

fugues

MEDIA KIT

**GROUPE
HOM**

100% LGBTQ+ QUEBEC
PRINT & DIGITAL MEDIAS

fugues



WHO WE ARE

A great source of information and inspiration for the communities of sexual and gender diversity, **FUGUES** has been supporting readers in their adult lives since 1984. Through interviews, reports, chronicles, suggestions of activities of all kinds, **FUGUES** offers a rich content of specialized information and of general interest for LGBTQ+ people and their allies.

FUGUES MAGAZINE

Even today, **FUGUES** magazine relies on a strong sense of identity with its readers of all ages, in particular among men aged 30 to 50.

310,000 readers on average

58% read a printed copy

51% read a digital copy

11% therefore regularly read the magazine in its two formats

PRINTED COPIES

CIRCULATION

25,000 copies

CIRCULATION VARYING BETWEEN 23,500 AND 27,500

179,800 readers

7.1 readers per copy

DISTRIBUTION

160 places

DISTRIBUTION LOCATIONS

83.5% Montreal area

6.2% Quebec region

6.3% Elsewhere in Quebec

4.2% Outside Quebec

DIGITAL COPIES

170 000 readers

VIA THE PLATFORMS

ISSUU.com

free access and by subscription

Fugues.com

free access

PressReader.com

access by subscription

BibliMags.ca

access by subscription

Magzter.com

access by subscription

CONSULT THE FUGUES IN DIGITAL FORMAT
www.fugues.com/magazines

WEBSITE + NEWSLETTERS

The presence of **FUGUES** on the web dates back to the end of the 90s and the current website (adaptive and optimized for both computers and mobiles) is updated daily.

215,000 visitors / month

551,000 page views / month

AVERAGE TIME SPENT ON SITE

2 min. 58 sec.



SOCIAL NETWORKS & APPLE NEWS

FUGUES has a strong and growing presence on **Facebook**, **Instagram**, **Tik Tok** and **Twitter**. **FUGUES** has an **APPLE NEWS** channel that reaches between 9,000 and 20,000 people each month with more than 22,500 articles read on average

UNMISSABLE SPECIAL EDITIONS

POCKET GUIDE

Our LGBTQ+ tourist brochures for Montreal and Quebec

ATTRACTIVE CONTENT

IN EACH EDITION OF FUGUES

We find a mix of surveys, reports, interviews, chronicles, culture, community, consumption and opinions.

NEWS

Political revivals, emerging currents in Quebec and around the world, rights and claims, major interviews with those who make the news.

CULTURE

Focus on works, artists, creative phenomena and creative trends: music, literature, plastic arts, new technologies...

COMMUNITY

Support, leisure and sports, business and referral lists.

CONSUME

Good addresses and a summary of what is new to consume: vehicles, fashion and accessories, financial services, etc.

HEALTH

Physical and mental health, sexual health, prevention, HIV, etc.

WHAT TO DO

Escape: a city, a country, a great capital, an unknown corner... Our suggestions for outings: films, shows, exhibitions, clubbing, restaurants to discover, etc.

RAINBOW GUIDE

Escape: a city, a country, a large capital, a little-known corner, a major event outside of Montreal attractive to LGBTQ+ people.

DECORHOMME

Twice a year (MARCH and OCTOBER), a large thematic section on decoration, real estate and design. And occasionally two or four thematic pages.

« "With *FUGUES*, you don't need to break your head to reach more than 310,000 LGBTQ+ consumer readers" »



CONSULT THE FUGUES IN DIGITAL FORMAT

www.fugues.com/magazines

READERSHIP PROFILE

SOCIO-DEMOGRAPHIC DATA

AGE

38.6 YEARS
ON AVERAGE

BREAKDOWN BY MEDIA TYPE

40.5 years Magazine (PRINT + DIGITAL)

36.2 years Website

DISTRIBUTION BY AGE GROUPS

| | MAGAZINE PRINTED | MAGAZINE DIGITAL | WEBSITE |
|--------------------|---------------------|---------------------|--------------|
| 25 years and under | 10.1% | 11.4% | 13.4% |
| 26 to 35 years | 20.6% | 22% | 23.2% |
| 36 to 45 years | 25% | 24.9% | 24.6% |
| 46 to 55 years | 24.4% | 23.5% | 22.4% |
| Over 56 years | 19.9% | 18.2% | 16.4% |

The majority of readers **71%** are between 26 and 55 years old

PLACE OF RESIDENCE

| | MAGAZINE PRINTED | MAGAZINE DIGITAL | WEBSITE |
|---------------------|---------------------|---------------------|------------|
| Montreal region | 93% | 76% | 67% |
| Quebec region | 4% | 4% | 6% |
| Elsewhere in Quebec | 2% | 6% | 7% |
| Outside Quebec | 1% | 14% | 20% |

AVERAGE HOUSEHOLD INCOME OF READERS

79,970\$ KNOWING THAT 50%
ARE IN COUPLES

39% household income over \$100,000/year

75% household income over \$50,000/year

LGBT purchasing power in Quebec
is + **17 billion** per year

Gays, lesbians, bisexuals and trans people (LGBT) in Quebec not only have more than 15 billion dollars of purchasing power each year, but 7.4% of Quebec adults (i.e. more than 516,000 people) identify as being LGBT.

Survey carried out in May and June 2023 by CMI among 887 people who read FUGUES in one form or another.



92% of our readers regularly make purchases from companies that advertise in FUGUES...

GENDER WITH WHICH THEY IDENTIFY

68.6% Men

27.5% Woman

12.9% Transgender and Non-binary

Note that some people listed more than one identity, such as male/non-binary or female/transgender

50% ARE IN COUPLE

ORIENTATION

82.5% Homosexual

11.5% Bisexual or Pansexual

4.5% Heterosexual

1.5% Asexual or demisexual

HIGHEST LEVEL OF EDUCATION ACHIEVED

41% University

39% CÉGEP, college or trade school

20% Secondary / other

52% ARE OWNERS

48% ARE TENANTS

READERSHIP PROFILE

SOCIO-DEMOGRAPHIC DATA

92% agree they view companies that advertise in LGBTQ+ media more positively. And about the same number, agreed that they regularly (6-10 times) or very regularly (more than 10+ times per year) read or watched FUGUES in print or digital form.

88%

view companies that raise awareness and advertise inclusive of the LGBTQ+ community more positively.

69%

have at least one pet.

PURCHASE INTENT

NEXT 12 MONTHS

Motor vehicle **23%**

HALF THINK HYBRID OR ELECTRIC

Cell phone **46%**

+ \$20,000 in renovations **37%**

TRAVEL INTENTION

NEXT 12 MONTHS

Take more vacations **50%**

Take as many vacations **38%**

Take fewer vacations **12%**

Vacations in Quebec Province **94%**

Vacations outside Quebec Province **71%**

Will fly an airplane in 2023 **59%**

Take a vacation in the sun
in an "all inclusive" or cruise **28%**

Survey carried out in May and June 2023 by CMI among
887 people who read FUGUES in one form or another.



DEADLINE & EDITORIAL PLANNING

Deadlines

| ISSUES | CLOSING DATES | MATERIAL | DISTRIBUTION |
|---|--------------------------------|----------------|----------------|
| DECEMBER 2023 + JANUARY 2024 | DOUBLE ISSUE 17 nov. 2023 | 20 nov. 2023 | 29 nov. 2023 |
| FEBRUARY 2024 | 19 jan. 2024 | 22 jan. 2024 | 31 jan. 2024 |
| MARCH 2024 | 16 feb. 2024 | 19 feb. 2024 | 28 feb. 2024 |
| APRIL 2023 | 15 march 2024 | 18 march 2024 | 27 march 2024 |
| MAY 2024 | 12 april 2024 | 15 april 2024 | 24 april 2024 |
| POCKET MTL 2024 + PINK SECTION / REGIONS | 5 april 2024 | 8 april 2024 | 2 may 2024 |
| JUNE 2024 | 10 may 2024 | 13 may 2024 | 22 may 2024 |
| JULY 2024 | 7 june 2024 | 10 june 2024 | 19 june 2024 |
| AUGUST 20234 | 12 july 2024 | 15 july 2024 | 24 july 2024 |
| SEPTEMBER 2024 | 16 august 2024 | 19 august 2024 | 28 august 2024 |
| OCTOBER 2024 | 13 sept. 2023 | 16 sept. 2023 | 25 sept. 2023 |
| NOVEMBER 2024 | 18 oct. 2024 | 21 oct. 2024 | 30 oct. 2024 |
| DECEMBER 2024 + JANUARY 2025 | ÉDITION DOUBLE 15 nov. 2024 | 18 nov. 2024 | 27 nov. 2024 |
| FEBRUARY 2025 | 17 jan. 2025 | 20 jan. 2025 | 29 jan. 2025 |
| MARCH 2025 | 14 feb. 2025 | 17 feb. 20255 | 26 feb. 2025 |
| APRIL 2025 | 14 march 2025 | 17 march 2025 | 26 march 2025 |
| MAY 2025 | 11 april 2025 | 14 april 2025 | 23 april 2025 |

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

FUGUES APRIL

LGBTQ + ENTREPRENEURSHIP | PROFESSIONALS | COMMUNITY PORTRAITS

FUGUES MAY

FIGHT AGAINST HOMOPHOBIA AND TRANSPHOBIA | BEAUTIFUL AND HEALTHY

POCKET MTL **MAP**

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

DÉCORHOMME SECTION DESIGN, REAL ESTATE AND DECORATION | ART & CULTURE | TRAVEL & CRUISES |

FUGUES NOVEMBER

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



MAGAZINE RATES

REGULAR SPACES

RATES / ISSUE

| | 1-2 ISSUES | 3-4 ISSUES 10 % REBATE | 5-8 ISSUES 15 % REBATE | 9-12 ISSUES 20 % REBATE |
|------------------|---------------|---------------------------|---------------------------|----------------------------|
| 1 PAGE | \$2100 | \$1890 | \$1785 | \$1680 |
| 1/2 PAGE | \$1200 | \$1080 | \$1020 | \$960 |
| 1/4 PAGE | \$700 | \$630 | \$595 | \$560 |
| 1/8 PAGE | \$420 | \$375 | \$355 | \$335 |
| 1/16 PAGE | \$245 | \$220 | \$210 | \$195 |
| SPREAD | \$3775 | \$3400 | \$3210 | \$3020 |
| TOWER | \$1300 | \$1170 | \$1100 | \$1040 |
| BLOCK | \$985 | \$885 | \$835 | \$785 |
| PAGE SIDE COLUMN | \$735 | \$660 | \$625 | \$600 |

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 | 5200\$ | 4725\$ | 4420\$ | 4160\$ |
| INSIDE COVER C2 OU C3 | 3200\$ | 2880\$ | 2720\$ | 2560\$ |
| SPREAD C2 + P3 OR CENTRAL PAGES SPREAD | 5900\$ | 5310\$ | 5015\$ | 4720\$ |
| PAGE 3 | 3070\$ | 2765\$ | 2610\$ | 2455\$ |
| PAGE 5, 7 OU 9 | 2665\$ | 2400\$ | 2265\$ | 2130\$ |
| PAGE 11, 13, 15, 17 OU 19 | 2455\$ | 2210\$ | 2085\$ | 2085\$ |
| PAGE 21, 23, 25, 27 OU 29 | 2240\$ | 2015\$ | 1905\$ | 1790\$ |
| PAGE 31, 33, 35, 37 OU 39 | 2100\$ | 1890\$ | 1785\$ | 1680\$ |
| Z-TOP | 8000\$ | 7200\$ | 6800\$ | — |

DIGITAL RATES WEB SITE

VISIBILITY IN ROTATION | CONSECUTIVE MONTHS

| | 1 MONTH | COMBO* | 1 WEEK | 3-4 MONTH 10 % REBATE PRICE PER MONTH | 5-8 MONTH 15 % REBATE PRICE PER MONTH | 9+ MONTH 20 % REBATE PRICE PER MONTH |
|----------------------|---------------|--------|--------|---|---|--|
| HOME PAGE | | | | | | |
| BIG BOX | \$1000 | \$500 | \$500 | \$900 | \$850 | \$800 |
| HALF BOX | \$600 | \$300 | \$300 | \$540 | \$510 | \$480 |
| TOWER LEADERBOARD | \$2000 | \$1000 | \$1000 | \$1800 | \$1700 | \$1600 |
| BILLBOARD | \$2500 | \$1350 | \$1350 | \$2250 | \$2125 | \$2000 |

| | | | | | | |
|----------------------|---------------|-------|-------|--------|--------|--------|
| ONE SECTION | | | | | | |
| BIG BOX | \$500 | \$250 | \$250 | \$450 | \$425 | \$400 |
| HALF BOX | \$300 | \$150 | \$150 | \$270 | \$255 | \$240 |
| TOWER LEADERBOARD | \$1000 | \$500 | \$500 | \$900 | \$850 | \$800 |
| BILLBOARD | \$1500 | \$750 | \$750 | \$1125 | \$1063 | \$1000 |

| | | | | | | |
|----------------------|---------------|--------|--------|--------|--------|--------|
| TWO SECTIONS | | | | | | |
| BIG BOX | \$900 | \$450 | \$450 | \$810 | \$765 | \$720 |
| HALF BOX | \$540 | \$270 | \$270 | \$486 | \$535 | \$432 |
| TOWER LEADERBOARD | \$1800 | \$900 | \$900 | \$1620 | \$1530 | \$1440 |
| BILLBOARD | \$2250 | \$1125 | \$1125 | \$2025 | \$1913 | \$1800 |

| | | | | | | |
|----------------------|---------------|--------|--------|--------|--------|--------|
| THREE SECTIONS | | | | | | |
| BIG BOX | \$1200 | \$600 | \$600 | \$1080 | \$1188 | \$950 |
| HALF BOX | \$720 | \$360 | \$360 | \$648 | \$612 | \$576 |
| TOWER LEADERBOARD | \$2400 | \$1200 | \$1200 | \$2160 | \$2040 | \$1920 |
| BILLBOARD | \$3000 | \$1500 | \$1500 | \$2700 | \$2550 | \$2400 |

| | | | | | | |
|----------------------|---------------|--------|--------|--------|--------|--------|
| FOUR SECTIONS | | | | | | |
| BIG BOX | \$1400 | \$700 | \$700 | \$1260 | \$1190 | \$1120 |
| HALF BOX | \$960 | \$480 | \$480 | \$864 | \$816 | \$768 |
| TOWER LEADERBOARD | \$3200 | \$1600 | \$1600 | \$2880 | \$2720 | \$2560 |
| BILLBOARD | \$4000 | \$2000 | \$2000 | \$3600 | \$3400 | \$3200 |

*COMBO | 50% off regular rates for combo packages with magazine placement or with content marketing.

NEWSLETTERS RATES

CONSECUTIVE MONTHS

Newsletters are sent out on Monday, Wednesday and Friday of each week.

| | 8 SENDINGS | COMBO* | 4 SENDINGS | COMBO* | 2 ENVOIS | 3-4 MOIS | 5-8 MOIS | 9+ MOIS |
|-------------------------------------|--|--------|-----------------|--------|-----------------|-------------|-------------|-------------|
| | PRICE PER MONTH | | PRICE PER MONTH | | PRICE PER MONTH | 10 % REBATE | 15 % REBATE | 20 % REBATE |
| | PRICE PER MONTH FOR 2 SHIPMENTS DISCOUNT AVAILABLE FOR 4 AND 8 SHIPMENTS | | | | | | | |
| BIG BOX THREE FIRST POSITIONS | \$1200 | \$600 | \$900 | \$450 | \$600 | \$540 | \$510 | \$480 |
| BIG BOX STARTING AT 4TH POSITION | \$1000 | \$500 | \$750 | \$375 | \$500 | \$450 | \$425 | \$400 |
| HALF BOX | \$600 | \$300 | \$450 | \$225 | \$300 | \$270 | \$255 | \$240 |
| TOWER LEADERBOARD | \$1600 | \$800 | \$1200 | \$600 | \$800 | \$720 | \$640 | \$640 |
| BILLBOARD | \$1600 | \$800 | \$1200 | \$600 | \$800 | \$720 | \$640 | \$640 |

***COMBO** | 50% off on regular rates with combo packages: magazine advertising or infomercial.

PRESENTER BANNER

SUBMIT ONE OF THE THREE WEEKLY NEWSLETTERS FOR A MONTH (MONDAY, WEDNESDAY OR FRIDAY)

2100\$

NEWSLETTER DEDICATED

FOR CUSTOMERS WHO WANT TO STAND OUT BY DIRECTLY REACHING SUBSCRIBERS
TO THE NEWSLETTER WITHOUT ANY OTHER ADVERTISER

SATRTING AT 3500\$



CONTENT MARKETING

MAGAZINE + WEB SITE + NEWSLETTER + SOCIAL NETWORKS

| | WEB* | MAGAZINE +WEB** |
|---|--------|--------------------|
| TEXT FROM 775 TO 1200 WORDS 2 PAGES WITH 2 TO 5 PHOTOS | \$3100 | \$4000 |
| TEXT FROM 550 TO 750 WORDS 1 PAGE WITH 1 TO 3 PHOTOS | \$2000 | \$2600 |
| TEXT FROM 450 TO 550 WORDS 3/4 PAGE WITH 1 TO 2 PHOTOS | \$1625 | \$2100 |
| TEXT FROM 400 TO 500 WORDS 2/3 PAGE WITH 1 TO 2 PHOTOS | \$1550 | \$1900 |
| TEXT FROM 375 TO 450 WORDS 1/2 PAGE WITH 1 TO 2 PHOTOS | \$1400 | \$1700 |
| TEXT FROM 250 TO 350 WORDS 1/3 PAGE WITH 1 PHOTO | \$1000 | \$1300 |
| TEXT FROM 200 TO 300 WORDS 1/4 PAGE WITH 1 PHOTO | \$775 | \$1000 |
| TEXT FROM 125 TO 200 WORDS 1/6 PAGE WITH 1 SMALL PHOTO | \$530 | \$685 |

* THE ARTICLE WILL BE PUBLISHED ON THE FUGUES WEBSITE AND SHARED ON FACEBOOK / INSTAGRAM

** THE ARTICLE WILL BE PUBLISHED IN THE PRINT-DIGITAL MAGAZINE, ON THE FUGUES WEBSITE AND SHARED ON FACEBOOK / INSTAGRAM



DISCOUNT

Get a discount for content marketing in the "Clubbing" or "Consumption" section

PRODUCTION TIME

Count a minimum of 2 to 3 weeks (excluding holiday periods) for the production of content marketing. To this must be added your own approval deadlines.

Publication(s) on X/TIKTOK

- \$450 for 1 post
- \$1000 for a count of 3 to 4 publications in a week

Article published on APPLE NEWS

FUGUES NEWS CHANNEL ON IOS

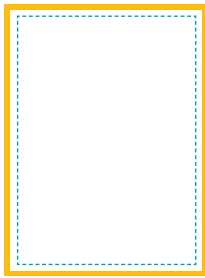
- \$500 by placement of promoted content on Apple News

PACKAGES

We offer excellent packages combining content marketing and print, digital and web advertising. For example, by reserving 3 appearances of display ads of 1/4 page or larger, you get as a bonus a placement of content (free) of similar dimensions to your ads.

Contact us for a solution adapted to your visibility objectives: redaction@fugues.com

MAGAZINES AD SIZES



1 PAGE

○ TRIM SIZE

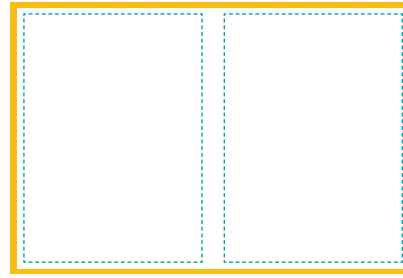
| | |
|-------|---------|
| WIDTH | HEIGHT |
| 8" | 10.875" |

● SAFETY MARGIN

| | |
|-------|---------|
| WIDTH | HEIGHT |
| 7.5" | 10.375" |

● With BLEED SIZE

| | |
|-------|---------|
| WIDTH | HEIGHT |
| 8.25" | 11.125" |



2 PAGES / SPREAD

○ TRIM SIZE

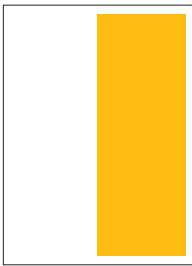
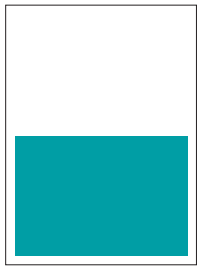
| | |
|-------|---------|
| WIDTH | HEIGHT |
| 16" | 10.875" |

● SAFETY MARGIN

| | |
|-------|---------|
| WIDTH | HEIGHT |
| 7.5" | 10.375" |

● With BLEED SIZE

| | |
|--------|---------|
| WIDTH | HEIGHT |
| 16.25" | 11.125" |



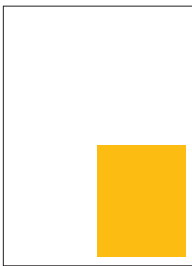
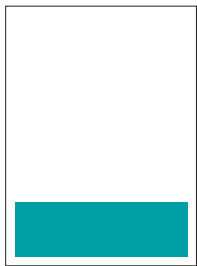
1/2 PAGE

HORIZONTAL

| | |
|--------|--------|
| WIDTH | HEIGHT |
| 7.375" | 4.83" |

VERTICAL

| | |
|--------|--------|
| WIDTH | HEIGHT |
| 3.575" | 9.889" |



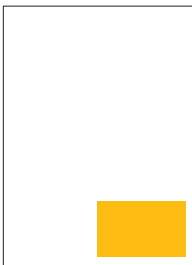
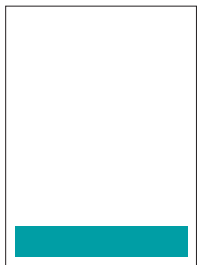
1/4 PAGE

HORIZONTAL

| | |
|--------|--------|
| WIDTH | HEIGHT |
| 7.375" | 2.323" |

VERTICAL

| | |
|--------|--------|
| WIDTH | HEIGHT |
| 3.575" | 4.832" |



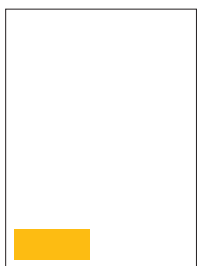
1/8 PAGE

HORIZONTAL

| | |
|--------|--------|
| WIDTH | HEIGHT |
| 7.375" | 1.1" |

CARTE D'AFFAIRE

| | |
|---------|---------|
| LARGEUR | HAUTEUR |
| 3.575" | 2.32" |



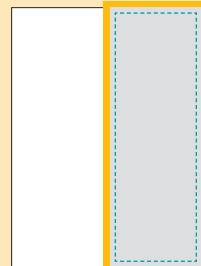
1/16 PAGE

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

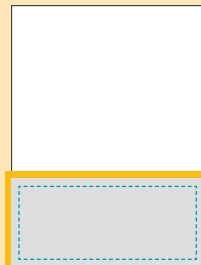
| | |
|-------|---------|
| WIDTH | HEIGHT |
| 3.95" | 10.875" |

● SAFETY MARGIN

| | |
|-------|---------|
| WIDTH | HEIGHT |
| 3.7" | 10.375" |

● With BLEED SIZE

| | |
|-------|---------|
| WIDTH | HEIGHT |
| 4.2" | 11.125" |



BLOCK

○ TRIM SIZE

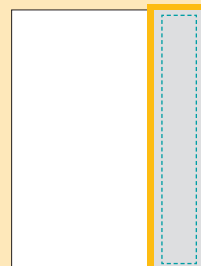
| | |
|-------|--------|
| WIDTH | HEIGHT |
| 8" | 3.52" |

● 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" |

BANNERS SIZES

WEBSITE + NEWSLETTERS

BIG BOX

65 K MAXIMUM

| WIDTH | HEIGHT |
|--------|--------|
| 300 PX | 250 PX |

TOWER

80 K MAXIMUM

| WIDTH | HEIGHT |
|--------|--------|
| 300 PX | 600 PX |

HALF BOX

60 K MAXIMUM

| WIDTH | HEIGHT |
|--------|--------|
| 300 PX | 125 PX |

CELLULAR

45 K MAXIMUM

| WIDTH | HEIGHT |
|--------|--------|
| 320 PX | 50 PX |

BILLBOARD *

100 K MAXIMUM

| WIDTH | HEIGHT |
|--------|--------|
| 970 PX | 250 PX |

*SAME INFO FOR THE PRESENTER BANNER OF A NEWSLETTER

LEADERBOARD

80 K MAXIMUM

iPad

| WIDTH | HEIGHT |
|------------|-----------|
| 970 pixels | 90 pixels |



APPLE NEWS

200 K MAXIMUM

iPad

| WIDTH | HEIGHT |
|-------------|------------|
| 1536 pixels | 864 pixels |

iPhone

| WIDTH | HEIGHT |
|-------------|------------|
| 1242 pixels | 699 pixels |

ZONE WITHOUT TEXT 80 X 44 PX

IMPORTANT

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

TECHNICAL SPECIFICATIONS

MAGAZINES

PRODUCED USING THE CTP METHOD *COMPUTER TO PLATE*

| | |
|--------------------------|---|
| PRINTING : | QUADRICHRONY (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.

IN THE POCKET

TOURIST FLYER • BILINGUAL

TARGET READERSHIP

MONTREAL

LGBTQ+ tourists passing through the Montreal region.

PINK SECTION / REGIONS

Quebec LGBT tourists who wish to visit other regions of Quebec than their own.



RATES

PUBLISHING SPONSORSHIP \$6000

Logo on the cover as presenter + back cover

ONE OF FOUR ADVERTISING PANELS

\$1700/PANEL

SPONSORED CONTENT will also be found in the DESTINATIONS section of the Fugues.com website and will be shared via FUGUES NEWSLETTER and on our social media pages.

SINGLE PANEL CONTENT \$1500

HALF PANEL CONTENT \$900

TWO PANELS CONTENT \$2800

THREE PANELS CONTENT \$3950

FOUR PANELS CONTENT \$5000



PRINTED COPIES

25 000 COPIES

SIZES

EACH PANEL

3.9" X 6"

OPEN FLYER

39" X 18"

DEADLINES

Closing dates :

5 april 2024

Material :

8 april 2024

Distribution :

2 may 2024

