	\$335	\$300
1/16 PAGE	\$235	\$210	\$200	\$180
SPREAD	\$3,500	\$3,150	\$2,975	\$2 800
The TOWER (1/2 with bleed)	\$1,250	\$1,125	\$1,060	\$1,000
The BLOCK (1/3 with bleed)	\$925	\$830	\$785	\$740
The PAGE SIDE COLUMN (1/4 with bleed)	\$700	\$630	\$595	\$560

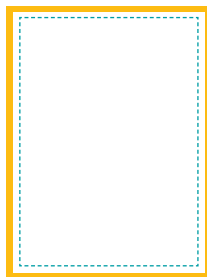
HIGH VISIBILITY SPACES

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

CONTENT MARKETING

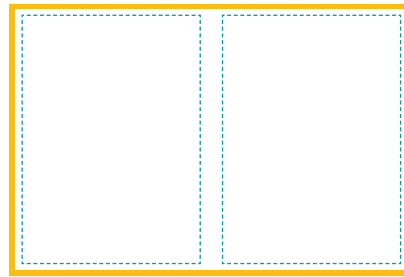
WHEN YOU RESERVE ADVERTISING IN SEVERAL MAGAZINE ISSUES YOU CAN OBTAIN EDITORIAL CONTENT OF SIMILAR DIMENSIONS TO YOUR ADVERTISING (SEE PAGE 7). CONTACT US FOR MORE DETAILS.

MAGAZINES AD SIZES



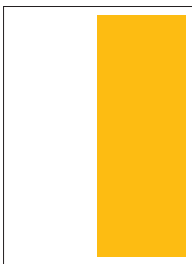
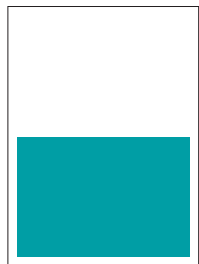
1 PAGE

○ TRIM SIZE		
WIDTH	HEIGHT	
8"	10.875"	
● SAFETY MARGIN		
WIDTH	HEIGHT	
7.5"	10.375"	
● With BLEED SIZE		
WIDTH	HEIGHT	
8.25"	11.125"	

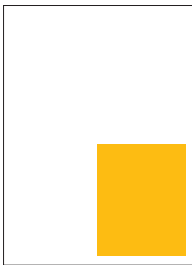
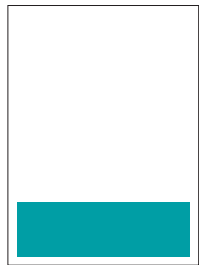


2 PAGES

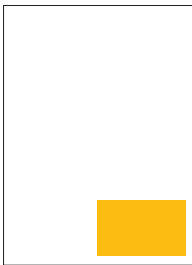
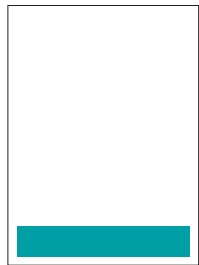
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● SAFETY MARGIN		
WIDTH	HEIGHT	
7.5"	10.375"	
● With BLEED SIZE		
WIDTH	HEIGHT	
16.25"	11.125"	



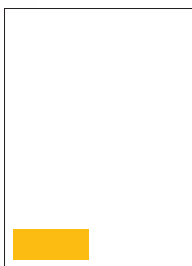
1/2 PAGE		
HORIZONTAL		
WIDTH	HEIGHT	
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VERTICAL		
WIDTH	HEIGHT	
3.575"	9.889"	



1/4 PAGE		
HORIZONTAL		
WIDTH	HEIGHT	
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VERTICAL		
WIDTH	HEIGHT	
3.575"	4.832"	



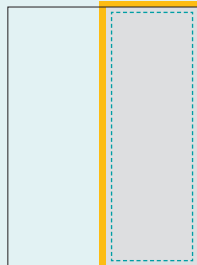
1/8 PAGE		
HORIZONTAL		
WIDTH	HEIGHT	
7.375"	1.1"	
CARTE D'AFFAIRE		
LARGEUR	HAUTEUR	
3.575"	2.32"	



1/16 PAGE		
FORMAT		
WIDTH	HEIGHT	
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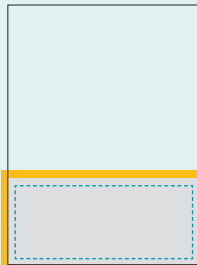
SPECIAL FORMATS

These formats are offered only in editorial pages, in left or right. In addition, you must notify your representative if you wish to reserve one of these formats.



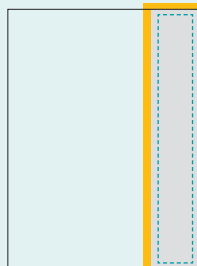
THE TOWER

○ TRIM SIZE		
WIDTH	HEIGHT	
3.95"	10.875"	
● SAFETY MARGIN		
WIDTH	HEIGHT	
3.7"	10.375"	
● With BLEED SIZE		
WIDTH	HEIGHT	
4.2"	11.125"	



THE BLOCK

○ TRIM SIZE		
WIDTH	HEIGHT	
8"	3.52"	
● SAFETY MARGIN		
WIDTH	HEIGHT	
7.75"	3.27"	
● With BLEED SIZE		
WIDTH	HEIGHT	
8.25"	3.77"	



THE PAGE SIDE COLUMN

○ TRIM SIZE		
WIDTH	HEIGHT	
2"	10.875"	
● SAFETY MARGIN		
WIDTH	HEIGHT	
1.25"	10.375"	
● With BLEED SIZE		
WIDTH	HEIGHT	
2.25"	11.125"	

MAGAZINES TECHNICAL SPECIFICATIONS

OUR MAGAZINES ARE PRODUCED USING THE CTP METHOD

(COMPUTER-TO-PLATE).

PRINTING :	Quadrichromy (CMYK) on fullweb press
LINEAR :	133 lpi
PRESS GAIN (INK) :	20 %
MAXIMAL DENSITY :	280 %
PAPER :	95 M (interior pages) et 200M (cover pages C1, C2, C3 & C4)
BLACK :	To get a truly dark black, it is best to add 20% CYAN to your black.
BLEED :	Add 0.25 inch to full page format
SAFETY MARGIN FOR TEXT :	0.25 inch inside full page size

FILES ACCEPTED

PDF : HIGH RESOLUTION (maximum 300 ppp).

Must contain all embedded fonts

EPS : 266 dpi / CMYK / Preview : Macintosh 8 bit

TIFF : 266 dpi / CMYK

JPEG : 266 dpi / CMYK / Compression at 12 / Maximum Quality

FILES REFUSED

IN DESIGN, WORD, EXCEL, POWERPOINT, CORELDRAW, PAINT, PUBLISHER, QUARKXPRESS PASSPORT

COMPRESSION : EXE, .RAR

SENDING YOUR ADVERTISING MATERIAL

- Email to your advertising consultant. Limit 10 MB. Compression format used .ZIP
- "We Transfer" to your advertising consultant's email.

Using an Internet browser.

ADDRESS : ftpclient.fugues.com

Add your document (s), enter your E-MAIL and a short message with the name of your representative.

You will receive an E-MAIL confirming the shipments as well as one when the document has been taken by our graphic designers.

**AS SOON AS THE ELECTRONIC DOCUMENT IS DEPOSITED ON OUR FTP SITE OR
OUR ADVERTISING TRANSFER SITE, YOU MUST INDICATE IT BY EMAIL TO YOUR REPRESENTATIVE.**



COLOR QUALITY CONTROL

Color quality is guaranteed within an acceptable tolerance of rotary press fit capabilities. Color rendering is therefore indebted to this data.

Also, since printing is done in 8-pages or 16-pages magazine sheets, calibration is done by averaging and variation in hue and density may occur without our having complete control.