

35 YEARS OF EXPERTISE

PROMOTION, RECOGNITION AND CELEBRATION



AGENCEPID

PRESENTATION

AGENCEPID

35 YEARS OF EXPERTISE

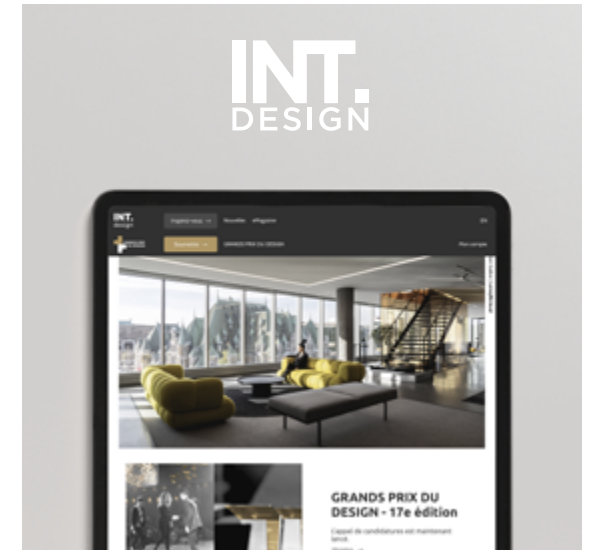
As a design-driven media company with a solid experience and reputation, PID Agency has been an accomplice and partner to the design industry for over 35 years. Its three prestigious platforms, the International **GRANDS PRIX DU DESIGN** Awards, the **INTÉRIEURS** magazine, and the **INT.design** portal, are acclaimed for their creativity and contribution to promoting excellence in design, architecture, landscape, and the built environment. **Its team consists of proactive and creative connectors, strategists driven by a passion for design.**



International competition, the **GRANDS PRIX DU DESIGN Awards** celebrate the excellence and the talent of creative professionals who have distinguished themselves through exemplary practice. The Awards create visibility and promotional opportunities for its partners and winners and bring them professional recognition and international notoriety. The call for entries is open to participants from all over the world and is intended for professionals as well as developers, entrepreneurs, and manufacturers, in several disciplines and categories.



Bilingual Quebec-based magazine, **INTÉRIEURS** promotes the culture of design and architecture. It presents to its readers 3 collector's editions per year: 1 PEOPLE edition which highlights the personalities and professionals who shape our environment and mark our industry and 2 special editions presenting the winning projects of the GRANDS PRIX DU DESIGN competition.



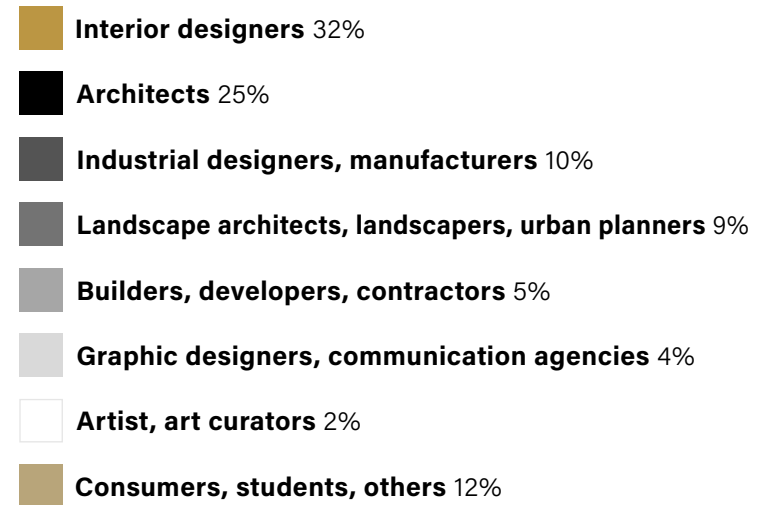
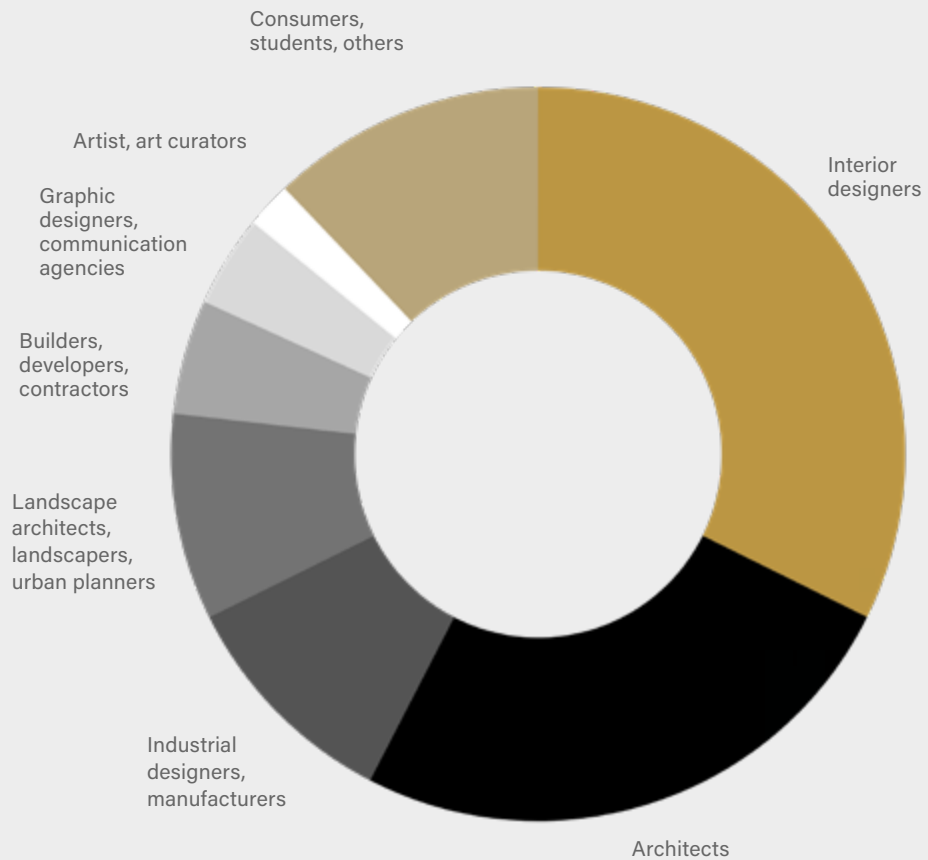
Digital platform **INT.design** is a useful tool for research, inspiration and information on professionals products, facilities, activities, and cultural and design venues. In addition to publishing the information and the winners of the GRANDS PRIX DU DESIGN Awards and the digital versions of INTÉRIEURS magazine, the NEWS section presents industry actualities and the GET INSPIRED section displays the projects and products of all the contest candidates.



OUR CLIENTELE

A community of close to **50,000** professionals from the design, architecture and built environment industries, as well as their clients and suppliers, are loyal subscribers to our weekly newsletter, readers of INTÉRIEURS magazine, candidates and partners of the GRANDS PRIX DU DESIGN, and users of the INT. design portal.

DEMOGRAPHICS

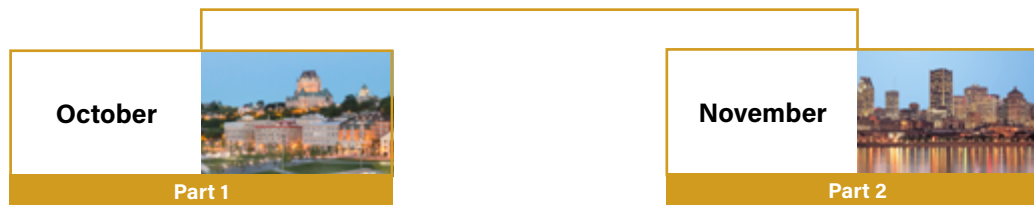


CALENDAR

INTÉRIEURS MAGAZINE



GRANDS PRIX DU DESIGN GALAS



Announcement of the winners

- Interior Design
- Product Design
- Communication & Branding

Announcement of the winners

- Architecture
- Construction & Real Estate
- Landscape & Territories
- Art & Photography

INT.DESIGN PORTAL



Publications in the **NEWS**
or **GET INSPIRED** sections

INT.design
Portal

GRANDS PRIX DU DESIGN
Awards

INTÉRIEURS
E-magazine

INTÉRIEURS MAGAZINE

INTÉRIEURS is a bilingual magazine, based in Quebec, that promotes the culture of design and architecture and is a timeless tool of reference and inspiration.

Three collection editions per year:

- 1 PEOPLE edition which highlights the personalities and professionals who shape our environment and mark our industry
- 2 special editions presenting the winning projects of the GRANDS PRIX DU DESIGN Awards

Our readers

Participation in INTÉRIEURS magazine as an advertiser is open to all businesses wishing to reach:

- Architects and designers
- Urban planners, landscape architects and landscapers
- Real estate developers and contractors
- Manufacturers, distributors and retailers
- Business decision makers and influencers
- Design enthusiasts (targeted consumers)

eMagazine

In addition to the paper version, the digital version of the magazine is shared by several communication partners, is sent to the 50,000 subscribers of the Agence PID newsletter and is available on the INT.design portal.

3 versions per edition

In addition to the original bilingual version, the digital editions of the magazine are available in both English and French versions for national and international distribution.

10 000

Print copies
per issue

4.5

Readers
per print copies

305 000

Views
per virtual magazine*

* Available without subscription, also promoted by our communication partners

Promote your company
in one of the collection
issues... you'll be proud
to be part of it!





GRANDS PRIX
DU DESIGN



100

Jury members

[Consult](#)

25

Communication
Partners

[Consult](#)

1250

Projects submitted
for the 16th edition
(2023)

1000

Professionals attend
the 2 annual GALAS

35













Countries

GOLD & PLATINUM PARTNERSHIPS

	GOLD	PLATINUM
Exclusivity in your sector of activity (by event)		●
GALA		
Presentation of your partnership by the Gala hosts		●
Projection of your corporate video on a giant screen during the Gala		●
Your logo and hyperlink in the program of the evening		●
Your name in the program of the evening	●	
Your logo in the newsletters promoting the call for applications and the Galas	●	●
Your logo and the image of your advertising page on the giant screen during the Gala	●	●
Your logo on the Galas' electronic tickets	●	●
2 tickets to attend the Gala (+ first choice for table purchase)		●
1 ticket to attend the Gala	●	
INTÉRIEURS Magazine		
A 1/3 page article about your company published in the competition edition		●
Your advertising page in the special edition dedicated to the contest	●	●
Portail INT.DESIGN		
Your logo in the PARTNER section of the GRANDS PRIX DU DESIGN	●	●
Your page in the NEWS section		●
Distribution of your news page to our 50,000 subscribers via our newsletter and our social networks		●

EVENING PARTNERSHIPS

By becoming an evening partner you benefit from visibility before, during and after the Gala of your choice and automatically enjoy a right of first refusal for the following year. **Customized concepts also available!**

 <p>Stage design</p>	 <p>Bar</p>	 <p>Gifts offered to the winners with their award plates and trophies</p>	 <p>Visibility on the tables</p>
 <p>Hosts & hostesses clothing or concept made to measure</p>	 <p>Photobooth backdrop</p>	 <p>Bags delivered with the magazine</p>	 <p>Promotion of a draw</p>
 <p>Valet parking service</p>	 <p>Dessert and/or sweet snacks at the end of the evening</p>	 <p>Water bottles reusable</p>	 <p>Bursary for the Student Award's winner</p>

DIGITAL OFFER

The disciplines of design and architecture are part of our culture and are essential leverages for addressing today's challenges, especially when they work collaboratively. The creativity of designers - architects, landscape architects, urban planners, interior designers, industrial designers and graphic designers and their collaboration with contractors, developers, manufacturers and other clients, is the guarantee of economically profitable and sustainable results. **INT.design aims to be a vector of diffusion and a current means of influence and discovery of these disciplines and creators.**

WEB PORTAL

105 000

Unique visitors

NEWS

News feed allowing you to share the latest news about your firm to the industry. They can include a customized content for your brand such as photos, text, videos, link to a product catalog or link to your website.

- Launch or presentation of a project or product
- Job offer or nomination
- Announcement of an event
- Sales or online store, etc.

GET INSPIRED

The "GET INSPIRED" section allows searches by keyword to find products, professionals, places and design ideas.

- Post your own pages, allowing you to showcase: a project, a product, a collection.
- In addition to photos and text, add hyperlinks to your site and those of your collaborators.
- Add filters to your images that will allow users of the search engine to find them more frequently and easily according to the criteria searched.



▪ NEWS HOMEPAGE



▪ NEWS PAGE



▪ GET INSPIRED SECTION



▪ GET INSPIRED PAGE

NEWSLETTER

Take advantage of the industry's most targeted mailing list and reach nearly 50,000 targeted subscribers: designers, architects landscape architects, landscapers, contractors, developers... their residential, commercial their residential, commercial, office and institutional clients are loyal subscribers to the newsletter.

50 000

Subscribers

35%

Opening rate

SOCIAL NETWORKS

FACEBOOK, LINKEDIN, INSTAGRAM

Benefit from a visibility with our community.
Enrich your digital strategy with a social media campaign.

19 000

Subscribers

