

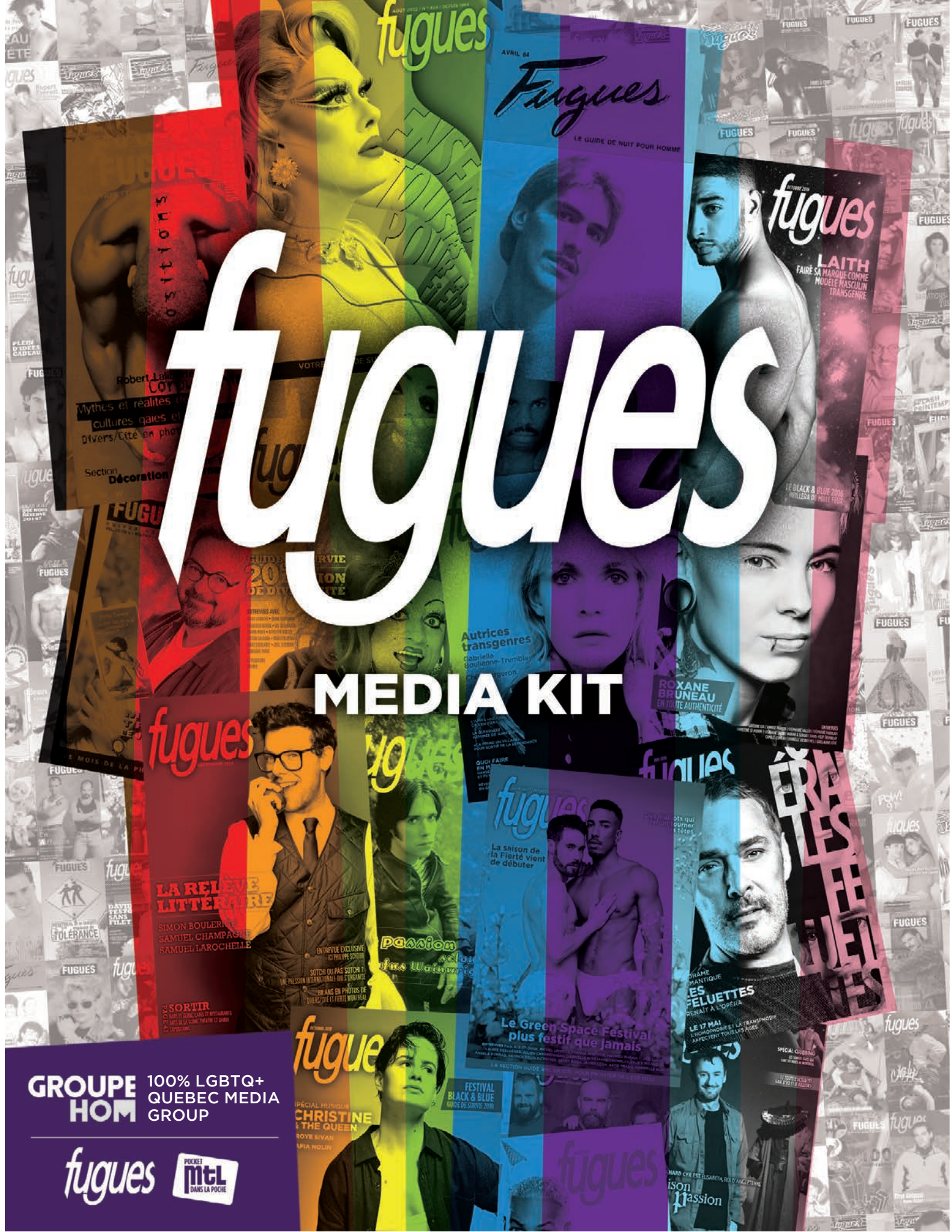
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MEDIA KIT

GROUPE HOM 100% LGBTQ+ QUEBEC MEDIA GROUP

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POCKET MTL
DANS LA POCHE



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 PRICE PER MONTH	3-4 MOIS	5-8 MOIS	9+ MOIS
	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

**LTHE 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

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

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.

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