fugues

media kit

GROUPE HOM 100% LGBTQ+ QUEBEC MEDIA GROUP

fugues | POCKET MTL DANS LA POCHE

MAGAZINE RATES

REGULAR SPACES

RATES / ISSUE

	1 ISSUE	2-3 ISSUES - 10 % REBATE	4-7 ISSUES - 15 % REBATE	8-11 ISSUES - 20 % REBATE	12 OR MORE ISSUES - 23 % REBATE
1 PAGE	**$2200**	$1980	$1870	$1760	$1695
1/2 PAGE	**$1250**	$1125	$1065	$1000	$960
1/4 PAGE	**$750**	$675	$640	$600	$575
1/8 PAGE	**$440**	$395	$375	$350	$340
1/16 PAGE	**$255**	$230	$215	$205	$195
SPREAD	**$3850**	$3465	$3275	$3080	$2965
TOWER *	**$1350**	$1215	$1150	$1080	$1040
BLOCK *	**$1000**	$900	$850	$800	$770
PAGE SIDE COLUMN *	**$780**	$700	$665	$625	$600

HIGH VISIBILITY SPACES

RATES / ISSUE

	1 ISSUE	2-3 ISSUES - 10 % REBATE	4-7 ISSUES - 15 % REBATE	8-11 ISSUES - 20 % REBATE	12 OR MORE ISSUES - 23 % REBATE
BACK COVER C4	**$5300**	$4770	$4505	----------	----------
INSIDE COVER C2 OU C3	**$3350**	$3015	$2845	$2680	$2580
SPREAD C2 + PAGE 3	**$6000**	$5400	----------	----------	----------
CENTRAL PAGES SPREAD	**$6000**	$5400	$5100	----------	----------
PAGE 3	**$3150**	$2835	$2680	$2520	$2365
PAGE 5, 7 OU 9	**$2750**	$2475	$2340	$2200	$2065
PAGES 11, 13, 15, 17 OU 19	**$2525**	$2275	$2145	$2020	$1895
PAGES 21, 23, 25, 27 OU 29	**$2325**	$2095	$1975	$1860	$1745

*SPECIAL FORMATS

The **TOWER, BLOCK,** and **SIDE COLUMN** formats are available exclusively on editorial pages—with no other advertisements alongside yours! Free of any white borders, your ad extends to the very edges of the page. The visual is printed full-bleed, reaching right to the paper's edge to create an immersive, high-impact visual effect.

Whether positioned at the start of an article on a left-hand page or at the end on a right-hand page, this format integrates naturally with the content while maximizing visual impact.

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.