fugues

media kit

GROUPE HOM 100% LGBTQ+ QUEBEC MEDIA GROUP

fugues | POCKET MTL DANS LA POCHE

IN THE POCKET

TOURIST LEAFLET • 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 $1800/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

25,500 COPIES

SIZES

EACH PANEL	**3.9” X 6”**
OPEN FLYER	**39” X 18”**

DEADLINES

2027

Sponsored content :	19 March
Cloring dates :	16 April
Material :	19 April
Distribution :	First drop in May

2028

Sponsored content :	18 March
Cloring dates :	15 April
Material :	18 April
Distribution :	First drop in May

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

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 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

- Emayl to your advertising consultant. Limit 10 MB. Compression format used .ZIP
- "We Transfer" to your advertising consultant's emayl.

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.

DIGITAL RATES WEB SITE

VISIBILITY IN ROTATION | CONSECUTIVE MONTHS

HOME PAGE	1 MONTH	COMBO*	1 WEEK	3-6 MONTHS 10 % REBATE PRICE PER MONTH	7-11 MONTHS 15 % REBATE PRICE PER MONTH	12 MONTHS + 20 % REBATE PRICE PER MONTH
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* PRICE PER MONTH		4 SENDINGS COMBO* PRICE PER MONTH		2 ENVOIS PRICE PER MONTH	3-6 MONTHS 10 % REBATE	7-11 MONTHS 15 % REBATE	12 MONTHS + 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 INSTAGRAM / X / BLUESKY / FACEBOOK / LINKEDIN

** LTHE ARTICLE WILL BE PUBLISHED IN THE PRINT-DIGITAL MAGAZINE, ON THE FUGUES WEBSITE AND SHARED ON INSTAGRAM / X / BLUESKY / FACEBOOK / LINKEDIN

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 productions per month depending on the level of production requested.

Publication(s) on
INSTAGRAM / X / BLUESKY / FACEBOOK
LINKEDIN / TIKTOK / YOUTUBE

- **$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.

BANNERS SIZES

WEBSITE + NEWSLETTERS

FORMATS WEB UNIQUEMENT

BIG BOX

65 K MAXIMUM

WIDTH	HEIGHT
300 PX	250 PX

HALF BOX

60 K MAXIMUM

WIDTH	HEIGHT
300 PX	125 PX

TOWER

80 K MAXIMUM

WIDTH	HEIGHT
300 PX	600 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.