



fugues

media kit

**GROUPE
HOM**

100% LGBTQ+
QUEBEC MEDIA
GROUP

fugues

POCKET
mtl
DANS LA POCHÉ

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

DISTRIBUTION

160 places

DISTRIBUTION LOCATIONS

83.3% Montreal area

6.2% Quebec region

6.3% Elsewhere in Quebec

4.2% Outside Quebec

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

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

ATTRACTIVE CONTENT

IN EACH EDITION OF FUGUES

We find a mix of surveys, reports, interviews, chronicles, culture, community, consumption, well-being, suggestions and opinions.



NEWS

Political revivals, emerging currents in Quebec and around the world, rights and claims, major interviews with those who make the news.

CULTURE

Focus on works, artists, creative phenomena and creative trends: music, literature, plastic arts, new technologies...

COMMUNITY

Support, leisure and sports, business and referral lists.

CONSUME

Good addresses and a summary of what is new to consume: vehicles, fashion and accessories, financial services, etc.

HEALTH

Physical and mental health, sexual health, prevention, HIV, etc.

WHAT TO DO

Escape: a city, a country, a great capital, an unknown corner... Our suggestions for outings: films, shows, exhibitions, clubbing, restaurants to discover, etc.

RAINBOW GUIDE

Escape: a city, a country, a large capital, a little-known corner, a major event outside of Montreal attractive to LGBTQ+ people.

DECORHOMME

Twice a year (MARCH and OCTOBER), a large thematic section on decoration, real estate and design. And occasionally two or four thematic pages.

« "With *FUGUES*, you don't need to break your head to reach more than 325,000 LGBTQ+ consumer readers" »



CONSULT THE FUGUES IN DIGITAL FORMAT

www.fugues.com/magazines

READERSHIP PROFILE

PRINT AND DIGITAL MAGAZINES

AGE

39.8 YEARS
ON AVERAGE

DISTRIBUTION BY AGE GROUPS

25 years and under	10%
26 to 35 years	21%
36 to 45 years	25%
46 to 55 years	24%
Over 56 years	20%

PLACE OF RESIDENCE

Montreal Region	93%
Quebec City Region	4%
Elsewhere in Quebec	2%
Outside of Quebec	1%

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

68.6% Men

27.5% Woman

12.9% 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

82.5% Homosexuel

11.5% Bisexual or Pansexual

4.5% Heterosexual

1.5% Asexual or demisexual

HIGHEST LEVEL OF EDUCATION ACHIEVED

41% University

39% CÉGEP, college or trade school

20% 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 **23%**

HALF ARE CONSIDERING HYBRID OR ELECTRIC VEHICLES

Cell phone **49%**

+ \$25,000 in renovations **38%**

TRAVEL INTENTIONS

NEXT 12 MONTHS

A vacation in Quebec **95%**

A vacation outside Quebec **72%**

Taking a plane **58%**

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	13%
26 to 35 years	23%
36 to 45 years	24%
46 to 55 years	23%
Over 56 years	17%

PLACE OF RESIDENCE

Montreal Region	67%
Quebec City Region	6%
Elsewhere in Quebec	7%
Outside of Quebec	20%



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

65%	Men
24%	Woman
11%	Transgender and Non-binary

ORIENTATION

80%	Homosexual
13%	Bisexual or Pansexual
5.5%	Heterosexual
1.5%	Asexual or demisexual

HIGHEST LEVEL OF EDUCATION ACHIEVED

40%	University
40%	CÉGEP, college or trade school
20%	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"...

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	22%
HALF ARE CONSIDERING HYBRID OR ELECTRIC VEHICLES	
Cell phone	48%
+ \$25,000 in renovations	34%

TRAVEL INTENTIONS

NEXT 12 MONTHS

A vacation in Quebec	92%
A vacation outside Quebec	70%
Taking a plane	55%
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

DEADLINE & EDITORIAL PLANNING

Deadlines

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

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

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.



VIDEO VISIBILITY ON OUR SOCIAL MEDIA

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

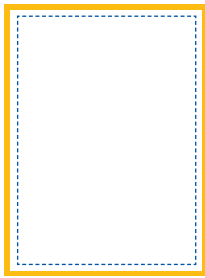
Final product length: between 1 and 15 minutes.

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.

MAGAZINES AD SIZES



1 PAGE

○ TRIM SIZE

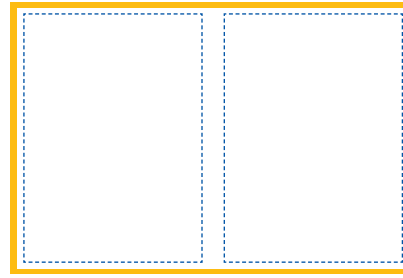
WIDTH	HEIGHT
8"	10.875"

● SAFETY MARGIN

WIDTH	HEIGHT
7.5"	10.375"

● With BLEED SIZE

WIDTH	HEIGHT
8.25"	11.125"



2 PAGES / SPREAD

○ TRIM SIZE

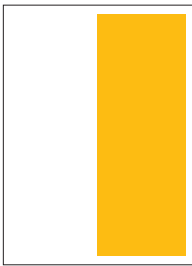
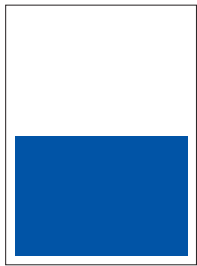
WIDTH	HEIGHT
16"	10.875"

● SAFETY MARGIN

WIDTH	HEIGHT
7.5"	10.375"

● With BLEED SIZE

WIDTH	HEIGHT
16.25"	11.125"



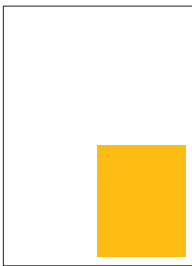
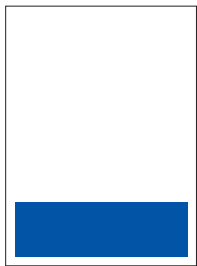
1/2 PAGE

HORIZONTAL

WIDTH	HEIGHT
7.375"	4.83"

VERTICAL

WIDTH	HEIGHT
3.575"	9.889"



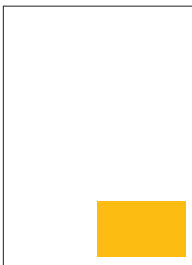
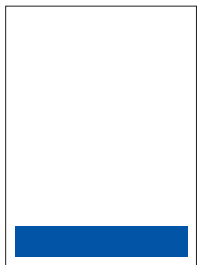
1/4 PAGE

HORIZONTAL

WIDTH	HEIGHT
7.375"	2.323"

VERTICAL

WIDTH	HEIGHT
3.575"	4.832"



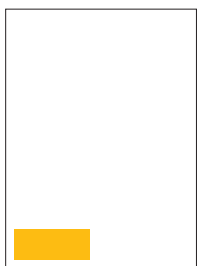
1/8 PAGE

HORIZONTAL

WIDTH	HEIGHT
7.375"	1.1"

CARTE D'AFFAIRE

LARGEUR	HAUTEUR
3.575"	2.32"



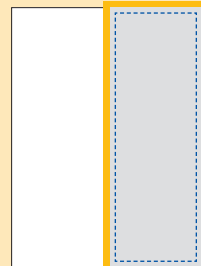
1/16 PAGE

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

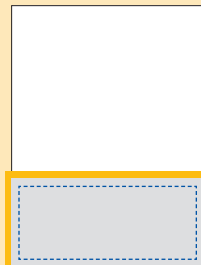
WIDTH	HEIGHT
3.95"	10.875"

● SAFETY MARGIN

WIDTH	HEIGHT
3.7"	10.375"

● With BLEED SIZE

WIDTH	HEIGHT
4.2"	11.125"



BLOCK

○ TRIM SIZE

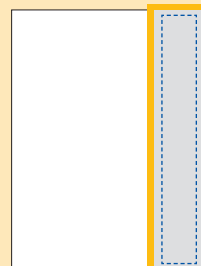
WIDTH	HEIGHT
8"	3.52"

● 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

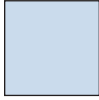
WIDTH	HEIGHT
1.25"	10.375"

● With BLEED SIZE

WIDTH	HEIGHT
2.25"	11.125"

BANNERS SIZES

WEBSITE + NEWSLETTERS



FORMATS WEB UNIQUEMENT



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

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



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 :	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.

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
OPEN FLYER**

**3.9" X 6"
39" X 18"**

DEADLINES

2026

Sponsored content :	20 march 2026
Cloring dates :	3 april 2026
Material :	6 april 2026
Distribution :	7 may 2026

