

MEDIA KIT

History | Mission | Rates, magazine specifications & Web

Some important facts

Numerous sociological studies have explored and quantified the economic influence of the LGBT community. For instance, a study conducted by Léger Marketing, on behalf of Laurentian Bank, disclosed that this demographic contributes approximately \$13 billion annually to the economy. This represents nearly 15% of adults in Quebec who self-identify as part of these communities. Such economic impact is a distinctive characteristic in Quebec.

Popularity

With a unique lifestyle and remarkable purchasing power, we have attained the highest readership rate among LGBT media in Quebec. Gay Globe Media stands at the forefront, outperforming its rivals in both the Quebec and Montreal markets, boasting a readership rate that is significantly superior!

Please note that the international service Scam Detector grants Gay Globe a score of 100% with the mention « Safe and Secure, » while our competitor receives 58.2% with the mention « Mediocre. Medium risk ».



Contemporary media

Roger-Luc Chayer, the publisher of Gay Globe Media Group, is not only a professional journalist but also the former President of the Montreal chapter of the Canadian Association of Journalists. His journalistic and musical careers were recognized for their excellence in 2012 when he was awarded a medal by Queen Elizabeth II.

Le Point, a division of Gay Globe, is unique in Quebec as the only gay news wire that caters to French, English, and Spanish-speaking audiences. It disseminates a vast number of articles (over 11,000) and exclusive investigations. With a substantial readership of nearly 102,700 unique monthly readers who consume close to 529,000 pages, Gay Globe stands as the premier gay media outlet in Quebec, significantly outpacing its competitors.





Readers profile

As per Google Analytics, a significant 92% of our audience is based in Canada, with a substantial 87% of this group residing in Quebec. Of these Quebec residents, 70% are concentrated in Montreal and Quebec City, while the remaining 30% are dispersed across the entire province.

86% of readers and users consider magazines as an entertaining source of information. (Léger 2023)

48% of readers and users spend more than one hour reading a magazine. (Léger 2023)

64% of readers and users have purchased a product or service after seeing an advertisement in a magazine. (Léger 2023)

98% go to restaurants twice a month;

- **66% are property owners;**
- **75% have financial investments;**
- **40% are consumers of health products;**

Gay Globe Magazine

Founded in 1998, Quebec's premier gay publication, both in print and online, primarily serves those who enjoy beauty, luxury, and travel, and have the financial resources to pursue their desires. The magazine also addresses men's health, economics, and practical politics in daily life. **For almost 16 years, until her recent health struggles, Celine Dion and the late René Angelil lent their support to the publication's coverage of AIDS and men's health issues.**

Gay Globe Magazine is known for its exclusive articles penned by experienced professionals. All web divisions under the Gay Globe Group attract a high volume of traffic, with considerable interest from both the gay community and the general public. As Quebec's first gay TV established in 2006, it offers all programs for free, including free subscriptions for users. The Gay Globe's subscription list boasts nearly 5,600 email addresses, quadrupling the subscriber count of its competitors.



History

Gay Globe TV offers a broad spectrum of popular shows, news, classic films, and documentaries that cater not only to the gay community but also to the wider society. Acknowledging that the gay community extends beyond homosexual individuals to include their families and friends, Gay Globe's programs and articles are inclusive, diverse, and engaging, contributing to their widespread popularity. The magazine's success is largely due to its unique approach to text analysis, which leverages web audit tools. Content selection is driven by web reading rates and audience preferences, ensuring the relevance and appeal of the presented material.

All content from Gay Globe is published on the "Spot" news wire, a division of Gay Globe. However, in the print version, only the most widely read and consulted topics are featured. Gay Globe's production chain offers advertisers a unique opportunity to strategically position themselves across various products without incurring extra costs. When an advertisement is placed in the magazine, it automatically appears in the PDF version available on Gayglobe.net at no additional charge. Furthermore, the advertisement is featured on Facebook, Twitter, in our subscriber mailings, on the media's partner page, and in news wire articles, if these platforms are required by the advertiser. This comprehensive strategy enables advertisers to optimize their reach and impact.

Benefits, networks and experience

Several advertisers have maintained partnerships with Gay Globe Magazine and TV for over two decades, seeking maximum exposure for their advertisements, irrespective of their size. All advertisements in Gay Globe are presented in colour at no extra charge, distinguishing them from competitors. At Gay Globe, we make no compromises in catering to our advertisers' needs and preferences!

All advertisers are treated professionally, benefiting from not only the robust experience and business acumen of the Gay Globe sales team but also from the expertise cultivated over the years. Gay Globe offers complimentary consultation services, empowering advertisers aiming to penetrate the gay market to succeed in their campaigns. The Editor is a holder of two certificates in publicity and marketing from the esteemed Montreal Hautes Études Commerciales school.

However, not all campaigns aimed at the gay community are guaranteed to succeed, as certain products or services may not appeal to the LGBT+ community. It falls upon the Gay Globe advertising team to convey this to potential advertisers. When you advertise in Gay Globe Magazine or on our website, it's because we truly believe that the product or service offered will interest our readers. We prioritize relevance and ensure that our advertising selections resonate with the interests and preferences of our audience.

Advertorial : an advertising art not to be overlooked ...

Who can better articulate the features of a product or service than the advertisers themselves? Gay Globe Media allows infomercials that comply with the standards established by the Québec Press Council. This enables advertisers to provide comprehensive descriptions of their offerings while ensuring transparency for the audience. Advertorials submitted to Gay Globe Media are meticulously reviewed and formatted to meet the highest industry standards. Only facts that can be verified or certified are eligible for publication, and these pieces are clearly marked as "advertorial" to prevent any reader confusion.

These infomercials are featured alongside journalistic articles on all Gay Globe platforms. Advertisers who purchase infomercial space also benefit from automatic inclusion in the PDF version of the magazine, on the "Spot" newswire, and in the archives for several years. This is a significant advantage as traditional visual advertisements cannot be displayed on the news wire, which is exclusively for images. Being text-based, advertorials present a unique opportunity for advertisers to engage with the audience on these platforms.

Price list 1 - Magazine & PDF

Description	Size (in.)	1 to 2 publications	3 to 4 publications	5 to 8 publications
Cover cube	2 X 2	\$ 1,095	\$ 995	\$ 895
1 page	8,75 X 11,25	\$ 1,295	\$ 1,195	\$ 1,095
Cover 2 or 3	8,75 X 11,25	\$ 1,495	\$ 1,395	\$ 1,295
Back cover	8,75 X 11,25	\$ 1,995	\$ 1,995	\$ 1,995
2 central pages	17,5 X 11,25	\$ 1,995	\$ 1,895	\$ 1,795
1/2 page	7,5 X 4,9	\$ 845	\$ 795	\$ 745
1/3 page	To determine	\$ 745	\$ 695	\$ 645
1/4 page	3,667 X 4,9	\$ 545	\$ 495	\$ 445
1/6 page	To determine	\$ 445	\$ 395	\$ 345
1/8 page business card	3,667 X 2,3	\$ 345	\$ 315	\$ 295
Annual cube	1,75 X 1,75	\$250 each		\$ 895
Annual banner	7,5 X 1,33	\$525 each		\$ 1,995

Permanent interactive link in the PDF magazine: 50\$ + tx. ALL TAXES ARE EXTRA. Canadian currency. Creation costs 25% + tx if required.

PLEASE NOTE: The provision of free publicity creation, along with any bonuses, gifts, infomercials, or non-monetary benefits offered at the time of signing the advertising contract, is contingent upon the full payment as stipulated in the contract. In the event of contract breach, non-compliance, returned checks, or failure to fulfill an agreed exchange, the total amount listed in the price list becomes due immediately. Furthermore, all benefits or bonuses will be converted into a monetary value that must be paid promptly. We accept payments via checks, e-transfers, and credit cards. Please note that credit card transactions incur an additional 3.5% fee.

Price list 2 - Gay Globe TV, Web & News wire

Description	Size (in.)	1 to 3 months	4 to 6 months	7 to 12 months
Banner with link on Index	520 X 108 pixels 72dpi	\$300/month	\$275/month	\$250/month
Banner in video, film, etc.	7,5 X 1,33 inches 72dpi	\$ 150	Per month	3 months min.
Exclusive banner in videos	7,5 X 1,33 inches 72dpi	\$ 400	Per shows	3 months min.
Banner in emails to subscribers	7,5 X 1,33 inches 72dpi	\$ 295	Per campaign	
Email infomercial to subscribers	To be determined	0,12 cents	Per subscriber	
Banner in news wire articles	7,5 X 1,33 inches 72dpi	\$ 200	10 articles	2 weeks

The permanent interactive link in the PDF magazine costs \$50 + tax. All taxes are additional and in Canadian currency. If creation services are needed, there will be an additional charge of 25% + tax.

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