

# GAYGLOBEMEDIA

MAGAZINE WEBTV NEWSWIRE | FREE

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## CONTEMPORARY MEDIA

**AN ULTRA MODERN GROUP THAT DOMINATES THE GAY MARKET WITH ITS EXCEPTIONAL READING RATE**

**M** Roger-Luc Chayer, editor of Gay Globe, is a professional journalist, former president of the Canadian Association of Journalists of Montreal, and a member of the European Press federation. In 2012, he received, by order of Queen Elizabeth II, a medal recognizing the excellence of his journalistic career. The National Group, a division of Gay Globe, is the only gay French-language newswire in Quebec and broadcasts thousands of articles and exclusive surveys. Gay Globe joins nearly 90,000 unique monthly readers who consume nearly 390,000 pages, making it the first gay media in Quebec, far ahead of the competition.



## MAGAZINE GAY GLOBE

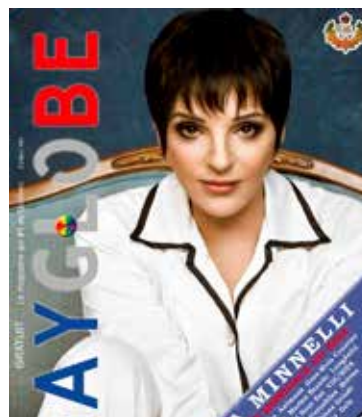
**CÉLINE DION'S OFFICIAL GAY MAGAZINE FOR OVER 15 YEARS SUPPORTING THE PUBLICATION OF HEALTH ARTICLES**



**M** Published in print and in web form since 1998, the #1 gay publication in Quebec is aimed primarily at men who love beauty, luxury, travel and who have the means to fulfill their aspirations. The magazine is also specialized in health for men, in economics and in concrete politics in the field of everyday life. Céline Dion and René Angelil (until his death) financially support the publication of AIDS related material. Gay Globe Magazine publishes exclusive articles written by professionals. The magazine is certified by the CARD network in Toronto.

## GGTV

**FREE WEBTV, POPULAR AND ENTHUSIASTIC FOR MORE THAN 10 YEARS**



**G** All Gay Globe Group web divisions are the most popular in terms of reading rates by the gay community and society in general. First gay TV in Quebec in 2006, all the programming offered is free and the subscription is also free. Gay Globe's list of subscribers is nearly 6,500 emails, four times more than the competition.



## A HISTORY WORTHY OF MENTION

IN LINE WITH UNCOMPROMISING PROFESSIONAL JOURNALISM, GAY GLOBE MEDIA OFFERS EXCLUSIVE PRODUCTS PREPARED WITH THE HIGHEST STANDARDS IN EFFECT IN QUEBEC

By

Roger-Luc Chayer  
Photo  
Barack Obama

**H** Gay Globe TV offers a wide range of programs, news, classical films in high demand, debates and documentaries on a wide range of topics that are addressed to society in general. Because gay life is also about those around us, families and friends who are not necessarily homosexual, the programs and articles proposed by Gay Globe are open, general, far from communitarianism, varied and this is what makes popularity. The magazine owes its success to an excellent recipe for text analysis that comes from web-based verification tools. The content is selected according to the reading rate on the Web and according to the tastes and preferences of readers and subscribers. All Gay Globe texts are

published on the "Spot" newswire (Gay Globe division) and only the most read articles are found in the paper version. The Alexa Verification Engine, an independent tool to measure and verify the rate of reading Web class Gay Globe Magazine and TV first of all gay medias in Quebec.

The Gay Globe production line allows advertisers to position themselves in a very advantageous way within a multitude of products offered without having to pay more for additional services. An advertisement in the magazine version is automatically included in the PDF version offered on the web and on GGTV, at no extra charge!

## ADVANTAGE PUB

AN ADVERTISING INTEGRATION THAT PASSES THE TEST OF SUCCESS

POUR LES GRANDES IDÉES  
GAY GLOBE

Advertisers, some of whom have been with Gay Globe Magazine and TV for over 18 years, are demanding the widest spread of their offerings, from the smallest to the full page. All of Gay Globe's commercials are in color at no additional cost, unlike the competition. At Gay Globe, no compromise to satisfy an advertiser!

## AD NET

THE SECRET IS IN THE NETWORK



All advertisers are entitled to professional treatment resulting not only from a solid experience and knowledge of the environment on the part of Gay Globe's sales team, but also from the expertise developed over the years. Gay Globe offers its consulting services completely free of charge and can intervene to allow an advertiser who wants to develop the gay market to succeed his campaign.

## EXPERIENCE

EXPERIENCE AND INTEGRITY



All campaigns targeting the gay community are not a guarantee of success. Some products or services may not be of interest to gay men and it is the role of the Gay Globe advertising team to explain this to potential advertisers. If you advertise in Gay Globe Magazine or on our WebTV, it is because we have the assurance that the product offered will be of interest to readers.

# SOME IMPORTANT FACTS TO KNOW

## ON THE GAY COMMUNITY OF QUEBEC

**The economic power of people in the gay community has been studied and quantified by numerous serious sociological studies. For example, according to a study by Léger Marketing, sponsored by Laurentian Bank, it has been shown that this segment of the population has an annual economic power of about \$ 13 billion. Study, almost 15% of Quebec's adults are members of the gay community. This economic power is unique in Quebec.**

The profile of Gay Globe Magazine readers and users of Gay Globe Media's web services and newswire has been the subject of customer surveys for 12 years. Here are some figures that describe the typical readership of Gay Globe:

## FINANCES AND POPULARITY

**IT IS BY COMBINING EXCEPTIONAL PURCHASING POWER AND UNIQUE IN QUEBEC WITH A LIFESTYLE DIFFERENT FROM THE AVERAGE POPULATION THAT ONE GETS THE HIGHEST READING RATE OF MEDIA AND GAY WEBSITES IN QUEBEC! GAY GLOBE MEDIA RANKS 1ST WITH A HIGHER READING RATE THAN ITS COMPETITORS IN BOTH QUEBEC AND MONTREAL!**

**92%** Live in Canada, 87% of them in Quebec, and 70% are in Montreal and Quebec, while the rest is distributed throughout the province. (Google Analytics)

**60%** Of the readers and users are couples, married or not, which considerably increases the purchasing power of the family. 15% have children. The average age of readers is 25 years but the segment most represented in readers is 18 to 34 years.

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## OUR READERS

### IN FEW NUMBERS

**62%**

Own a car less than 3 years old.

**98%**

Go out at least 2 times a month to restaurant.

**40%**

Are for surgery aesthetic.

**66%**

Own a condo or cottage.

**95%**

Own financial investments.

**61%**

Go out at least twice a week.

## THE INFOMERCIAL

### AN ADVERTISING ART NOT TO BE NEGLECTED ...



Who is in the best position to talk about a product or service as the announcer? Gay Globe Media authorizes the publication of advertorials in accordance with the standards of the Conseil de Presse du Québec, enabling advertisers to better describe their products while ensuring transparent public treatment of the subject. The infomercials offered by Gay Globe Media are scanned and formatted according to the highest standards on the market and only the provable or certified facts can be published, clearly marked "advertorial", so as not to confuse The public. The infomercial is found on the same Gay Globe services as a journalistic article. By purchasing its advertising space, the advertiser automatically receives the publication in the PDF version of the magazine, on the Le National newswire and in the archives for several years. The advantage is important because a traditional visual advertisement can not be found on the wire of the press.

# RATES 1 MAGAZINE & PDF

**GAY GLOBE MAGAZINE PAPER AND PDF - RATES SHOWN DO NOT INCLUDE APPLICABLE TAXES**

Description	Size (inches)	1 to 2 publications	3 to 4 publications	5 to 8 publications
Cover Cube	2 X 2	1095\$	995\$	895\$
1 page	8,75 X 11,25	1295\$	1195\$	1095\$
Couver 2 or 3	8,75 X 11,25	1495\$	1395\$	1295\$
Centrale pages (2)	17,5 X 11,25	1995\$	1895\$	1795\$
1/2 page	7,5 X 4,9	845\$	795\$	745\$
1/3 page	To be determined	745\$	695\$	645\$
1/4 page	3,667 X 4,9	545\$	495\$	445\$
1/6 page	To be determined	445\$	395\$	345\$
1/8 page (busin. card)	3,667 X 2,3	345\$	315\$	295\$
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Annual Cube	1,75 X 1,75	250\$ unit	----	895\$
Annual banner	7,5 X 1,33	495\$ unit	----	1995\$

ALL TAXES ARE NOT INCLUDED.

Publicity assembly costs 25% + tx if required.

**Assembly cost: 3 elements max: 50\$ 5 elements max: 75\$ 10 elements max: 150\$**

## TO NOTE:

**Montages offered free of charge as well as bonuses, gifts, infomercials and other non-monetary benefits offered at the signing of the advertising contract are conditional upon the full payment of the amount agreed upon in the contract. In the event of breach or non-compliance, a check without funds or returned for any reason or in the event of non-compliance with an agreed exchange, the full amount indicated in the fee schedule becomes payable and All benefits or bonuses are converted into money which will be immediately claimed.**

**Accepted methods of payment:** NO LIQUID MONEY. Personal or corporate check, certified check, bank draft, credit cards (add a 3.5% fee), Paypal (add a 2.5% fee) or Interac transfer.

# RATES 2 GGTV & WEB

**GAY GLOBE TV AND INTERNET - RATES SHOWN DO NOT INCLUDE APPLICABLE TAXES. RATES ARE PER MONTH.**

Description	Size (pixels & inches)	1 to 3 months	4 to 6 months	7 to 12 months
Banner index	520pi X 108pi 72dpi	300\$/M	275\$/M	250\$/M
Static cube + link	250pi X 155pi 72dpi	200\$/M	175\$/M	150\$/M
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TV banner	7,5pouces X 1,33 72dpi	300\$/tv show		
TV exclusive banner	7,5pouces X 1,33 72dpi	400\$/tv show		
Email banner	7,5pouces X 1,33 72dpi	295\$/mailing		
Publicity email	to be determined	0,12\$/mailing		
Banner or cube in mailing	200\$/All articles for 2 weeks	Fr or En.		

Assembly cost 25% + tx if required.