

# RAINBOW GUIDE

SPECIAL ISSUE • BILINGUAL QUEBEC LGBTQ+ TOURIST GUIDE

The RAINBOW GUIDE is ESSENTIAL, especially for...

A panorama of the touristic regions of Quebec who welcome LGBT people.

A selection of events of interest for LGBTQ+ and allies.

Suggestions for original and memorable experiences to live in Quebec.

Suggestions of places to sleep, having fun, eating, relaxing or shopping.

Discovery trails.

Related service providers to travel.

Some destinations outside Quebec to discover.

## PROFILE

### WILL TRAVEL

In Quebec **96%**  
In the rest of Canada **78%**

### WILL TRAVEL OUTSIDE THE COUNTRY

AS SOON AS POSSIBLE

United States **71%**  
South America **45%**  
Europe **40%**  
Elsewhere in the world **36%**



### AVERAGE HOUSEHOLD INCOME OF READERS

**\$82,200**

**46%** household income over \$100,000/year

**82%** household income over \$50,000/year

## PRICES AND SIZES

Same as FUGUES and same discounts applicable on volume.

## READERSHIP PARTICULARITIES

COMPARED WITH THAT OF FUGUES

### More mixed

58% men, 39% women  
and 3% trans and non-binary

### More often as a couple

55% versus 46%

### Residing everywhere, here and elsewhere

56.1% in the greater Montreal area,  
15.3% elsewhere in Quebec  
and 28.6% tourists from outside Quebec

## DISTRIBUTION

**80%** of copies find takers in Quebec.

**20%** of printed copies are distributed outside the province in order to promote the best that Quebec has to offer in terms of LGBT friendly activities, events and establishment

Ontario, New England and Paris receive a significant portion of copies. The distribution strategy outside Quebec consists of taking advantage of the holding of events LGBT to distribute copies of the GUIDE and/or the VILLAGE MAP on the official places or a selection of LGBT establishments. As for digital broadcasting it is done in part thanks to visibility exchange partnerships with events Pride and party circuit promoters.

**+ 340,000 potential customers will be reached**

## DEADLINES

ISSUES	CLOSING DATES	MATERIAL	DISTRIBUTION
<b>RAINBOW GUIDE / ARC-EN-CIEL 2022-2023</b>			
N° 457	08-04-2022	11-04-2022	12-05-2022

**CONSULT THE RAINBOW GUIDE IN DIGITAL FORMAT**

[www.fugues.com/magazines](http://www.fugues.com/magazines)

# DEADLINE & EDITORIAL PLANNING

## Deadlines

ISSUES	CLOSING DATES	MATERIAL	DISTRIBUTION
<b>DECEMBER 2021 + JANUARY 2022</b> N° 452	DOUBLE ISSUE 12-11-2021	15-11-2021	25-11-2021
<b>FEBRUARY 2022</b> N° 453	14-01-2022	17-01-2022	27-01-2022
<b>MARCH 2022</b> N° 454	11-02-2022	14-02-2022	24-02-2022
<b>DÉCORHOMME 2022 SPRING + SUMMER</b> N° 67	25-02-2022	28-02-2022	10-03-2022
<b>APRIL 2022</b> N° 455	11-03-2022	14-03-2022	24-03-2022
<b>MAY 2022</b> N° 456	15-04-2022	18-04-2022	28-04-2022
<b>RAINBOW GUIDE 2022-2023</b> N° 457	ANNUAL BILINGUAL TOURISM GUIDE 08-04-2022	11-04-2022	12-05-2022
<b>JUNE 2022</b> N° 458	13-05-2022	16-05-2022	26-05-2022
<b>JULY 2022</b> N° 459	10-06-2022	13-06-2022	23-06-2022
<b>AUGUST 2022</b> N° 460	14-07-2022	15-07-2022	28-07-2022
<b>SEPTEMBER 2022</b> N° 461	19-08-2022	22-08-2022	01-09-2022
<b>OCTOBER 2022</b> N° 462	16-09-2022	19-09-2022	29-09-2022
<b>DÉCORHOMME 2022 FALL + WINTER</b> N° 68	30-09-2022	03-10-2022	13-10-2022
<b>NOVEMBER 2022</b> N° 463	14-10-2022	17-10-2022	27-10-2022
<b>DECEMBER 2022 + JANUARY 2023</b> 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	<b>\$2000</b>	\$1800	\$1700	\$1600
1/2 PAGE	<b>\$1150</b>	\$1035	\$975	\$920
1/4 PAGE	<b>\$675</b>	\$605	\$570	\$540
1/8 PAGE	<b>\$400</b>	\$355	\$335	\$300
1/16 PAGE	<b>\$235</b>	\$210	\$200	\$180
SPREAD	<b>\$3600</b>	\$3240	\$3060	\$2880
TOWER	<b>\$1250</b>	\$1125	\$1060	\$1000
BLOCK	<b>\$925</b>	\$830	\$785	\$740
PAGE SIDE COLUMN	<b>\$700</b>	\$630	\$595	\$560

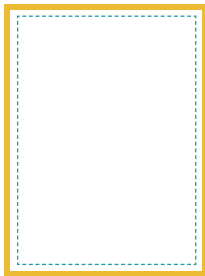
## HIGH VISIBILITY SPACES

RATES / ISSUE

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

# MAGAZINES AD SIZES

FUGUES + DECORHOMME + GUIDE-ARC-EN-CIEL



## 1 PAGE

○ TRIM SIZE

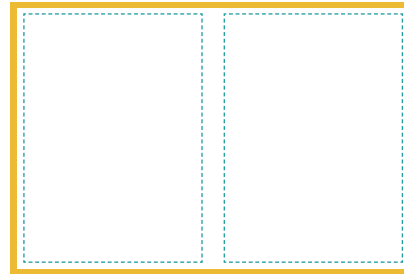
WIDTH	HEIGHT
8"	10.875"

● SAFETY MARGIN

WIDTH	HEIGHT
7.5"	10.375"

● With BLEED SIZE

WIDTH	HEIGHT
8.25"	11.125"



## 2 PAGES / SPREAD

○ TRIM SIZE

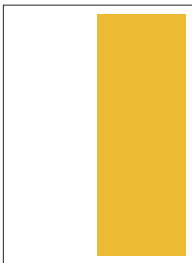
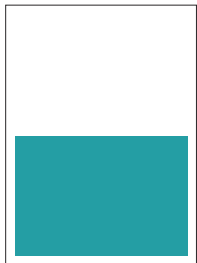
WIDTH	HEIGHT
16"	10.875"

● SAFETY MARGIN

WIDTH	HEIGHT
7.5"	10.375"

● With BLEED SIZE

WIDTH	HEIGHT
16.25"	11.125"



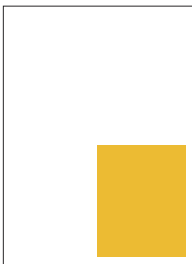
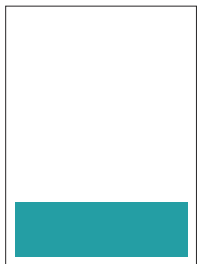
## 1/2 PAGE

**HORIZONTAL**

WIDTH	HEIGHT
7.375"	4.83"

**VERTICAL**

WIDTH	HEIGHT
3.575"	9.889"



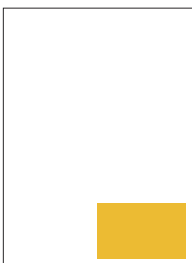
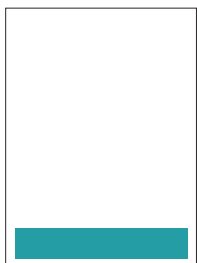
## 1/4 PAGE

**HORIZONTAL**

WIDTH	HEIGHT
7.375"	2.323"

**VERTICAL**

WIDTH	HEIGHT
3.575"	4.832"



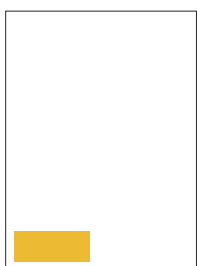
## 1/8 PAGE

**HORIZONTAL**

WIDTH	HEIGHT
7.375"	1.1"

**CARTE D'AFFAIRE**

LARGEUR	HAUTEUR
3.575"	2.32"



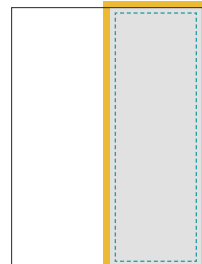
## 1/16 PAGE

**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

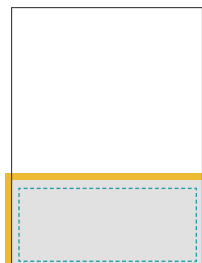
WIDTH	HEIGHT
3.95"	10.875"

● SAFETY MARGIN

WIDTH	HEIGHT
3.7"	10.375"

● With BLEED SIZE

WIDTH	HEIGHT
4.2"	11.125"



## BLOCK

○ TRIM SIZE

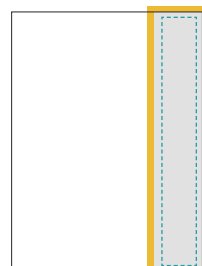
WIDTH	HEIGHT
8"	3.52"

● 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.