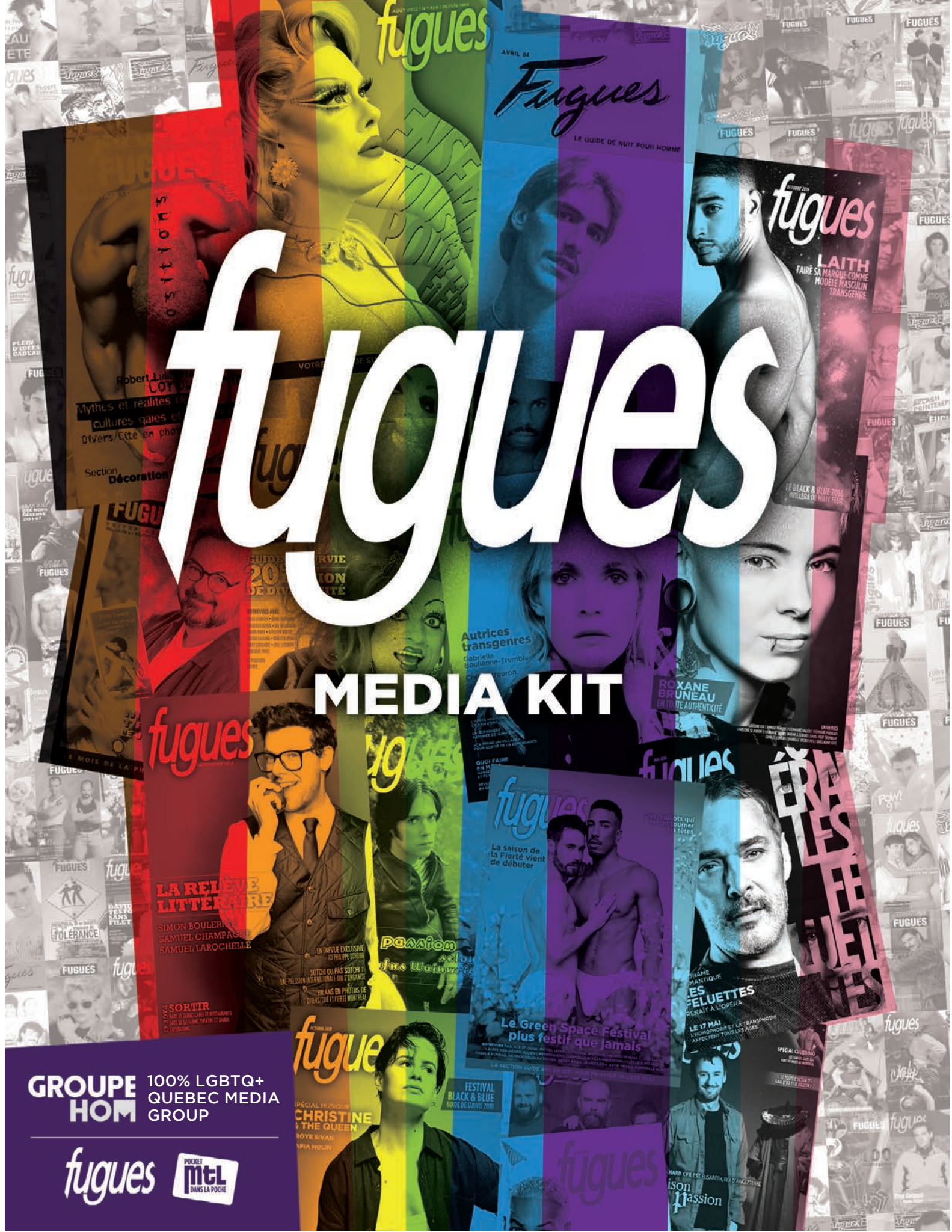


fugues

MEDIA KIT

GROUPE HOM 100% LGBTQ+ QUEBEC MEDIA GROUP



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

2025

Sponsored content : 21 march 2025

Cloring dates : 4 april 2025

Material : 7 april 2025

Distribution : 8 may 2025

2026

Sponsored content : 20 march 2026

Cloring dates : 3 april 2026

Material : 6 april 2026

Distribution : 7 may 2026



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 :	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.