

fugues

MEDIA KIT

GROUPE HOM 100% LGBTQ+ QUEBEC MEDIA GROUP

fugues

POCKET MTL
DANS LA POCHÉ

RATES / ISSUE | APPLICABLE TAXES

1/16 PAGE \$245\$

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

FRAMED WITH COLOR OR
BLACK BACKGROUND

[illegible]

DEADLINE & EDITORIAL PLANNING

Deadlines

ISSUES	CLOSING DATES	MATERIAL	DISTRIBUTION
NOVEMBER 2024	18 oct. 2024	21 oct. 2024	30 oct. 2024
DECEMBER 2024 + JANUARY 2025	DOUBLE ISSUE 15 nov. 2024	18 nov. 2024	27 nov. 2024
FEBRUARY 2025	17 jan. 2025	20 jan. 2025	29 jan. 2025
MARCH 2025	14 feb. 2025	17 feb. 2025	26 feb. 2025
APRIL 2025	14 march 2025	17 march 2024	26 march 2025
MAY 2025	11 april 2025	14 april 2025	23 april 2025
POCKET MTL 2025 + PINK SECTION / REGIONS	4 april 2025	7 april 2025	8 may 2025
JUNE 2025	9 may 2025	12 may 2025	21 may 2025
JULY 2025	6 june 2025	9 june 2025	18 june 2025
 AUGUST 2025	11 july 2025	14 july 2025	23 july 2025
SEPTEMBER 2025	15 august 2025	18 august 2025	27 august 2025
OCTOBRE 2025	12 sept. 2025	15 sept. 2025	24 sept. 2025
NOVEMBER 2025	17 oct. 2025	20 oct. 2025	29 oct. 2025
DECEMBER 2025 + JANUARY 2026	DOUBLE ISSUE 14 nov. 2025	17 nov. 2025	26 nov. 2025
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

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



MAGAZINES AD SIZES



1 PAGE

○ TRIM SIZE

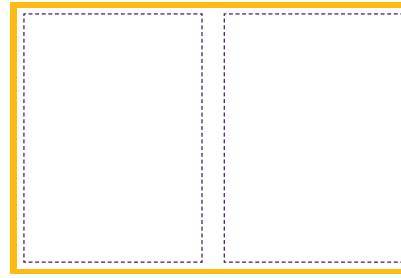
WIDTH	HEIGHT
8"	10.875"

● SAFETY MARGIN

WIDTH	HEIGHT
7.5"	10.375"

● With BLEED SIZE

WIDTH	HEIGHT
8.25"	11.125"



2 PAGES / SPREAD

○ TRIM SIZE

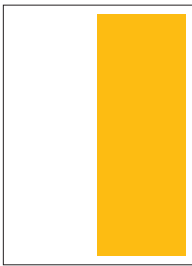
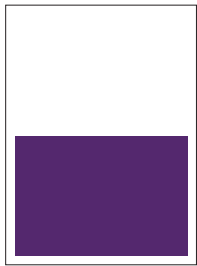
WIDTH	HEIGHT
16"	10.875"

● SAFETY MARGIN

WIDTH	HEIGHT
7.5"	10.375"

● With BLEED SIZE

WIDTH	HEIGHT
16.25"	11.125"



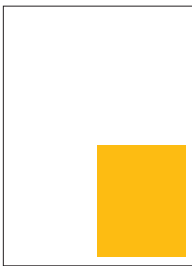
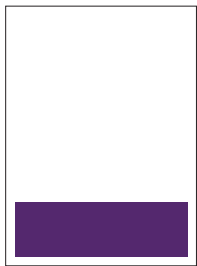
1/2 PAGE

HORIZONTAL

WIDTH	HEIGHT
7.375"	4.83"

VERTICAL

WIDTH	HEIGHT
3.575"	9.889"



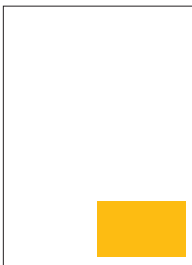
1/4 PAGE

HORIZONTAL

WIDTH	HEIGHT
7.375"	2.323"

VERTICAL

WIDTH	HEIGHT
3.575"	4.832"



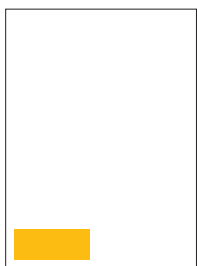
1/8 PAGE

HORIZONTAL

WIDTH	HEIGHT
7.375"	1.1"

CARTE D'AFFAIRE

LARGEUR	HAUTEUR
3.575"	2.32"



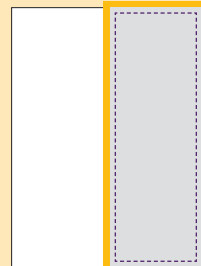
1/16 PAGE

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

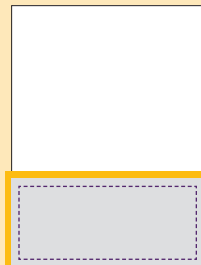
WIDTH	HEIGHT
3.95"	10.875"

● SAFETY MARGIN

WIDTH	HEIGHT
3.7"	10.375"

● With BLEED SIZE

WIDTH	HEIGHT
4.2"	11.125"



BLOCK

○ TRIM SIZE

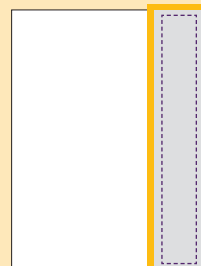
WIDTH	HEIGHT
8"	3.52"

● 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"

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.