

DÉCORHOMME

SPECIAL ISSUE • LIFESTYLE COMPLEMENT TO FUGUES MAGAZINE

The two editions of DECORHOMME are ESSENTIALS, especially for...

- real estate projects
- renovation services
- aesthetic treatments
- decoration and design
- health products
- motor vehicles
- men's fashion
- events
- good addresses of all kinds

PRICES AND SIZES

Same as FUGUES and same discounts applicable on volume.

READERSHIP PARTICULARITIES

COMPARED WITH THAT OF FUGUES

A little older

55% of readers are over 45 years old

More often in a couple

55% versus 46%

More masculine

less than 10% of female readers,
92% men vs 69%

More Montrealers

distribution is mainly done in the greater Montreal area and among advertisers

DISTRIBUTION

The printed edition of DECORHOMME is distributed essentially in the greater Montreal area and on subscription. The digital version is sent to 20,000 subscribers to our newsletters and searchable or downloadable via the website and magazine publishing platforms ISSUU, PressReader and Bibliomags.

In total, each edition of DECORHOMME is seen by more than of 200,000 potential customers

PROFILE

GENDER WITH WHICH THEY IDENTIFY

92% Men
8% Women

BY AGE GROUPS

Less than 35 years old 16%
36 to 45 years old 29%
46 to 55 years old 35%
Over 56 years old 20%

PURCHASE INTENT IN NEXT 12 MONTHS

Motor vehicle 24%
House/condo 25%
Cell phone 36%
Appliances 44%
+ 1000\$ in furniture 43%
+ 500\$ in clothes 86%

59% ARE OWNERS

41% ARE TENANTS

AVERAGE HOUSEHOLD INCOME OF READERS

\$83,350

21% household income over \$100,000/year

79% household income over \$50,000/year

DEADLINES

ISSUES	CLOSING DATES	MATERIAL	DISTRIBUTION
DECORHOMME SPING + SUMMER 2022			
N° 67	25-02-2022	28-02-2022	10-03-2022
DECORHOMME FALL + WINTER 2022			
N° 68	30-09-2022	03-10-2022	13-10-2022

92% Plan renovations

71% Going out for a drink

55% ARE IN COUPLES

WILL TRAVEL

In Quebec 96%
Outside Quebec 43%
AS SOON AS POSSIBLE



CONSULT THE DECORHOMME IN DIGITAL FORMAT

www.fugues.com/magazines

DEADLINE & EDITORIAL PLANNING

Deadlines

ISSUES	CLOSING DATES	MATERIAL	DISTRIBUTION
DECEMBER 2021 + JANUARY 2022 N° 452	DOUBLE ISSUE 12-11-2021	15-11-2021	25-11-2021
FEBRUARY 2022 N° 453	14-01-2022	17-01-2022	27-01-2022
MARCH 2022 N° 454	11-02-2022	14-02-2022	24-02-2022
DÉCORHOMME 2022 SPRING + SUMMER N° 67	25-02-2022	28-02-2022	10-03-2022
APRIL 2022 N° 455	11-03-2022	14-03-2022	24-03-2022
MAY 2022 N° 456	15-04-2022	18-04-2022	28-04-2022
RAINBOW GUIDE 2022-2023 N° 457	ANNUAL BILINGUAL TOURISM GUIDE 08-04-2022	11-04-2022	12-05-2022
JUNE 2022 N° 458	13-05-2022	16-05-2022	26-05-2022
JULY 2022 N° 459	10-06-2022	13-06-2022	23-06-2022
AUGUST 2022 N° 460	14-07-2022	15-07-2022	28-07-2022
SEPTEMBER 2022 N° 461	19-08-2022	22-08-2022	01-09-2022
OCTOBER 2022 N° 462	16-09-2022	19-09-2022	29-09-2022
DÉCORHOMME 2022 FALL + WINTER N° 68	30-09-2022	03-10-2022	13-10-2022
NOVEMBER 2022 N° 463	14-10-2022	17-10-2022	27-10-2022
DECEMBER 2022 + JANUARY 2023 N° 464	DOUBLE ISSUE 18-11-2022	21-11-2022	30-11-2022

Editorial planning

FUGUES DECEMBER + JANUARY **DOUBLE ISSUE**

LIVING BETTER WITH HIV | GIFT IDEAS TO GIVE | END OF THE YEAR PARTYS | WHAT DOES THE YEAR AHEAD HOLD

FUGUES FEBRUARY

COUPLE | UNION AND CELEBRATIONS | WINTER ACTIVITIES AND GETAWAYS | ETHNIC COMMUNITIES | BILAN 2020

FUGUES MARCH

FOOD | TERROIR | ORGANIC & VEGGIE | SUGAR SHACKS

DÉCORHOMME SPING + SUMMER **SPECIAL**

Real Estate | Renovation | Decoration | Fashion | Beauty | Travel | Good addresses

FUGUES APRIL

LGBTQ + ENTREPRENEURSHIP | PROFESSIONALS | COMMUNITY PORTRAITS

FUGUES MAY

FIGHT AGAINST HOMOPHOBIA AND TRANSPHOBIA | BEAUTIFUL AND HEALTHY

RAINBOW GUIDE **SPECIAL**

Suggested routes | Regions to discover | Experiences, establishments and events

FUGUES JUNE

OUTDOOR | THE SUMMER LIST | TERRACES | CAMPINGS | TORONTO PRIDE | WHAT TO DO, WHEN AND WHERE?

FUGUES JULY

LOCAL TOURISM | WHAT TO DO, WHEN AND WHERE?

FUGUES AUGUST **BOOK YOUR SPACE EARLY!**

PRIDE EDITION, EXPRESS YOUR SUPPORT!



FUGUES SEPTEMBER

BACK TO SCHOOL | CULTURE, TRAINING AND LEISURE

FUGUES OCTOBER

COMING-OUT | BLACK & BLUE FESTIVAL | ART & CULTURE | TRAVEL & CRUISES |

DÉCORHOMME FALL + WINTER **SPECIAL**

Real Estate | Renovation | Decoration | Fashion | Beauty | Travel | Good addresses

FUGUES NOVEMBER

IMAGE + NATION FESTIVAL | PREPARING FOR RETIREMENT | BEAUTY AND AESTHETICS



MAGAZINE RATES

FUGUES • DECORHOMME • GUIDE-ARC-EN-CIEL

REGULAR SPACES

RATES / ISSUE

	1-2 ISSUES	3-4 ISSUES 10 % REBATE	5-8 ISSUES 15 % REBATE	9-12 ISSUES 20 % REBATE
1 PAGE	\$2000	\$1800	\$1700	\$1600
1/2 PAGE	\$1150	\$1035	\$975	\$920
1/4 PAGE	\$675	\$605	\$570	\$540
1/8 PAGE	\$400	\$355	\$335	\$300
1/16 PAGE	\$235	\$210	\$200	\$180
SPREAD	\$3600	\$3240	\$3060	\$2880
TOWER	\$1250	\$1125	\$1060	\$1000
BLOCK	\$925	\$830	\$785	\$740
PAGE SIDE COLUMN	\$700	\$630	\$595	\$560

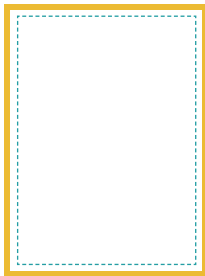
HIGH VISIBILITY SPACES

RATES / ISSUE

	1-2 ISSUES	3-4 ISSUES 10 % REBATE	5-8 ISSUES 15 % REBATE	9-12 ISSUES 20 % REBATE
BACK COVER C4	\$5000	\$4500	\$4250	\$4000
INSIDE COVER C2 OU C3	\$3070	\$2765	\$2610	\$2455
SPREAD C2 + P3 OR CENTRAL PAGES SPREAD	\$5865	\$5280	\$4985	\$4695
PAGE 3	\$3070	\$2765	\$2610	\$2455
PAGE 5, 7 OR 9	\$2665	\$2400	\$2265	\$2130
PAGE 11, 13, 15, 17 OR 19	\$2455	\$2210	\$2085	\$2085
PAGE 21, 23, 25, 27 OR 29	\$2240	\$2015	\$1905	\$1790
PAGE 31, 33, 35, 37 OR 39	\$2100	\$1890	\$1785	\$1680
Z-TOP	\$8000	\$7200	\$6800	—

MAGAZINES AD SIZES

FUGUES + DECORHOMME + GUIDE-ARC-EN-CIEL



1 PAGE

○ TRIM SIZE

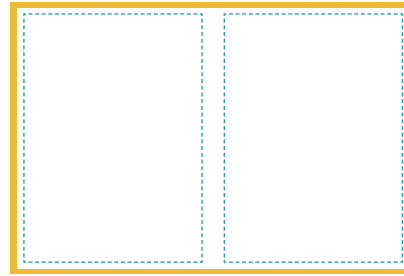
WIDTH	HEIGHT
8"	10.875"

● SAFETY MARGIN

WIDTH	HEIGHT
7.5"	10.375"

● With BLEED SIZE

WIDTH	HEIGHT
8.25"	11.125"



2 PAGES / SPREAD

○ TRIM SIZE

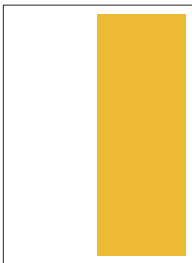
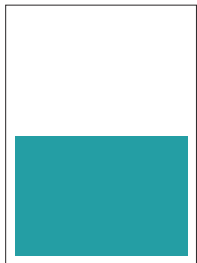
WIDTH	HEIGHT
16"	10.875"

● SAFETY MARGIN

WIDTH	HEIGHT
7.5"	10.375"

● With BLEED SIZE

WIDTH	HEIGHT
16.25"	11.125"



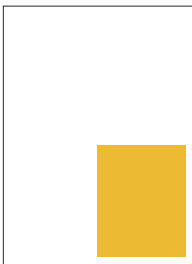
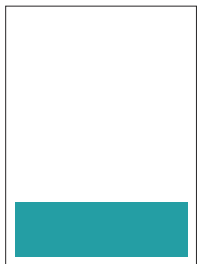
1/2 PAGE

HORIZONTAL

WIDTH	HEIGHT
7.375"	4.83"

VERTICAL

WIDTH	HEIGHT
3.575"	9.889"



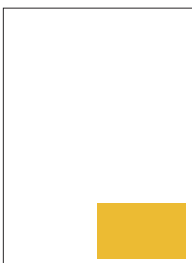
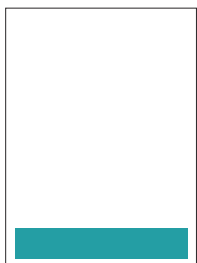
1/4 PAGE

HORIZONTAL

WIDTH	HEIGHT
7.375"	2.323"

VERTICAL

WIDTH	HEIGHT
3.575"	4.832"



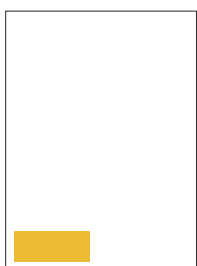
1/8 PAGE

HORIZONTAL

WIDTH	HEIGHT
7.375"	1.1"

CARTE D'AFFAIRE

LARGEUR	HAUTEUR
3.575"	2.32"



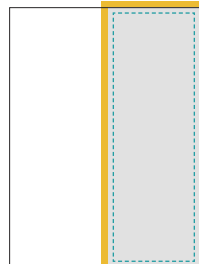
1/16 PAGE

FORMAT

WIDTH	HEIGHT
3.575"	1.1"

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.



TOWER

○ TRIM SIZE

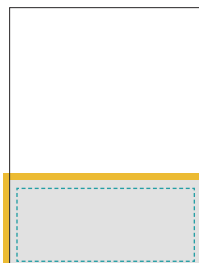
WIDTH	HEIGHT
3.95"	10.875"

● SAFETY MARGIN

WIDTH	HEIGHT
3.7"	10.375"

● With BLEED SIZE

WIDTH	HEIGHT
4.2"	11.125"



BLOCK

○ TRIM SIZE

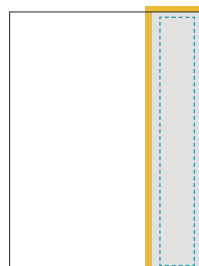
WIDTH	HEIGHT
8"	3.52"

● SAFETY MARGIN

WIDTH	HEIGHT
7.75"	3.27"

● With BLEED SIZE

WIDTH	HEIGHT
8.25"	3.77"



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"

TECHNICAL SPECIFICATIONS

MAGAZINES

PRODUCED USING THE CTP METHOD *COMPUTER TO PLATE*

PRINTING :	QUADRICHRROMY (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, 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

SENDING YOUR ADVERTISING MATERIAL

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

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.

FILES REFUSED

IN DESIGN, WORD, EXCEL, POWERPOINT, CORELDRAW, PAINT, PUBLISHER, QUARKXPRESS PASSPORT
COMPRESSION : EXE, .RAR

WEBSITE

ACCEPTED FORMATS

GIF, GIF ANIMATED, JPG and HTML

ANIMATED GIF BANNERS

The first frame of the animation cannot be a solid background. This image must contain a minimum of relevant information about the campaign in order to be able to identify it (this image will be seen by Internet users accessing the site via certain mobiles). The animation cannot contain any transparency. The animation duration must be 15 seconds or less.

You must provide a standard backup version (GIF or JPG).

HTML BANNERS

Whether the banner is static or animated in HTML, the set should not exceed 150 KB. The animation should not exceed 15 seconds. Each ad must include the index.html file, the capture.jpg file and the "assets" folder in a folder. In the "assets" folder, it should only contain images, scripts and CSS.

URL

Don't forget to include the URL link when sending material, for jpg or gif or HTML files.

A banner ad with a white background should be surrounded by a solid border of at least 1 pixel (black is recommended).

NEWSLETTERS

ACCEPTED FORMATS

GIF, GIF ANIMATED and JPG

BANNIÈRES «GIF ANIMÉ»

the first frame of the animation cannot be a solid background. This image should contain a minimum of relevant information about the campaign. The animation should be 10 seconds or less.

You must provide a standard backup version (GIF or JPG).

URL

Don't forget to include the URL link when sending material, for jpg or gif or HTML files.



IMPORTANT

The final material must be sent at least 5 days before the broadcast date and must include the URL link to be used.