



montréal
pride
festival

MEDIA KIT 2021

CELEBRATIONS
OF THE SEXUAL
AND GENDER
DIVERSITY

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ABOUT US

MONTRÉAL PRIDE FESTIVAL

Since 2007, at the initiative on Montréal's LGBTQ+ communities, the Montréal Pride Festival has promoted their rights and celebrated their cultural richness and social advances. The largest gathering of people of sexual and gender diversity (SGD) in the Francophone world works locally on a daily basis while serving as a beacon of hope for those living in regions of the globe hostile to our communities. In 2019, the festival welcomed a total attendance of **3.4 million** visitors.

MISSION

- Support and promote the local communities of sexual and gender diversity while acting as a beacon of hope for those communities facing injustice around the world
- Organize the largest national gathering of the sexual and gender diversity (SGD) communities every year
- Inform the general public and raise their awareness of the realities our Quebec SGD communities live with
- Advocate for the advancement of the human rights of people of the SGD locally and in other regions of the globe
- Highlight the work of Quebec groups fighting against all discriminations linked to sexual orientation, gender identity and serophobia

VISION

Montréal Pride aims to provide these communities with a showcase of cultural expression and festival goes with the opportunity to celebrate their acquired social and legal rights through advocacy and community events as well as cultural and festive activities.

The Montréal Pride Festival unfolds every year over several days with programming that includes a Parade and a Community Day, to highlight the advances achieved by the communities of the GSD and to raise public awareness of the challenges remaining to end the discrimination they face locally and in the world.

The Montréal Pride Festival's programming emphasizes three thematic streams including human rights and community as well as cultural and festive aspects.

AUDIENCE PROFILE

ONLINE

An in-depth analysis of the visibility of our website and postings on our social media platforms (Facebook, Instagram and Twitter), shows that the Montréal Pride Festival reaches a young and educated audience with high disposable income.

- **64%** of the persons reached by our website and social media are 18 to 34 years of age
- **74%** of the followers of our social media are university educated
- **49%** of those reached are single
- **51%** of our audience online state they occupy a management or business administration position

OUR FOLLOWER'S COUNTRY

- Canada **72.6%**
71,865 followers
- United States **14.2%**
14,043 followers
- France **5.6%**
5,538 followers
- Mexico **1%**
990 followers
- Belgium **0.6%**
593 followers
- Brazil **0.4%**
395 followers
- Algeria **0.3%**
299 followers
- UK **0.3%**
299 followers
- Australia **0.2%**
199 followers
- Tunisia **0.2%**
199 followers

AUDIENCE PROFILE

DURING THE FESTIVAL

With **50 plus activities over 7 days** of celebration, the Montréal Pride Festival attracts the participation of people of all ages and horizons even online. The traffic study shows that a majority of festival goers are **between 18 and 44 years** of age (**75.8%**), are university educated (**63%**) and have a median income of **\$67,997 per year**. While a majority of persons attending the Festival's activities come from the Greater Montréal area (**71%**), a majority

of tourists participating originate from Europe (**41.3%**) and the United States (**33.4%**). Even with an online Festival, we touched a million and a half people. On all those festival-goers, **849 094 people** watched one of our diffusion of an activity.

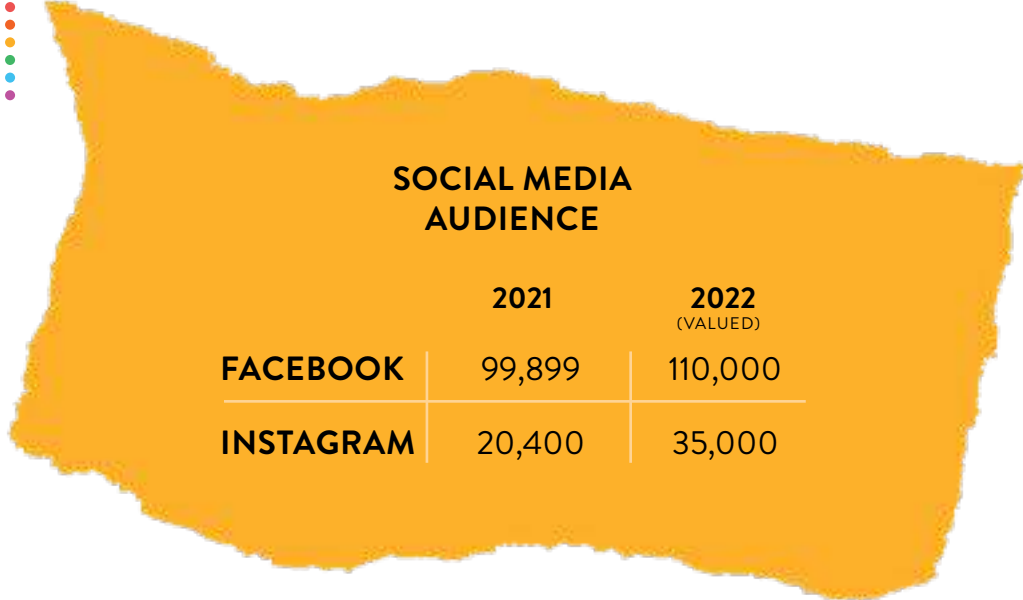
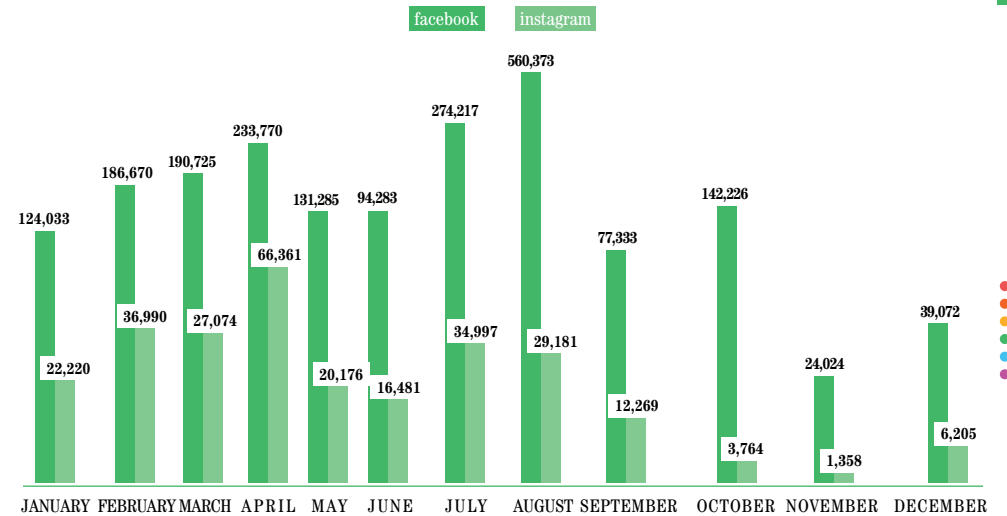
SOCIAL MEDIA AUDIENCE

	2021	2022 (VALUED)
FACEBOOK	99,899	110,000
INSTAGRAM	20,400	35,000

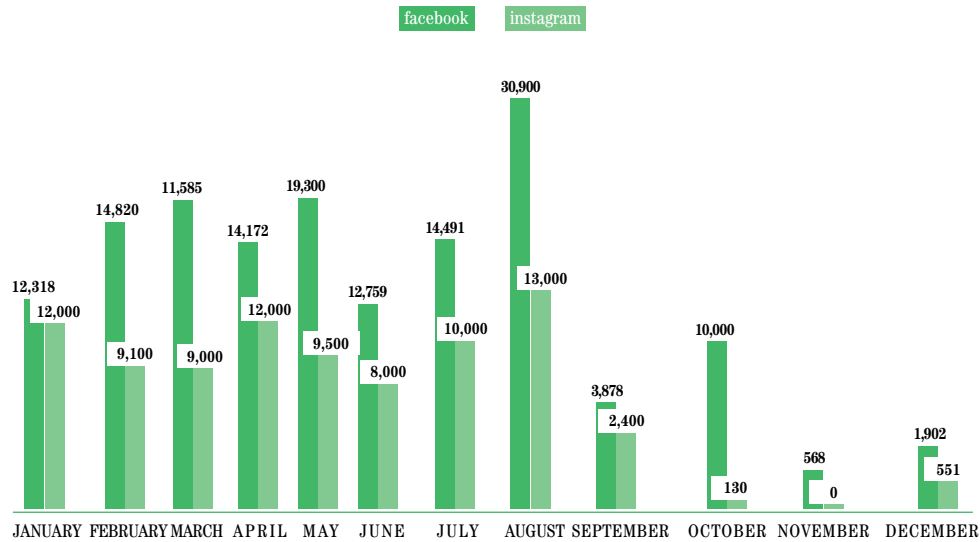
SOCIAL MEDIA POSTINGS

Although traffic on the Festival's social media platforms peaks between the months of June and August, the Montréal Pride Festival's postings generate an important reach throughout the year with a niche audience that has a high disposable income and who share values intrinsically tied to the full recognition of our rights and freedoms and respect for diversity.

REACH OF OUR SOCIAL MEDIA PLATFORMS



ENGAGEMENT OF OUR SOCIAL MEDIA PLATFORMS



RATE CARD

SOCIAL MEDIA POSTINGS (PER PLATFORM)

Package deal (both)

Facebook

Instagram

Advertising support of **\$100** included according to the targeted demographic

Translation into Canada's other official language included

CONTESTS

Three Facebook postings published on Instagram with sponsor mentions (contest announcement, event or product advertisement and announcement of winners)

Advertising support of **\$100** included according to the targeted demographic

Translation into Canada's other official language included

PACKAGE DEAL	POST	\$6,000
	STORY	\$2,500
FACEBOOK	POST	\$5,000
	STORY	\$1,000
INSTAGRAM	POST	\$2,500
	STORY	\$1,000

\$15,000

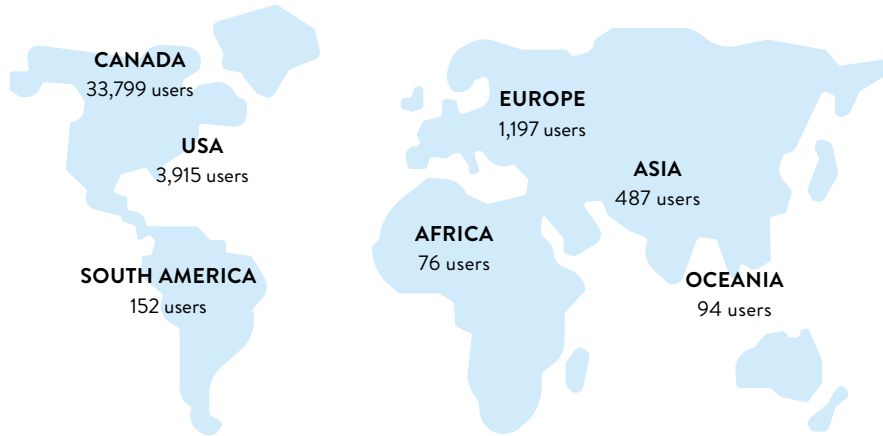
SOCIAL MEDIA EXAMPLES OF THE 2020 EDITION



WEBSITE BANNERS

The Montréal Pride Festival website which also features mobile browsing, annually generates hits from **80,800 distinct users** over a period of only three months between June 1st and August 31. The majority (**52%**) are **18 to 34 years old** with strong representation (**28,28%**) of the 25–34-year-old group. While the majority of visitors come from Canada and the website is visited equally in its English and French versions and by a majority of women (**58%**), the number of pages browsed by individual users is 2 pages for an average visit duration of 1 minutes and 30 seconds.

AQUIRING USERS



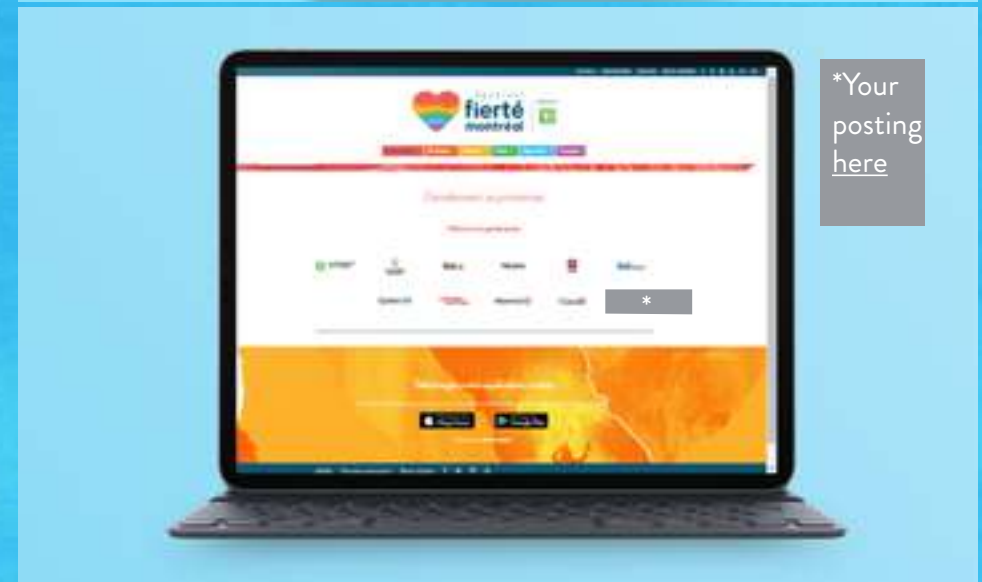
RATE CARD

Logo insertion on the Home and Partners pages with a link _____ **\$5,000**
(in French and English) to the advertiser's website for a one-year period

Banner (300px X 250px) on Home page with a link _____ **\$3,500**
in French and English to any advertiser-selected site for a one-year period

Includes: one posting of the banner visual on Facebook with one publication on Instagram

WEBSITE BANNERS EXAMPLES FOR THE 2021 EDITION



E-NEWSLETTER

E-NEWSLETTER

ONE EBLAST: SEVERAL POSSIBILITIES!

Building on the success of its 13 previous editions, the Montréal Pride Festival has established a privileged relationship with festival goers, be they from the province or any other part of the world. Our bulk communications (eblasts) are based on two mailing lists whose recipients have shown great interest: the first is aimed at

the general public (over 15,000 addresses) and the other contains over 500 recipients from peer organizations. The opening rate (**between 25 and 80%**) and engagement rate (**between 5 and 30%**) demonstrate a strong interest from our audiences.

PUBLIC CAMPAIGNS

- **Over 15,000 recipients: local festival goers (80%) and international visitors**
- Average opening rate: between **25% and 35%**
- Average engagement rate: between **10% and 20%**

COMMUNITY CAMPAIGNS

- **Over 500 recipients: Community and not-for profit organizations offering services to the sexual and gender diversity communities.**
- Average opening rate: between **50% and 80%**
- Average engagement rate: between **20% and 30%**

RATE CARD

Logo insert in the E-Newsletter with a link _____ **\$1,000**
(French and English) to the advertiser's website. Per E-Newsletter

Banner (600px X 300px) in the E-Newsletter with a link _____ **\$1,500**
(French and English) to client-selected website. Per E-Newsletter
Includes: one posting of the banner visual on Facebook with one publication on Instagram

150- to 400- word commissioned article with visual and link _____ **\$3,500**
(French and English) to client- selected website. Per E-Newsletter
*Includes: one Facebook posting of the visual with one publication on Instagram
Translation into Canada's other official language*

E-NEWSLETTER ADS EXAMPLES OF THE 2020 EDITION

E-NEWSLETTER



RATE CARD

POST

Package deal _____	\$6,000
Facebook _____	\$5,000
Instagram _____	\$2,500
<ul style="list-style-type: none"> • Advertising reinforcement of \$100 included in accordance with the targeted demographic • Includes: translation into Canada's other official language 	

STORIES

Package deal _____	\$5,000
Facebook _____	\$1,000
Instagram _____	\$1,000
<ul style="list-style-type: none"> • Advertising reinforcement of \$100 included in accordance with the targeted demographic • Includes: translation into Canada's other official language 	

CONTESTS

_____	15,000
<ul style="list-style-type: none"> • Three Facebook postings published on Instagram with sponsor mentions (contest announcement, event or product advertisement and announcement of winners) • Advertising reinforcement of \$100 included in accordance with the targeted demographic • Includes: translation into Canada's other official language 	

WEBSITE BANNERS

Logo insertion on the Home and Partners pages with a link _____ (in French and English) to the advertiser's website for a one-year period	\$5,000
Banner (300px X 250px) on Home page with a link _____ (in French and English) to any advertiser selected site for a one-year period <i>Includes: one posting of the banner visual on Facebook with one publication on Instagram</i>	\$3,500

INFOLETTRE

Logo insert in the E-Newsletter _____ with a link (French and English) to the advertiser's website. Per E-Newsletter	\$1,000
Banner (600px X 300px) in the E-Newsletter _____ with a link (French and English) to client-selected website. Per E-Newsletter <i>Includes: one posting of the banner visual on Facebook with one publication on Instagram</i>	\$1,500
150- to 400- word commissioned article with visual _____ and link (French and English) to client- selected website. Per E-Newsletter <i>Includes: one Facebook posting of the visual with one publication on Instagram Translation into Canada's other official language</i>	\$3,500

ADVERTISING POLICY

CONTEXT

With the long-term objective of sustaining its activities and with a view of providing various social stakeholders with the opportunity to show their support of the sexual and gender diversity communities, the Montréal Pride Festival is making additional efforts to diversify its funding sources.

In this regard the Montréal Pride Festival is offering partners who meet established criteria different advertising spaces and vehicles to promote their products and services to its over 3.4 million annual festival goers.

OBJECTIVE

This policy is aimed at defining the rules, criteria and values that will constitute a guide and the framework for the placement of advertising across the Festival's different platforms and communications tools.

CONTRACTUAL AGREEMENT FOR THE SALE OF ADVERTISING

The insertion and delivery of advertising through the Festival's different communications vehicles must be the object of a written prior commercial agreement between the Montréal Pride Festival and its advertisers, which defines the responsibilities of both parties as well as the terms and conditions of the agreement.



ADVERTISING POLICY

ACCEPTANCE CRITERIA FOR ADVERTISING

The Montréal Pride Festival bases its action on the values and principles it stands for and these must at all times be taken into consideration and met when analyzing an advertising insertion request. The credibility of the organization is to be preserved under all circumstances.

ACCEPTANCE CRITERIA

The advertising must :

- Be in accordance with the values and mission of the Montréal Pride Festival
- Be based on respect and transparency; ads deemed misleading will be refused
- Have no direct relation to politics or religion
- Ensure due respect and the independence of the Montréal Pride Festival

Advertisers must :

- Promote values that are in accordance with those of the Montréal Pride Festival
- Exhibit ethical and socially-responsible behavior

The following conditions apply :

- Available advertising space to be parametered by the Montréal Pride Festival
- Ad materials to be delivered ready for posting: the Montréal Pride Festival will not provide graphic design or production nor will it revise ad contents from external sources, with the exception of translating the content into the other Canadian official language
- The Montréal Pride Festival reserves the right to refuse any advertising whose graphic quality or content may be deemed non professional or non-compliant

CONTENT AND DEADLINES

CONTENT: Client to supply copy and visuals for the posting

DEADLINE : Copy and visual materials to be forwarded to the Communications department at least one week prior to the posting date clara@fiertemtl.com







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