

# 35 YEARS OF EXPERTISE

PROMOTION, RECOGNITION AND CELEBRATION



**AGENCEPID**

GRAND PRIX INTERNATIONAL  
15<sup>TH</sup> EDITION (2022)  
Interior Design

**PROJECT**  
Digital Media Library Monte Sinai School  
Mexico

**BY**  
Mayer Hasbani  
Mexico  
mayerhasbani.com

Photo : Luis Gerardo Gordoa



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**COVER:** GRAND PRIX INTERNATIONAL 14<sup>TH</sup> EDITION (2021) / Architecture

**PROJECT:** Kö-Bogen, Germany

**BY:** ingenhoven architects, Düsseldorf, Germany

# AGENCEPID

35 YEARS OF EXPERTISE

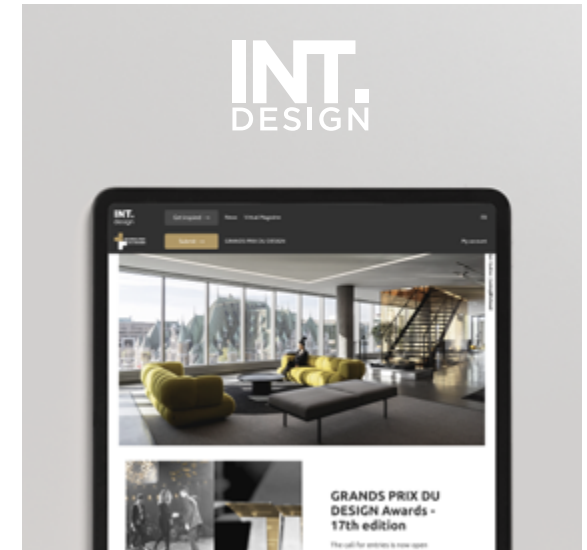
As a design-driven media company with a solid experience and reputation, PID Agency has been an accomplice and partner to the design industry for over 35 years. Its three prestigious platforms, the International **GRANDS PRIX DU DESIGN** Awards, the **INTÉRIEURS** magazine, and the **INT.design** portal, 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 STORY

## 1960

Ginette Gadoury studied interior design at the Institute of Applied Arts and entrepreneurship at HEC. Then in 1967 she opened a design consulting firm and in 1970 she joined the Histart architectural firm.

## 1972

The first Quebec interior design magazine, *Décormag*, is created by Ginette Gadoury, marking the beginning of the magazine industry in Quebec.

## 1986

Picard Report; Report on the development axes of the city of Montreal. Ginette Gadoury is advisor for the study in matters related to design. Design is considered as one of the 6 development axes of the city of Montréal.

## 1988

Establishment of La Médiathèque du design and the PID Agency (Les productions interface design).

## 1989

Brigitte Gadoury joins the company. Launch of SIDIM, the Montreal International Interior Design Show.

## 1996

Launch of *INTÉRIEURS*, a prestigious magazine of international content and calibre that plays an important role in promoting design, creators and companies involved in Quebec's national and international reputation.

## 2006

Montréal becomes a UNESCO City of Design and Mayor Gérald Tremblay, in his speech and in his press release, underlines the important role played by SIDIM and Ginette Gadoury in obtaining this nomination.

*INTÉRIEURS* magazine becomes bilingual and is distributed in specialized kiosks alongside other international magazines in all of Quebec, Toronto and New York, plus international subscriptions.

## 2007

Launch of the design competition, GRANDS PRIX DU DESIGN.

## 2013

SIDIM's 25<sup>th</sup> anniversary, which at that date became the only design and habitat show in Canada to remain Canadian owned.

## 2014

Beginning of the collaboration between APDC-Asia Pacific Design Center and PID Agency. Laureates of GRANDS PRIX DU DESIGN Awards are presented and honored in China.

## 2015

For the first time, GRANDS PRIX DU DESIGN Awards opens categories internationally in collaboration with the APDC with designers & architects from China submitting entries to the competition.

## 2016

20<sup>th</sup> anniversary of *INTÉRIEURS* magazine.

## 2017

10<sup>th</sup> anniversary of GRANDS PRIX DU DESIGN Awards.

## 2018

30<sup>th</sup> anniversary of SIDIM.

## 2020

In addition to opening onto new disciplines, the GRANDS PRIX DU DESIGN Awards becomes a worldwide competition! All categories of the contest are now open for entries from Québec, Canadian and international candidates.

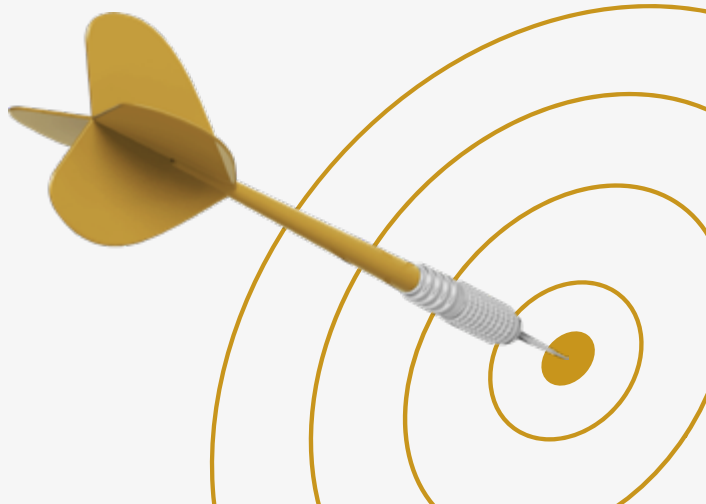
## 2021

The presentation of the Winners of the GRANDS PRIX DU DESIGN are now taking place during two exclusive galas.

# OUR MISSION

The PID Agency's mission is to act as a promotional media to celebrate creative excellence and to be a connector between industry professionals, their clients and suppliers.

We create recognition and publicity, promotion and public relations opportunities for our partners, candidates, finalists and winners.



## BECOME A PARTNER TO...

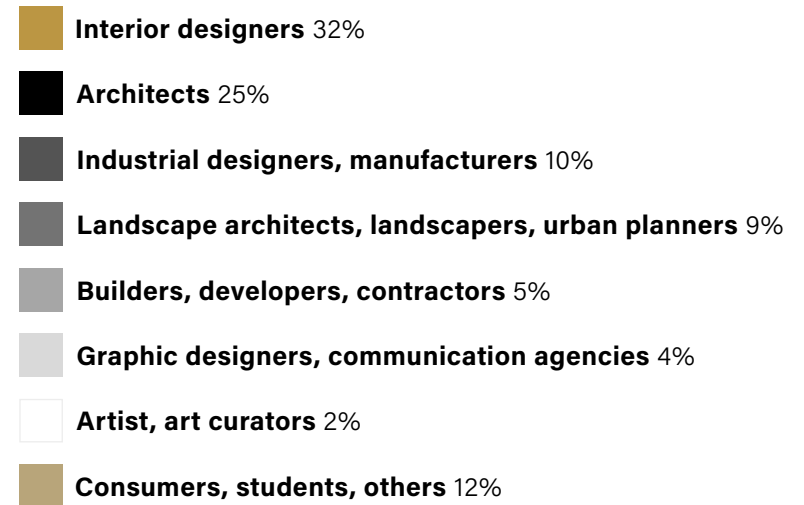
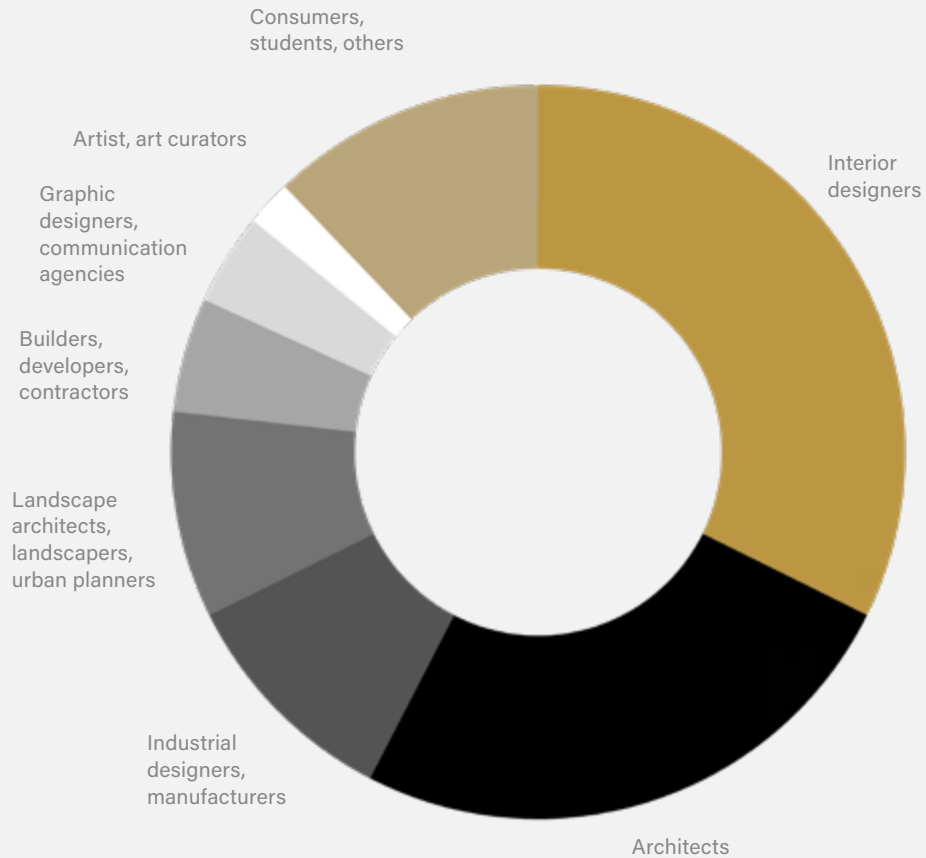
- Reach the design, architecture, landscape, built environment industry and the stakeholders that gravitate around it.
- Reach influencers, business decision-makers and targeted consumers who are lovers and enthusiasts of high quality design.
- Associate your image with the GRANDS PRIX DU DESIGN, one of the most prestigious events in the industry.
- Be part of INTÉRIEURS magazine's collection editions that are expected and kept and reach readers with a strong buying power and who are looking for quality design products.
- Have the opportunity to be displayed on the INT.design portal, a digital space for the diffusion of content promoting excellence in design and architecture.
- Promote your company and increase your notoriety by being part of a high quality environment that highlights your brand.
- Position yourself as an engaged company, supporter and industry leader.
- Have national and international visibility and reach new markets.



## 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

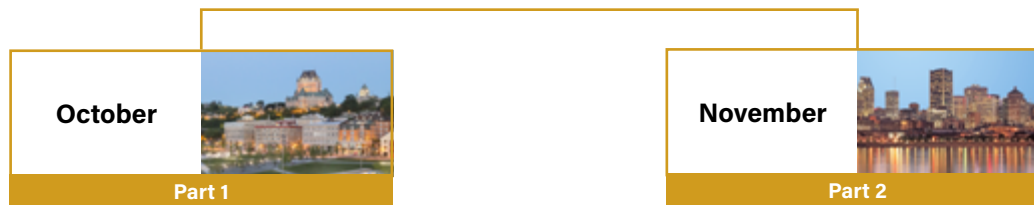


# CALENDAR

## 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 PORTAIL



Publications in the NEWS  
or GET INSPIRED sections

**INT.design**  
Portal

**GRANDS PRIX DU DESIGN**  
Awards

**INTÉRIEURS**  
E-magazine



**GRANDS**

17<sup>th</sup> Edition

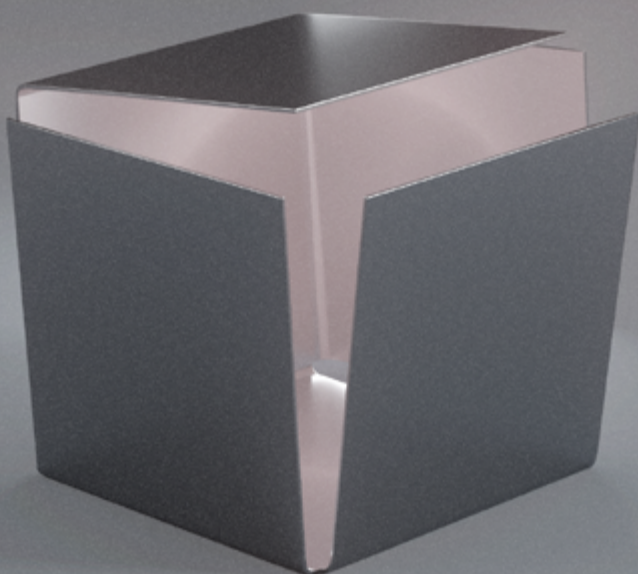
**PRIX**

**DU**

**DESIGN**



GRANDS PRIX  
DU DESIGN



17<sup>th</sup> edition

# GRANDS PRIX DU DESIGN AWARDS

**35**  
Countries

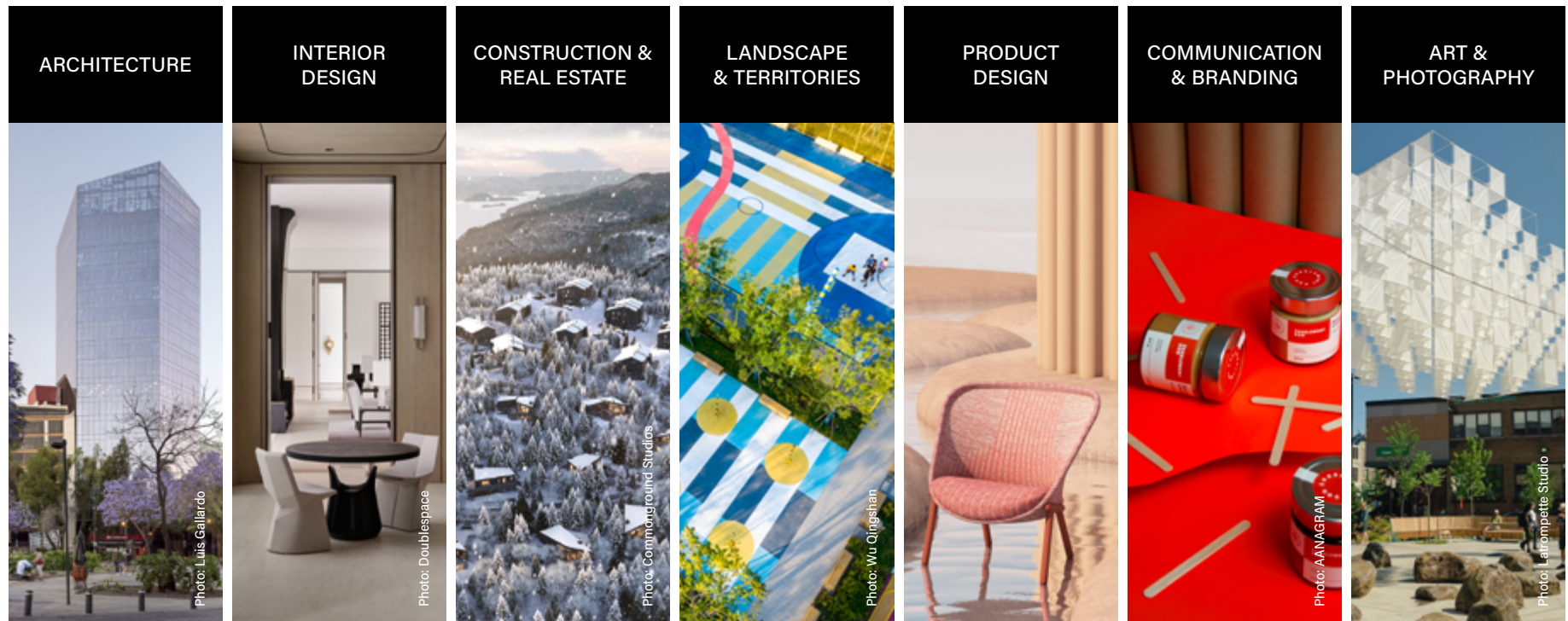
The GRANDS PRIX DU DESIGN Awards is an international competition that celebrates the excellence and the talent of creative professionals and firms who have distinguished themselves through exemplary practice. The Awards create visibility and promotional opportunities for its partners and winners and 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.

Launched in 2007 in Montreal, with the mission of recognizing the excellence of designers and architects having distinguished themselves through exemplary practice, the competition was for 13 years open exclusively to Quebec firms. Since 2020, it is fully open to international participants and candidates from more than **35 countries** have benefited from this outreach opportunity.

**Prestigious and respected, a reference and a stamp of excellence!**

# THE DISCIPLINES

The contest is open to professionals and students as well as developers, entrepreneurs, manufacturers, and clients who have called upon these professionals in the realization of their projects and products, and this, in several disciplines and categories.



View the **categories** and **sub-categories** of each discipline [here](#)



## WHO ARE THE MEMBERS OF THE JURY

Entries are evaluated by a multidisciplinary jury of experts. Leading professionals, prominent academics, and influential press members recruited across the world, who diligently use their know-how, experience, and expertise to assess the excellence of the projects and products that are randomly assigned to them to ensure an impartial and fair judgment.

**Consult:**

Active jury members [here](#) | Members of previous editions [here](#)



Association  
des Architectes  
en pratique  
privée du Québec



Association des  
architectes paysagistes  
du Québec

ACIDO



Aoyama Design Forum



Association professionnelle  
des designers d'intérieur  
du Québec



ARCHI  
SEARCH.gr



亞太設計中心  
Asia Pacific Design Center



Interior Designers  
Association of Interior Designers



CHAMBRE DE  
COMMERCE  
BRÉSIL-CANADA



CSLA | AAPC  
Canadian Society of Landscape Architects  
Association des architectes paysagistes du Canada



interior designers of canada  
designers d'intérieur du canada



Kollectif



FRENCH  
DESIGN  
by VIA



INTÉRIEURS  
STAFF ARCHITECTURE UNE CULTURE



FURNITURE  
FROM  
SPAIN



INTERNATIONAL



Ontario Association  
of Architects  
Ordre des architectes  
de l'Ontario



VMARK  
VIETNAM DESIGN AWARD



DESIGN ASSOCIATION  
VIETNAM



MONTRÉAL  
UNESCO CITY  
OF DESIGN

# COMMUNICATION PARTNERS

Dozens of ambassadors, associations and medias enrich the exceptional coverage offered to the winners and partners worldwide.



GRANDS PRIX  
DU DESIGN

# 1000

Professionals who attend  
the 2 annual Galas

## THE GALAS

The GRANDS PRIX DU DESIGN competition unveils its Platinum, Grand Prize and Award of the Year winners at two exclusive events held in the language of Molière and Shakespeare.

Two glamorous evenings, a gastronomic dinner, the unveiling of the winners, an after-Gala party, and praise for excellence... everything is in place to make these two Galas great celebrations! Professionals, clients and suppliers of the industry come together for a festive evening to celebrate creativity and excellence.

### GALA PART 1

October

#### DISCIPLINES

- Interior Design
- Product Design
- Communication & Branding

### GALA PART 2

November

#### DISCIPLINES

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















# GOLD & PLATINUM PARTNERSHIPS

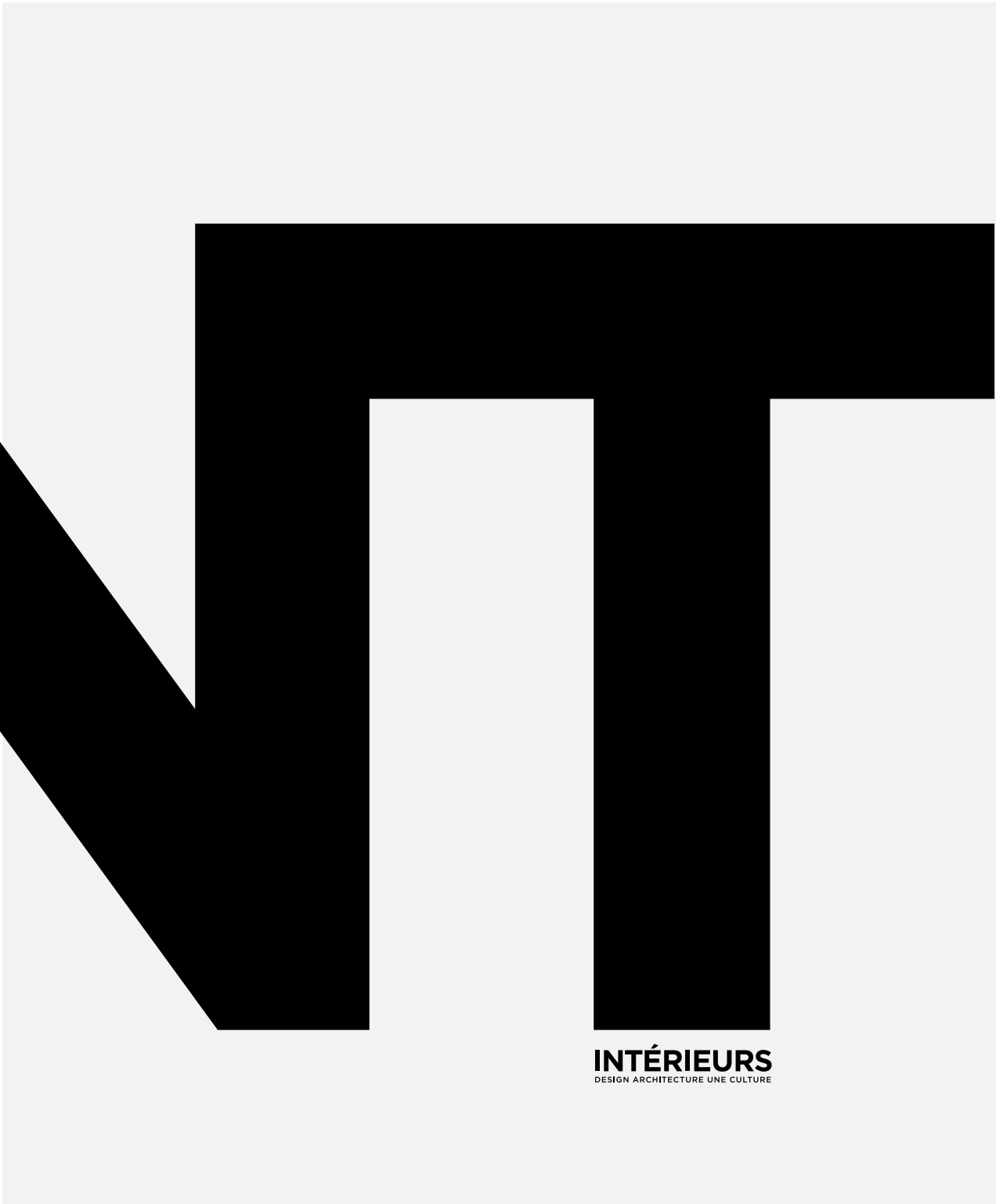
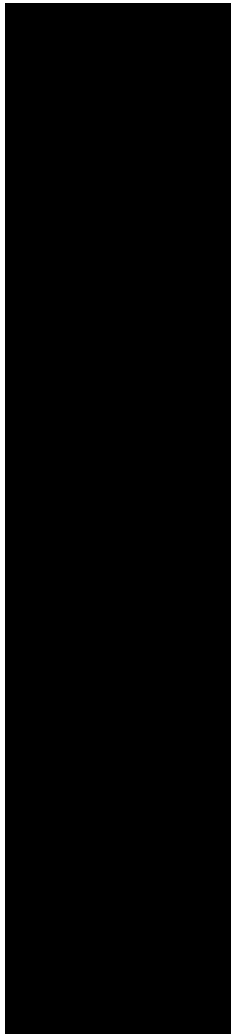
	GOLD	PLATINUM
Exclusivity in your sector of activity (by event)		●
<b>GALA</b>		
Presentation of your partnership by the <b>Gala hosts</b>		●
Projection of your <b>corporate video</b> on a giant screen during the Gala		●
Your logo and hyperlink in the <b>program</b> of the evening		●
Your name in the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

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





**INTÉRIEURS**  
DESIGN ARCHITECTURE UNE CULTURE



# INTÉRIEURS MAGAZINE

A bilingual magazine based in Quebec, INTÉRIEURS promotes the culture of design, architecture and the built environment. It presents its readers with collector's editions and a magazine that is beautiful, stylish, inclusive and avant-garde.

With more than **25 years** of editorial content of the highest standards and with its international recognition as a major publication, INTÉRIEURS remains a reference for excellence in design and architecture.

Propelled by a digital shift and the INT.design portal, INTÉRIEURS magazine, in its printed form, has become a collector's item, a source of inspiration for the best in design and architecture.

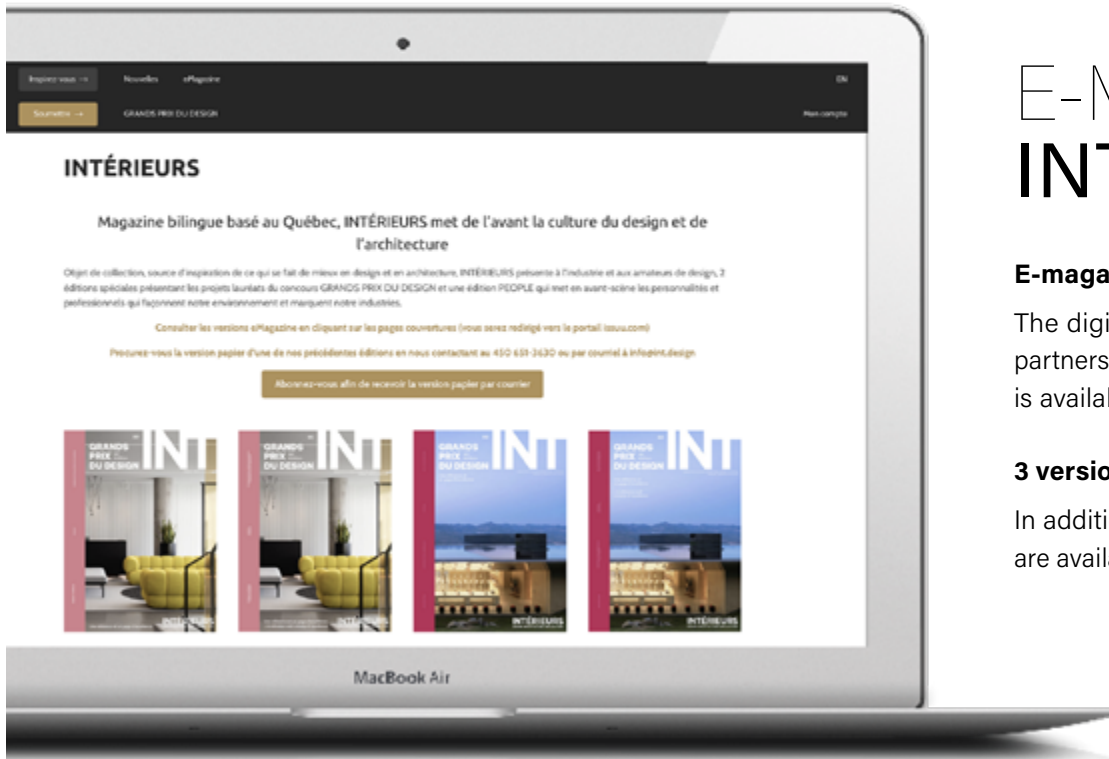
News and updates are now available on the INT.design portal while INTÉRIEURS magazine focuses on 2 special editions presenting the winning projects of the GRANDS PRIX DU DESIGN competition and a PEOPLE edition that highlights the personalities and professionals who shape our environment and mark our industry.

**10 000**

Print copies

**4,5**

Readers per print copies



# E-MAGAZINE INTÉRIEURS

## E-magazine

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

## 3 versions for each edition

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

**305K** VIEWS

Virtual magazine  
available without subscription  
\*also promoted by our  
communication partners

# PUBLISHING CALENDAR




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June **Special Edition *People***  
An issue that highlights the personalities and professionals who shape our environment and impact our industry. Presented in a casual and intimate way. Portrait and interview.

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September **Special Edition GRANDS PRIX DU DESIGN part 1**  
The projects and products of the winners are covered in these issues entirely dedicated to the contest, which are launched during the GRANDS PRIX DU DESIGN Gala evenings.  
**2024:** Interior Design, Product Design, Communication & Branding  
**2025:** Architecture, Construction & Real Estate, Landscape & Territories, Art & Photography

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October **Special Edition GRANDS PRIX DU DESIGN part 2**  
The projects and products of the winners are covered in these issues entirely dedicated to the contest, which are launched during the GRANDS PRIX DU DESIGN Gala evenings.  
**2024:** Architecture, Construction & Real Estate, Landscape & Territories, Art & Photography  
**2025:** Interior Design, Product Design, Communication & Branding

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## DEADLINES

2024	2025		PROMOTIONAL ARTICLE		TRADITIONAL ADVERTISING		
			SPACE RESERVATION	RECEPTION OF MATERIALS	SPACE RESERVATION	RECEPTION OF MATERIALS	DISTRIBUTION
#91	#94	Special Edition <i>People</i>	April 15	April 25	May 10	May 15	June
#92	#95	Special Edition GRANDS PRIX DU DESIGN part 1	August 5	August 10	August 30	September 5	October
#93	#96	Special Edition GRANDS PRIX DU DESIGN part 2	August 5	August 10	August 30	September 5	November

# INNT. DESIGN

Digital  
Offer

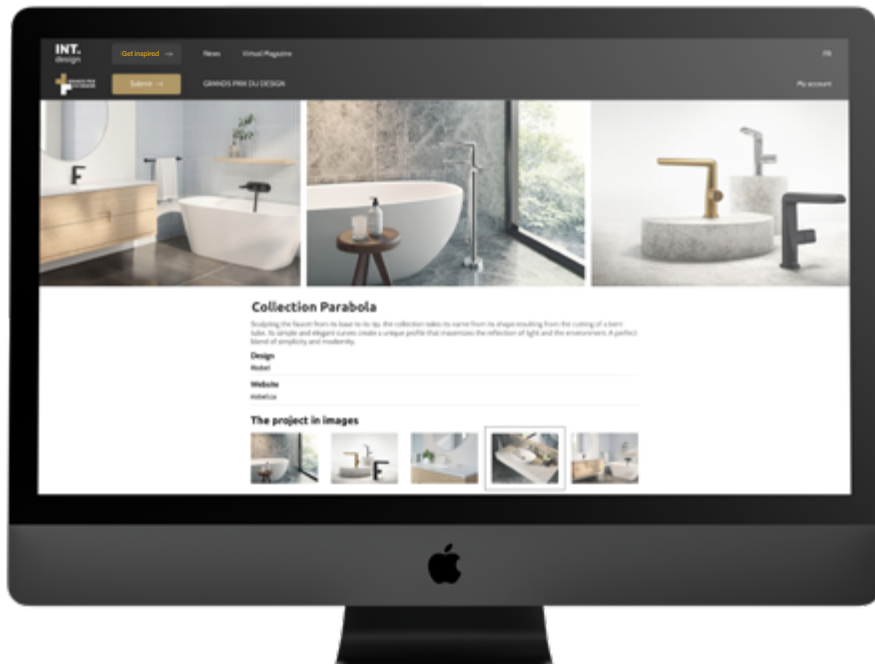


## DIGITAL OFFER INT.DESIGN

INT.design is a digital space for the promotion of excellence in design and architecture. It is a tool for research, inspiration and informations on professionals, products, facilities, activities, and cultural and design venues.

It informs through articles that present new developments, new products, topics and themes of the day as well as local, national and international projects. Its NEWS section provides industry news and its INSPIRED section allows keyword searches to find the ideas that inspire, and the suppliers that make dreams come true.

**105K**  
Unique visitors



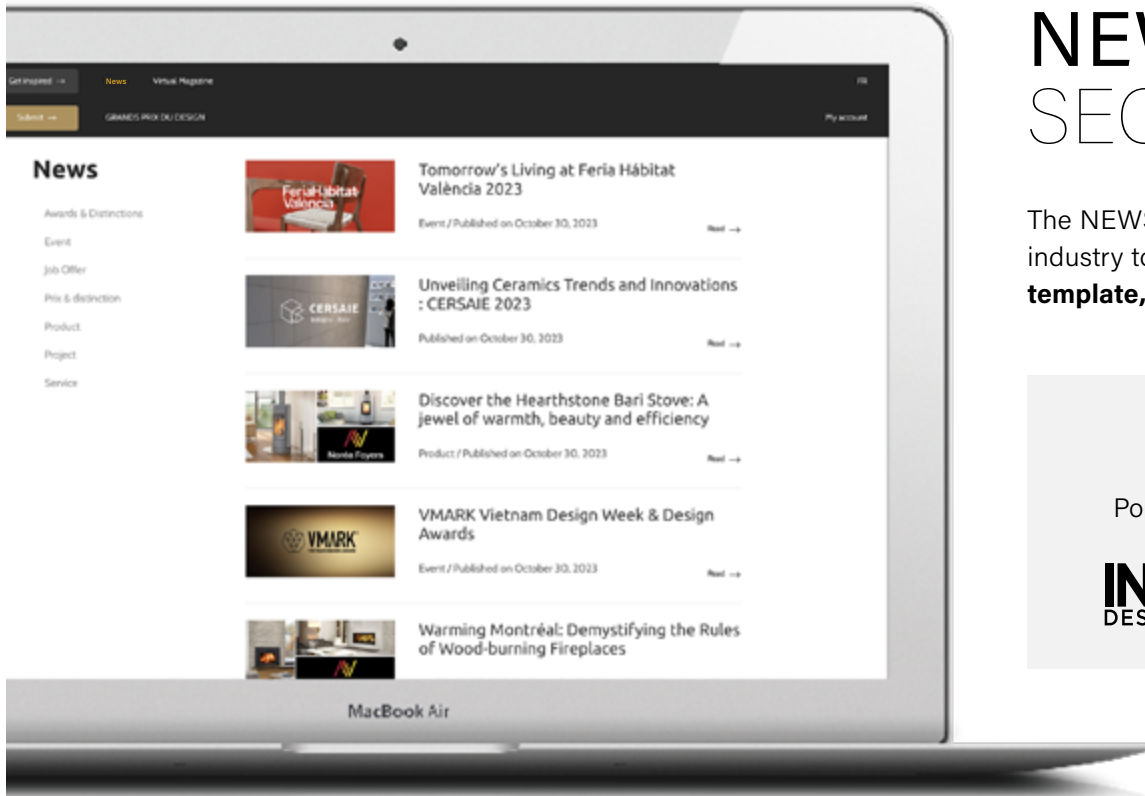
## GET INSPIRED SECTION

The GET INSPIRED section is a source of inspiration for all design and architecture enthusiasts. It allows you to search by keywords to find the ideas that inspire, and the suppliers that make dreams come true.

The pages in this section allow you to present a project, a product or a collection with images, explanatory text, and a web link.

Add filters to your images to allow search engine users to find them more frequently and easily according to the criteria they are looking for.

Your projects and products in the spotlight!







## NEWS SECTION

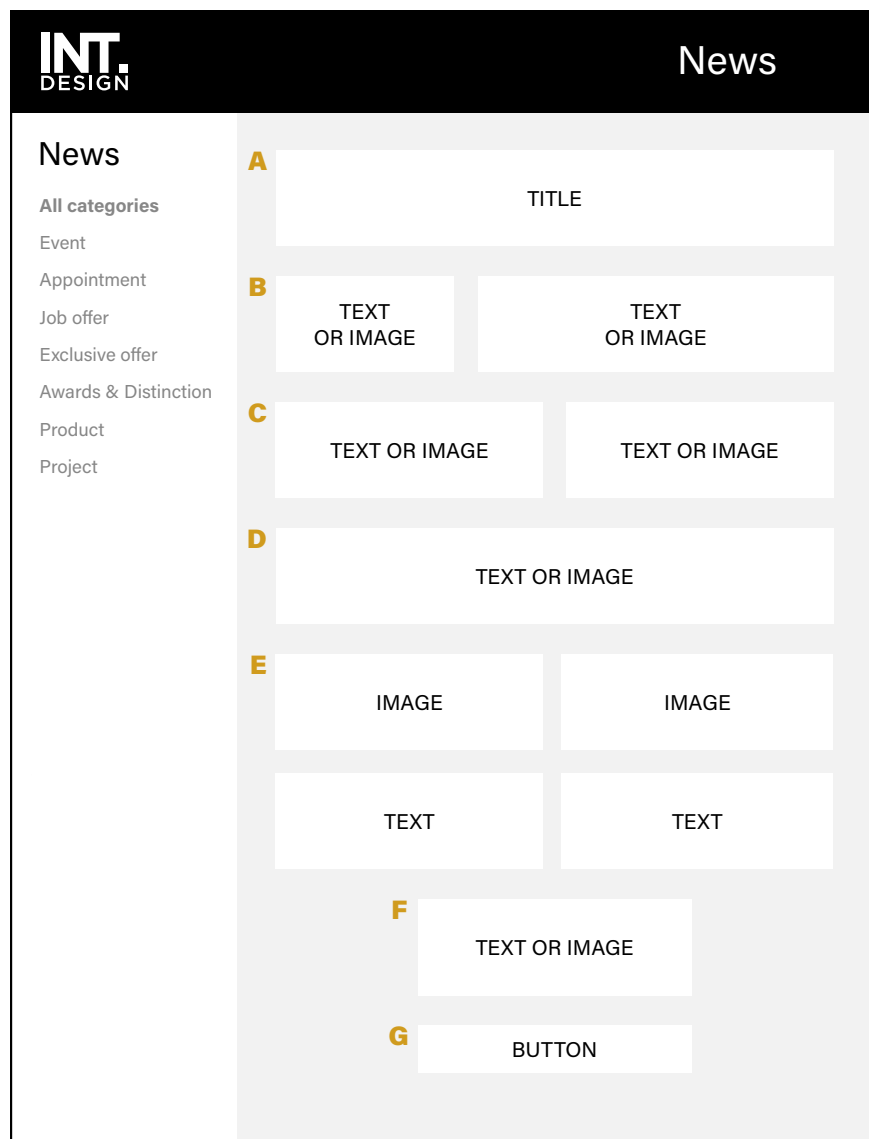
The NEWS section features a news feed for the design and architecture industry to share their news and updates. You have two choices; a **fixed template**, or a **custom layout**.

PROMOTE YOUR NEWS

Portal + Newsletter + Social Media

INT. DESIGN    





## 1. CUSTOMIZED PAGE LAYOUT

The custom layout option offers ideal flexibility to meet all your needs.

### 8 blocks of text or images are included

Available block types (text, image, link, video):

- A.** Title block (up to 110 characters including spaces)
- B.** 1/3 block
- C.** 1/2 block
- D.** Full-width block
- E.** Block in 2 columns
- F.** Centered block
- G.** Block for button

Send your material to: [production@agencepid.com](mailto:production@agencepid.com)

## 2. FIXED TEMPLATES

### NOMINATION

- Employee's name
- New title
- Company name
- Photo
- Text
- Employee's LinkedIn
- Company logo
- Company website
- Promotional video
- Social networks

### JOB OFFERS

- Job title
- Company Name
- Location of the job
- Type of employment  
(Permanent / Part-time / Contract / Internship)
- Description of the company
- Job description
- Email to send resume
- Company logo
- Company website
- Promotional video
- Social networks

### AWARDS & DISTINCTION

- Title of the news
- Photo
- Text
- Company logo
- Company website
- Promotional video
- Social network button

### PRODUCTS & PROJECTS

- Name of the project or product
- Design by
- Pictures (1-3)
- Text
- Email address
- Company logo
- Company website
- Promotional video
- Social network button



Included with the purchase of a NEWS

# NEWSLETTERS

Nearly **50,000 recipients** from the design, architecture and built environment industry and their clients are loyal subscribers to the newsletter.

An ever-growing community.

## TECHNICAL SPECIFICATIONS

Promotional material must be provided to us at least 2 weeks before the publication date to: [production@agencepid.com](mailto:production@agencepid.com)

**Images formats:** jpg, png  
**Resolution:** 72 dpi (minimum)

[Click here](#) to view examples

# 50 000

Subscribers

# 35%

Opening rate

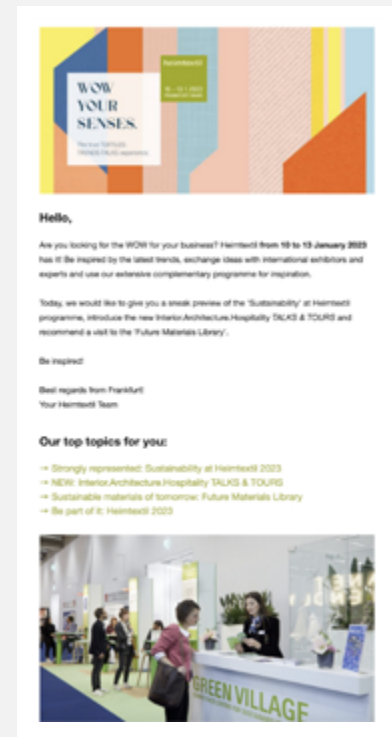
## MONTHLY

The monthly newsletters feature links to the **NEWS** and the **GET INSPIRED** sections



## DEDICATED

The dedicated newsletters are one-time and dedicated to your company

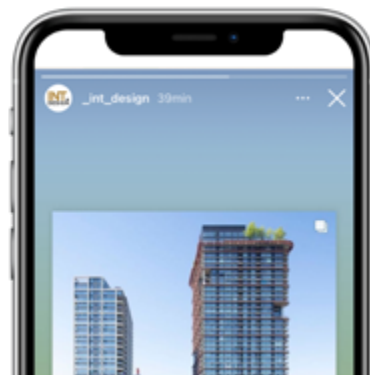


# SOCIAL MEDIA

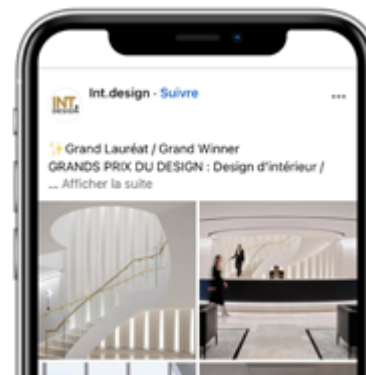
FACEBOOK, INSTAGRAM, LINKEDIN



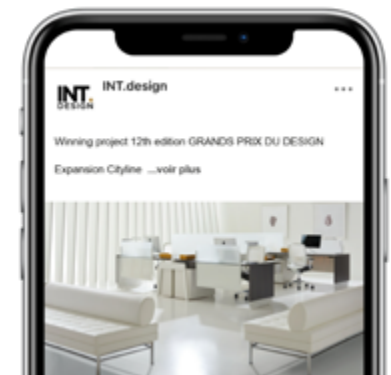
INSTAGRAM  
POST



INSTAGRAM  
STORY



FACEBOOK  
POST



LINKEDIN  
POST

Gain visibility with our community: design, architecture and built environment industry and their clients.

Enrich your digital campaign with a social media campaign. This can be combined with one of our other custom promotional programs or promoted or be promoted solely on our social media channels.

# RATES

**GRAND PRIX INTERNATIONAL**  
15<sup>th</sup> EDITION (2022)  
Interior Design

**PROJECT**  
Complexe des sciences, Campus MIL

**BY**  
Menkès Shooner Dagenais LeTourneux + Lemay + NFOE Architectes  
Québec, Canada

Photo: Stéphane Brügger

# ADVERTISING RATES

	1 X	2 X	3 X
2 Page Spread	\$10 000	\$9 800	\$9 500
1 Page	\$6 000	\$5 500	\$5 000
C4	\$8 000	\$8 000	\$8 000
C2 ou C3	\$6 500	\$6 500	\$6 500

Accredited agencies: 15% discount.

Guaranteed positioning: + 20%

Rates are expressed in Canadian dollars and do not include applicable taxes.

## Promotional Article

Our editorial and creative team will develop a promotional article based on the information and images you provide to showcase your company, products or services in the best light.

**+ \$500 / page**

## E-magazine

3 versions per edition: bilingual, French and English for national and international distribution.

**\$1 000 / 1 page\***

\* Includes the publication in the 3 digital versions (bilingual, French, English).



To obtain a presence in the editions dedicated to the **GRANDS PRIX DU DESIGN** you must be a partner.

**Gold Partnership:** \$1 000 / Gala

**Platinum Partnership:** \$6 500 / Gala

For more exposure

**Evening Partnership:** \$5 500 / Gala

# DIGITAL RATES

<b>GET INSPIRED</b>	
Page + 10 photos	\$ 250

<b>NEWS</b>	
Fixed template	\$ 500
Customized template	\$ 1500
Newsletter	inclus
Social Media	inclus

<b>NEWSLETTER</b>	
Dedicated newsletter	\$ 3000
NEWS	inclus
Newsletter	inclus
Social Media	inclus
Banner	\$ 800

<b>SOCIAL MEDIA</b>	
Post / story	\$ 250

<b>PRODUCTION</b>	
Help with the production of your news template, banner and dedicated newsletter	\$ 150/h

Prices are in Canadian dollars and do not include applicable taxes.  
The customer will have to provide all his material for publication (photos, texts, logos, links...)

**GRAND PRIX**  
15<sup>TH</sup> EDITION (2022)  
Art & Photography

**PROJECT**  
Ilot Balmoral  
Québec, Canada

**BY**  
Stéphane Brügger photographe  
Québec, Canada  
stephanebrugger.com



# CONTACT

We will be pleased to answer your questions.

[Information](#)



# PARTNERS

Our activities are made possible thanks to the contribution of our partners.

## PLATINUM PARTNERS 16<sup>th</sup> EDITION



## GOLD & EVENINGS PARTNERS 16<sup>th</sup> EDITION

