

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.

310,000 readers on average

58% read a printed copy

51% read a digital copy

11% therefore regularly read the magazine in its two formats

PRINTED COPIES

CIRCULATION

25,000 copies

CIRCULATION VARYING BETWEEN 23,500 AND 27,500

179,800 readers

7.1 readers per copy

DISTRIBUTION

160 places

DISTRIBUTION LOCATIONS

83.5% 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

2 min. 58 sec.



SOCIAL NETWORKS & APPLE NEWS

FUGUES has a strong and growing presence on **Facebook**, **Instagram**, **Tik Tok** and **Twitter**. **FUGUES** has an **APPLE NEWS** channel that reaches between **9,000 and 20,000 people** each month with more than 22,500 articles read on average

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 310,000 LGBTQ+ consumer readers**" »



CONSULT THE FUGUES IN DIGITAL FORMAT

www.fugues.com/magazines

READERSHIP PROFILE

SOCIO-DEMOGRAPHIC DATA

AGE

38.6 YEARS
ON AVERAGE

BREAKDOWN BY MEDIA TYPE

40.5 years Magazine (PRINT + DIGITAL)

36.2 years Website

DISTRIBUTION BY AGE GROUPS

	MAGAZINE PRINTED	MAGAZINE DIGITAL	WEBSITE
25 years and under	10.1%	11.4%	13.4%
26 to 35 years	20.6%	22%	23.2%
36 to 45 years	25%	24.9%	24.6%
46 to 55 years	24.4%	23.5%	22.4%
Over 56 years	19.9%	18.2%	16.4%

The majority of readers **71%** are between 26 and 55 years old

PLACE OF RESIDENCE

	MAGAZINE PRINTED	MAGAZINE DIGITAL	WEBSITE
Montreal region	93%	76%	67%
Quebec region	4%	4%	6%
Elsewhere in Quebec	2%	6%	7%
Outside Quebec	1%	14%	20%

AVERAGE HOUSEHOLD INCOME OF READERS

79,970\$ KNOWING THAT 50%
ARE IN COUPLES

39% household income over \$100,000/year

75% household income over \$50,000/year

LGBT purchasing power in Quebec
is + **17 billion** per year

Gays, lesbians, bisexuals and trans people (LGBT) in Quebec not only have more than 15 billion dollars of purchasing power each year, but 7.4% of Quebec adults (i.e. more than **516,000 people**) identify as being LGBT.

Survey carried out in May and June 2023 by CMI among 887 people who read FUGUES in one form or another.



92% of our readers regularly make purchases from companies that advertise in 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% Homosexual

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

READERSHIP PROFILE

SOCIO-DEMOGRAPHIC DATA

"People belonging to the LGBTQ+ community continue to consume many more shows (both paid and free) than the entire Quebec population"...

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



92%

agree they view companies that advertise in LGBTQ+ media more positively. And about the same number, agreed that they regularly (6-10 times) or very regularly (more than 10+ times per year) read or watched FUGUES in print or digital form.

88%

view companies that raise awareness and advertise inclusive of the LGBTQ+ community more positively.

69%

have at least one pet.

PURCHASE INTENT

NEXT 12 MONTHS

Motor vehicle	23%
HALF THINK HYBRID OR ELECTRIC	
Cell phone	46%
+ \$20,000 in renovations	37%

TRAVEL INTENTION

NEXT 12 MONTHS

Take more vacations	50%
Take as many vacations	38%
Take fewer vacations	12%
Vacations in Quebec Province	94%
Vacations outside Quebec Province	71%
Will fly an airplane in 2023	59%
Take a vacation in the sun in an "all inclusive" or cruise	28%

Survey carried out in May and June 2023 by CMI among 887 people who read FUGUES in one form or another.

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



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\$	—

RATES / ISSUE | APPLICABLE TAXES

1/16 PAGE \$245\$

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

FRAMED

FRAMED WITH BLACK BACKGROUND

FRAMED WITH COLOR FRAME OR BACKGROUND

FRAMED WITH COLOR OR
BLACK BACKGROUND

[illegible]

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
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



DISCOUNT

Get a discount for content marketing in the "Clubbing" or "Consumption" section

PRODUCTION TIME

Count a minimum of 2 to 3 weeks (excluding holiday periods) for the production of content marketing. To this must be added your own approval deadlines.

Publication(s) on X/TIKTOK

- \$450 for 1 post
- \$1000 for a count of 3 to 4 publications in a 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

MAGAZINES AD SIZES



1 PAGE

○ TRIM SIZE

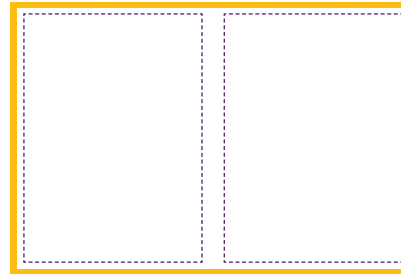
WIDTH	HEIGHT
8"	10.875"

● SAFETY MARGIN

WIDTH	HEIGHT
7.5"	10.375"

● With BLEED SIZE

WIDTH	HEIGHT
8.25"	11.125"



2 PAGES / SPREAD

○ TRIM SIZE

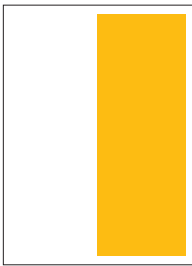
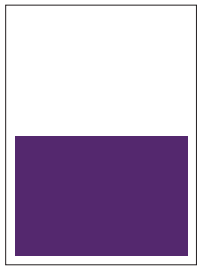
WIDTH	HEIGHT
16"	10.875"

● SAFETY MARGIN

WIDTH	HEIGHT
7.5"	10.375"

● With BLEED SIZE

WIDTH	HEIGHT
16.25"	11.125"



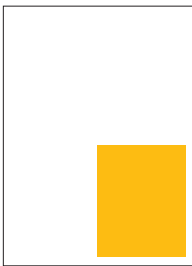
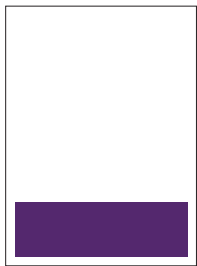
1/2 PAGE

HORIZONTAL

WIDTH	HEIGHT
7.375"	4.83"

VERTICAL

WIDTH	HEIGHT
3.575"	9.889"



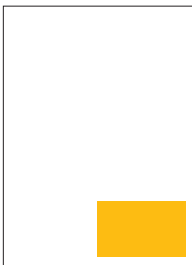
1/4 PAGE

HORIZONTAL

WIDTH	HEIGHT
7.375"	2.323"

VERTICAL

WIDTH	HEIGHT
3.575"	4.832"



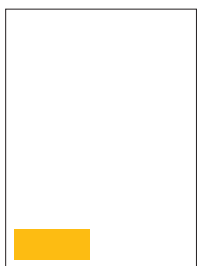
1/8 PAGE

HORIZONTAL

WIDTH	HEIGHT
7.375"	1.1"

CARTE D'AFFAIRE

LARGEUR	HAUTEUR
3.575"	2.32"



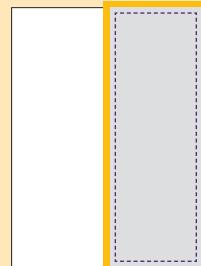
1/16 PAGE

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

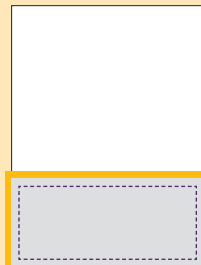
WIDTH	HEIGHT
3.95"	10.875"

● SAFETY MARGIN

WIDTH	HEIGHT
3.7"	10.375"

● With BLEED SIZE

WIDTH	HEIGHT
4.2"	11.125"



BLOCK

○ TRIM SIZE

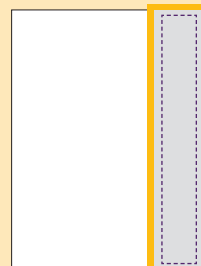
WIDTH	HEIGHT
8"	3.52"

● 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

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

CELLULAR

45 K MAXIMUM

WIDTH	HEIGHT
320 PX	50 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



APPLE NEWS

200 K MAXIMUM

iPad

WIDTH	HEIGHT
1536 pixels	864 pixels

iPhone

WIDTH	HEIGHT
1242 pixels	699 pixels

ZONE WITHOUT TEXT 80 X 44 PX

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 3.9" X 6"
OPEN FLYER 39" X 18"

DEADLINES

2025

Sponsored content : 21 march 2025
Cloring dates : 4 april 2025
Material : 7 april 2025
Distribution : 8 may 2025

2026

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

