

fugues

MEDIA KIT

**GROUPE
HOM**

100% LGBTQ+ QUEBEC
PRINT & DIGITAL MEDIAS

fugues



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

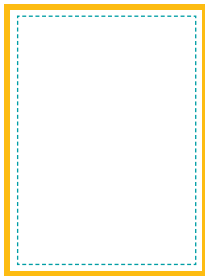
DÉCORHOMME SECTION DESIGN, REAL ESTATE AND DECORATION | ART & CULTURE | TRAVEL & CRUISES |

FUGUES NOVEMBER

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



MAGAZINES AD SIZES



1 PAGE

○ TRIM SIZE

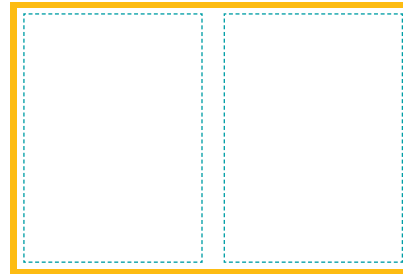
WIDTH	HEIGHT
8"	10.875"

● SAFETY MARGIN

WIDTH	HEIGHT
7.5"	10.375"

● With BLEED SIZE

WIDTH	HEIGHT
8.25"	11.125"



2 PAGES / SPREAD

○ TRIM SIZE

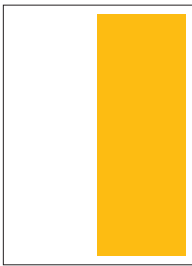
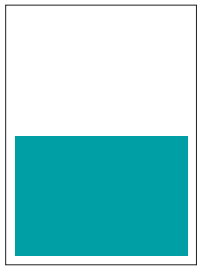
WIDTH	HEIGHT
16"	10.875"

● SAFETY MARGIN

WIDTH	HEIGHT
7.5"	10.375"

● With BLEED SIZE

WIDTH	HEIGHT
16.25"	11.125"



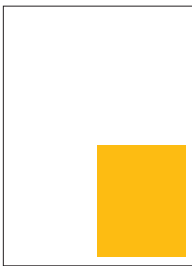
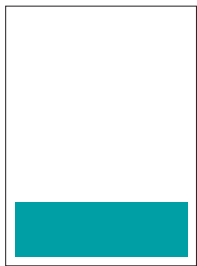
1/2 PAGE

HORIZONTAL

WIDTH	HEIGHT
7.375"	4.83"

VERTICAL

WIDTH	HEIGHT
3.575"	9.889"



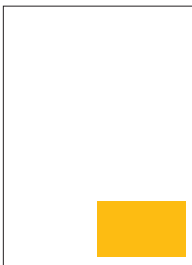
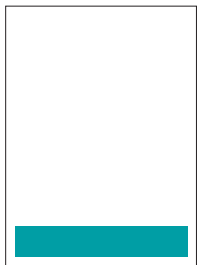
1/4 PAGE

HORIZONTAL

WIDTH	HEIGHT
7.375"	2.323"

VERTICAL

WIDTH	HEIGHT
3.575"	4.832"



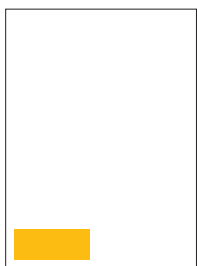
1/8 PAGE

HORIZONTAL

WIDTH	HEIGHT
7.375"	1.1"

CARTE D'AFFAIRE

LARGEUR	HAUTEUR
3.575"	2.32"



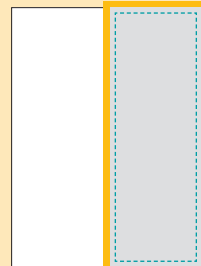
1/16 PAGE

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

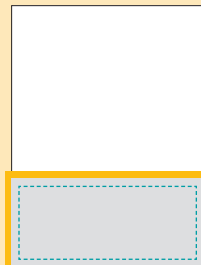
WIDTH	HEIGHT
3.95"	10.875"

● SAFETY MARGIN

WIDTH	HEIGHT
3.7"	10.375"

● With BLEED SIZE

WIDTH	HEIGHT
4.2"	11.125"



BLOCK

○ TRIM SIZE

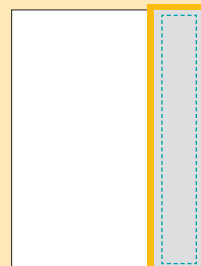
WIDTH	HEIGHT
8"	3.52"

● 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"

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.