

fugues

MEDIA KIT

**GROUPE
HOM**

100% LGBTQ+ QUEBEC
PRINT & DIGITAL MEDIAS

fugues



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