



# fugues

*media kit*

**GROUPE  
HOM**

100% LGBTQ+  
QUEBEC MEDIA  
GROUP

**fugues**

POCKET  
**MTL**  
DANS LA POCHE

# 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.

**325,000** readers on average

**58%** read a printed copy

**57%** read a digital copy

11% therefore regularly read the magazine in its two formats

### PRINTED COPIES

#### CIRCULATION

**25,800** copies

CIRCULATION VARYING BETWEEN 23,500 AND 27,500

**188,600** readers

**7.4** readers per copy

### 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](http://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

**3 min.**



## SOCIAL NETWORKS & APPLE NEWS

**FUGUES** has a strong and growing presence on social media platforms **Instagram**, **X**, **Bluesky**, **Facebook**, **Linkin**, **TikTok** and **Youtube**.

**FUGUES** has an **APPLE NEWS** channel which reaches between 32,000 and 60,000 people each month and whose publication is read by several thousand people (between 9,500 and 45,000 people)

## UNMISSABLE SPECIAL EDITIONS

### POCKET GUIDE

Our LGBTQ+ tourist brochures for Montreal and Quebec



# READERSHIP PROFILE

## PRINT AND DIGITAL MAGAZINES

### AGE

**39.8** YEARS  
ON AVERAGE

### DISTRIBUTION BY AGE GROUPS

Age Group	Percentage	Place of Residence	Percentage
25 years and under	10%	Montreal Region	93%
26 to 35 years	21%	Quebec City Region	4%
36 to 45 years	25%	Elsewhere in Quebec	2%
46 to 55 years	24%	Outside of Quebec	1%
Over 56 years	20%		

### AVERAGE HOUSEHOLD INCOME OF READERS

**82,150\$** KNOWING THAT 50%  
ARE IN COUPLES

**41%** household income over \$100,000/year

**79%** household income over \$50,000/year

Survey conducted by CMI with 901 people (in July 2025), VIVIDATA 2025 data and in-house survey conducted with 524 people who read FUGUES

### GENDER WITH WHICH THEY IDENTIFY

<b>68.6%</b>	Men
<b>27.5%</b>	Woman
<b>12.9%</b>	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

<b>82.5%</b>	Homosexual
<b>11.5%</b>	Bisexual or Pansexual
<b>4.5%</b>	Heterosexual
<b>1.5%</b>	Asexual or demisexual

### HIGHEST LEVEL OF EDUCATION ACHIEVED

<b>41%</b>	University
<b>39%</b>	CÉGEP, college or trade school
<b>20%</b>	Secondary / other

**52% ARE OWNERS**

**48% ARE TENANTS**



**91%** of our readers regularly make purchases from companies that advertise in FUGUES...

### PURCHASE INTENTIONS

#### NEXT 12 MONTHS

Motor vehicle	<b>23%</b>
HALF ARE CONSIDERING HYBRID OR ELECTRIC VEHICLES	
Cell phone	<b>49%</b>
+ \$25,000 in renovations	<b>38%</b>

### TRAVEL INTENTIONS

#### NEXT 12 MONTHS

A vacation in Quebec	<b>95%</b>
A vacation outside Quebec	<b>72%</b>
Taking a plane	<b>58%</b>

Take a sunny vacation at an all-inclusive resort or on a cruise

**28%**

Survey conducted by CMI with 901 people (in July 2025) and an in-house survey conducted with 524 people who read FUGUES.com or subscribe to the Fugues newsletter

# READERSHIP PROFILE

## WEBSITE AND NEWSLETTER

### AGE

**35.3** YEARS  
ON AVERAGE

### DISTRIBUTION BY AGE GROUPS

25 years and under	<b>13%</b>
26 to 35 years	<b>23%</b>
36 to 45 years	<b>24%</b>
46 to 55 years	<b>23%</b>
Over 56 years	<b>17%</b>

### PLACE OF RESIDENCE

Montreal Region	<b>67%</b>
Quebec City Region	<b>6%</b>
Elsewhere in Quebec	<b>7%</b>
Outside of Quebec	<b>20%</b>



### REVENU MOYEN DU MÉNAGE DES LECTEURS/TRICES

**80,400\$** KNOWING THAT 50%  
ARE IN COUPLES

**40%** household income over \$100,000/year

**77%** household income over \$50,000/year

### GENDER WITH WHICH THEY IDENTIFY

<b>65%</b>	Men
<b>24%</b>	Woman
<b>11%</b>	Transgender and Non-binary

### ORIENTATION

<b>80%</b>	Homosexual
<b>13%</b>	Bisexual or Pansexual
<b>5.5%</b>	Heterosexual
<b>1.5%</b>	Asexual or demisexual

### HIGHEST LEVEL OF EDUCATION ACHIEVED

<b>40%</b>	University
<b>40%</b>	CÉGEP, college or trade school
<b>20%</b>	Secondary / other

**50% ARE OWNERS**

**50% ARE TENANTS**

*"People in the LGBTQ+ community continue to consume far more shows than the general population of Quebec"...*

2nd Study of Performing Arts Audiences in Quebec by GTFAS (September 17, 2024)

**88%** of our readers regularly shop with companies that advertise on FUGUES.com or in the NEWSLETTER

**89%** view more positively companies that raise awareness and advertise that include the LGBTQ+ community.

**69%** have at least one pet.

### PURCHASE INTENTIONS

NEXT 12 MONTHS

Motor vehicle	<b>22%</b>
HALF ARE CONSIDERING HYBRID OR ELECTRIC VEHICLES	
Cell phone	<b>48%</b>
+\$25,000 in renovations	<b>34%</b>

### TRAVEL INTENTIONS

NEXT 12 MONTHS

A vacation in Quebec	<b>92%</b>
A vacation outside Quebec	<b>70%</b>
Taking a plane	<b>55%</b>
Take a sunny vacation at an all-inclusive resort or on a cruise	<b>28%</b>

Survey conducted by CMI with 901 people (in July 2025) and an in-house survey conducted with 524 people who read FUGUES.com or subscribe to the Fugues newsletter

# DEADLINE & EDITORIAL PLANNING

## Deadlines

ISSUES	CLOSING DATES	MATERIAL	DISTRIBUTION
<b>FEBRUARY 2026</b>	16 jan. 2026	19 jan. 2026	28 jan. 2026
<b>MARCH 2026</b>	13 feb. 2026	16 feb. 2026	25 feb. 2026
<b>APRIL 2026</b>	13 march 2026	16 march 2026	25 march 2026
<b>MAY 2026</b>	10 april 2026	13 april 2026	22 april 2026
<b>POCKET MTL 2026 + PINK SECTION / REGIONS</b>	3 april 2026	6 april 2026	7 may 2026
<b>JUNE 2026</b>	8 may 2026	11 may 2026	20 may 2026
<b>JULY 2026</b>	5 june 2026	8 june 2026	17 june 2026
 <b>AUGUST 2026</b>	10 july 2026	13 july 2026	22 july 2026
<b>SEPTEMBER 2026</b>	13 august 2026	17 august 2026	26 august 2026
<b>OCTOBRE 2026</b>	18 sept. 2026	21 sept. 2026	30 sept. 2026
<b>NOVEMBER 2026</b>	16 oct. 2026	19 oct. 2026	28 oct. 2026
<b>DECEMBER 2026 + JANUARY 2027</b>	DOUBLE ISSUE 13 nov. 2026	16 nov. 2026	25 nov. 2026
<b>FEBRUARY 2027</b>	15 jan. 2027	18 jan. 2027	27 jan. 2027
<b>MARCH 2027</b>	12 feb. 2027	15 feb. 2027	24 feb. 2027
<b>APRIL 20267</b>	12 march 2027	15 march 2027	24 march 2027
<b>MAY 2027</b>	9 april 2027	12 april 2027	21 april 2027
<b>JUNE 2027</b>	9 may 2027	12 may 2027	21 may 2027
<b>JULY 2027</b>	11 june 2026	14 june 2027	23 june 2027
 <b>AUGUST 2027</b>	16 july 2027	19 july 2027	28 july 2027
<b>SEPTEMBER 2027</b>	13 august 2027	16 august 2027	25 august 2027
<b>OCTOBRE 20267</b>	17 sept. 2027	20 sept. 2027	29 sept. 2027
<b>NOVEMBER 2027</b>	15 oct. 2027	18 oct. 2027	27 oct. 2027
<b>DECEMBER 2027 + JANUARY 2028</b>	DOUBLE ISSUE 12 or 19 nov. 2027	15 or 22 nov. 2027	24 nov. or 1st dec. 2027
<b>FEBRUARY 2028</b>	16 jan. 2027	19 jan. 2027	28 jan. 2027

## 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	<b>\$2100</b>	\$1890	\$1785	\$1680
1/2 PAGE	<b>\$1200</b>	\$1080	\$1020	\$960
1/4 PAGE	<b>\$700</b>	\$630	\$595	\$560
1/8 PAGE	<b>\$420</b>	\$375	\$355	\$335
1/16 PAGE	<b>\$245</b>	\$220	\$210	\$195
SPREAD	<b>\$3775</b>	\$3400	\$3210	\$3020
TOWER	<b>\$1300</b>	\$1170	\$1100	\$1040
BLOCK	<b>\$985</b>	\$885	\$835	\$785
PAGE SIDE COLUMN	<b>\$735</b>	\$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	<b>5200\$</b>	4725\$	4420\$	4160\$
INSIDE COVER C2 OU C3	<b>3200\$</b>	2880\$	2720\$	2560\$
SPREAD C2 + P3 OR CENTRAL PAGES SPREAD	<b>5900\$</b>	5310\$	5015\$	4720\$
PAGE 3	<b>3070\$</b>	2765\$	2610\$	2455\$
PAGE 5, 7 OU 9	<b>2665\$</b>	2400\$	2265\$	2130\$
PAGE 11, 13, 15, 17 OU 19	<b>2455\$</b>	2210\$	2085\$	2085\$
PAGE 21, 23, 25, 27 OU 29	<b>2240\$</b>	2015\$	1905\$	1790\$
PAGE 31, 33, 35, 37 OU 39	<b>2100\$</b>	1890\$	1785\$	1680\$
Z-TOP	<b>8000\$</b>	7200\$	6800\$	—

# MAGAZINES CLASSIFIED

# REGULAR SPACES

## RATES / ISSUE | APPLICABLE TAXES

**1/2 PAGE \$1200**

**1/4 PAGE \$700**

1/8 PAGE \$420

1/16 PAGE \$245\$

# TEXT ONLY

RATES / ISSUE | TAXES INCLUDED  
45 words or less • \$1/each word added

1/32 PAGE \$65

## FRAMED

1/32 PAGE    \$75

## FRAMED WITH BLACK BACKGROUND

1/32 PAGE \$85

## FRAMED WITH COLOR FRAME OR BACKGROUND

1/16 PAGE \$125

FRAMED WITH COLOR OR  
BLACK BACKGROUND



514 499.9994 EXT. 4  
pa@fugues.com

# DIGITAL RATES WEB SITEB

VISIBILITY IN ROTATION | CONSECUTIVE MONTHS

HOME PAGE	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
BIG BOX	<b>\$1000</b> \$500	\$500	\$900	\$850	\$800
HALF BOX	<b>\$600</b> \$300	\$300	\$540	\$510	\$480
TOWER LEADERBOARD	<b>\$2000</b> \$1000	\$1000	\$1800	\$1700	\$1600
BILLBOARD	<b>\$2500</b> \$1350	\$1350	\$2250	\$2125	\$2000
ONE SECTION					
BIG BOX	<b>\$500</b> \$250	\$250	\$450	\$425	\$400
HALF BOX	<b>\$300</b> \$150	\$150	\$270	\$255	\$240
TOWER LEADERBOARD	<b>\$1000</b> \$500	\$500	\$900	\$850	\$800
BILLBOARD	<b>\$1500</b> \$750	\$750	\$1125	\$1063	\$1000
TWO SECTIONS					
BIG BOX	<b>\$900</b> \$450	\$450	\$810	\$765	\$720
HALF BOX	<b>\$540</b> \$270	\$270	\$486	\$535	\$432
TOWER LEADERBOARD	<b>\$1800</b> \$900	\$900	\$1620	\$1530	\$1440
BILLBOARD	<b>\$2250</b> \$1125	\$1125	\$2025	\$1913	\$1800
THREE SECTIONS					
BIG BOX	<b>\$1200</b> \$600	\$600	\$1080	\$1188	\$950
HALF BOX	<b>\$720</b> \$360	\$360	\$648	\$612	\$576
TOWER LEADERBOARD	<b>\$2400</b> \$1200	\$1200	\$2160	\$2040	\$1920
BILLBOARD	<b>\$3000</b> \$1500	\$1500	\$2700	\$2550	\$2400
FOUR SECTIONS					
BIG BOX	<b>\$1400</b> \$700	\$700	\$1260	\$1190	\$1120
HALF BOX	<b>\$960</b> \$480	\$480	\$864	\$816	\$768
TOWER LEADERBOARD	<b>\$3200</b> \$1600	\$1600	\$2880	\$2720	\$2560
BILLBOARD	<b>\$4000</b> \$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 PRICE PER MONTH	4 SENDINGS PRICE PER MONTH	2 ENVOIS PRICE PER MONTH	3-4 MOIS 10 % REBATE	5-8 MOIS 15 % REBATE	9+ MOIS 20 % REBATE
PRICE PER MONTH FOR 2 SHIPMENTS   DISCOUNT AVAILABLE FOR 4 AND 8 SHIPMENTS						
BIG BOX THREE FIRST POSITIONS	<b>\$1200</b> \$600	\$900 \$450	\$600	\$540	\$510	\$480
BIG BOX STARTING AT 4TH POSITION	<b>\$1000</b> \$500	\$750 \$375	\$500	\$450	\$425	\$400
HALF BOX	<b>\$600</b> \$300	\$450 \$225	\$300	\$270	\$255	\$240
TOWER LEADERBOARD	<b>\$1600</b> \$800	\$1200 \$600	\$800	\$720	\$640	\$640
BILLBOARD	<b>\$1600</b> \$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



## VIDEO VISIBILITY ON OUR SOCIAL MEDIA

**In-house video production:** tailored for FUGUES MAG's social media channels.

**Final product length:** between 1 and 15 minutes.

**Format:** portrait, interview, or video report.

**Associated costs:** at least \$3,000 to \$9,000 per production + external fees if applicable.

Please note that this service is not always available, must be booked at least one month in advance, and we have a limit of 3-4 productions per month depending on the level of production requested.

### Publication(s) on X/TIKTOK

- **\$450 for 1 post**
- **\$1000 for a count of 3 posts (or 1 post on 3 networks) in one 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](mailto:redaction@fugues.com)

## PRODUCTION TIMES

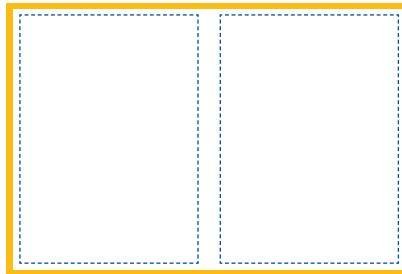
Allow a minimum of 2 to 3 weeks (excluding holiday periods) for content marketing production. This does not include your own approval timelines.

# MAGAZINES AD SIZES



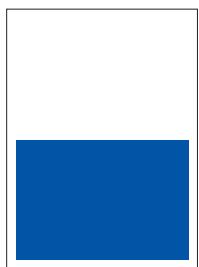
## 1 PAGE

○ TRIM SIZE		
WIDTH	HEIGHT	
8"	10.875"	
● SAFETY MARGIN		
WIDTH	HEIGHT	
7.5"	10.375"	
○ With BLEED SIZE		
WIDTH	HEIGHT	
8.25"	11.125"	



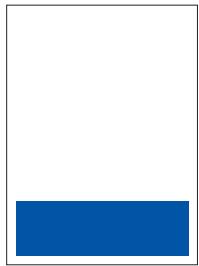
## 2 PAGES / SPREAD

○ TRIM SIZE		
WIDTH	HEIGHT	
16"	10.875"	
● SAFETY MARGIN		
WIDTH	HEIGHT	
7.5"	10.375"	
○ With BLEED SIZE		
WIDTH	HEIGHT	
16.25"	11.125"	



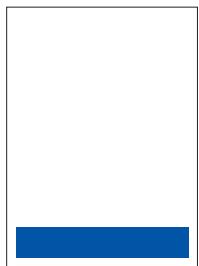
## 1/2 PAGE

○ 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"	



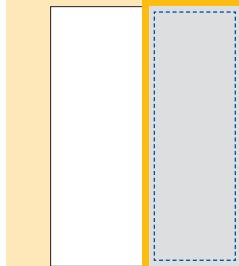
## 1/8 PAGE

○ HORIZONTAL		
WIDTH	HEIGHT	
7.375"	1.1"	
● CARTE D'AFFAIRE		
LARGEUR	HAUTEUR	
3.575"	2.32"	



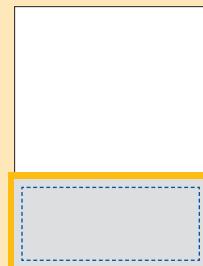
## 1/16 PAGE

○ FORMAT		
WIDTH	HEIGHT	
3.575"	1.1"	



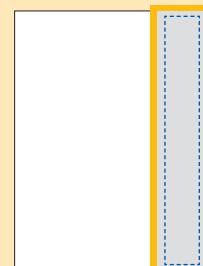
## TOWER

○ 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



FORMATS WEB UNIQUEMENT



## BIG BOX

**65 K MAXIMUM**

WIDTH  
300 PX

HEIGHT  
250 PX

## HALF BOX

**60 K MAXIMUM**

WIDTH  
300 PX

HEIGHT  
125 PX

## TOWER

**80 K MAXIMUM**

WIDTH  
300 PX

HEIGHT  
600 PX

## BILLBOARD \*

**100 K MAXIMUM**

WIDTH  
970 PX

HEIGHT  
250 PX

\*SAME INFO FOR THE  
PRESENTER BANNER  
OF A NEWSLETTER

## LEADERBOARD

**80 K MAXIMUM**

iPad

WIDTH  
970 pixels

HEIGHT  
90 pixels



## 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 :	QUADRICHROMY (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.

## 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).**

### FILES REFUSED

IN DESIGN, WORD, EXCEL, POWERPOINT, CORELDRAW, PAINT, PUBLISHER, QUARKXPRESS PASSPORT

COMPRESSION : EXE, .RAR

## 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.

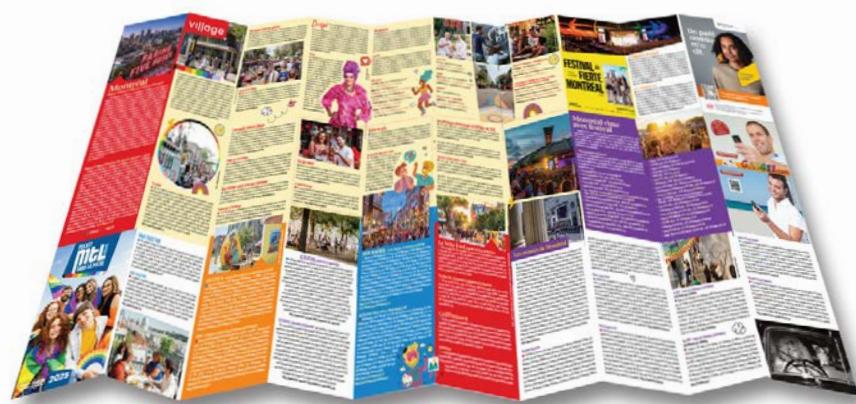
**SINGLE PANEL** CONTENT \$1500

**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

### 2026

Sponsored content : 20 march 2026

Cloring dates : 3 april 2026

Material : 6 april 2026

Distribution : 7 may 2026

