

38 YEARS OF EXPERTISE

PROMOTION, RECOGNITION AND CELEBRATION

AGENCEPID

GRAND PRIX INTERNATIONAL
15TH EDITION (2022)
Interior Design

PROJECT
Digital Media Library Monte Sinai School
Mexico

BY
Mayer Hasbani
Mexico
mayerhasbani.com

Photo : Luis Gerardo Gordo

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COVER: GRAND PRIX INTERNATIONAL 14TH EDITION (2021) / Architecture

PROJECT: Kö-Bogen, Germany

BY: ingenhoven architects, Düsseldorf, Germany

AGENCEPID

38 YEARS OF EXPERTISE

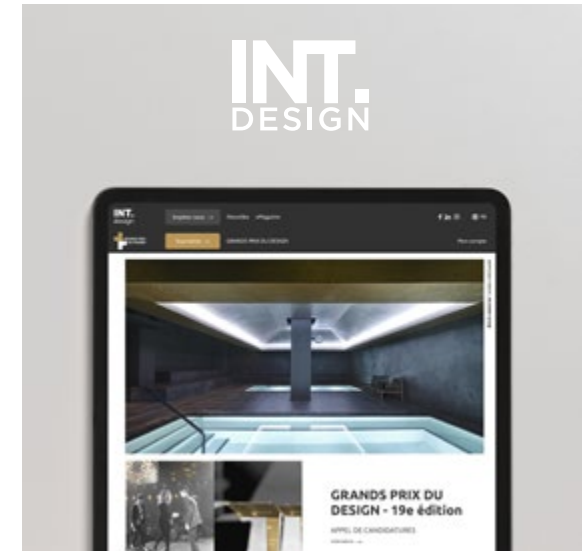
As a design-driven media company with a solid experience and reputation, PID Agency has been an accomplice and partner to the design industry for over 38 years. Its three prestigious platforms, the International **GRANDS PRIX DU DESIGN** Awards, the **INT.DESIGN** magazine and portal, are acclaimed for 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.



The **INT.DESIGN** magazine presents to its readers a beautiful, sophisticated, inclusive and avant-garde magazine, with three collectible 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 INT.DESIGN 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 25th 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

20th anniversary of *INTÉRIEURS* magazine.

2017

10th anniversary of GRANDS PRIX DU DESIGN Awards.

2018

30th 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

Launch of the INT.DESIGN portal. The announcement of the winners of the GRANDS PRIX DU DESIGN competition now takes place during two exclusive Galas.

2025

The *INTÉRIEURS* magazine adopts the name of the portal and becomes the INT.DESIGN magazine.

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...

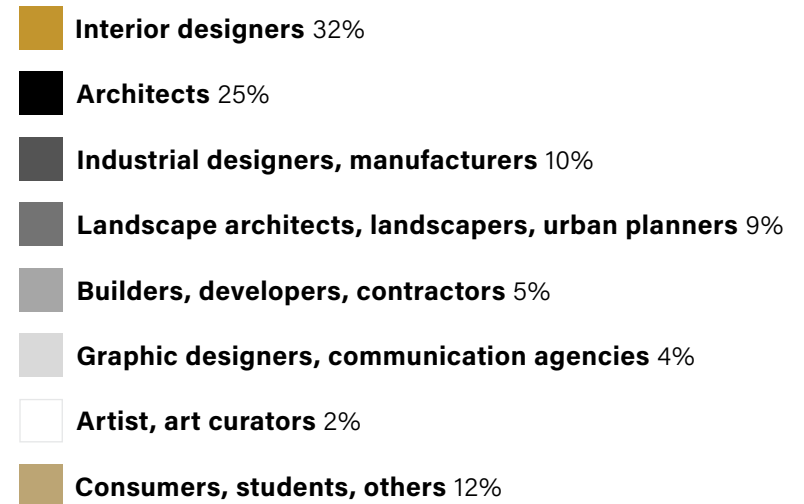
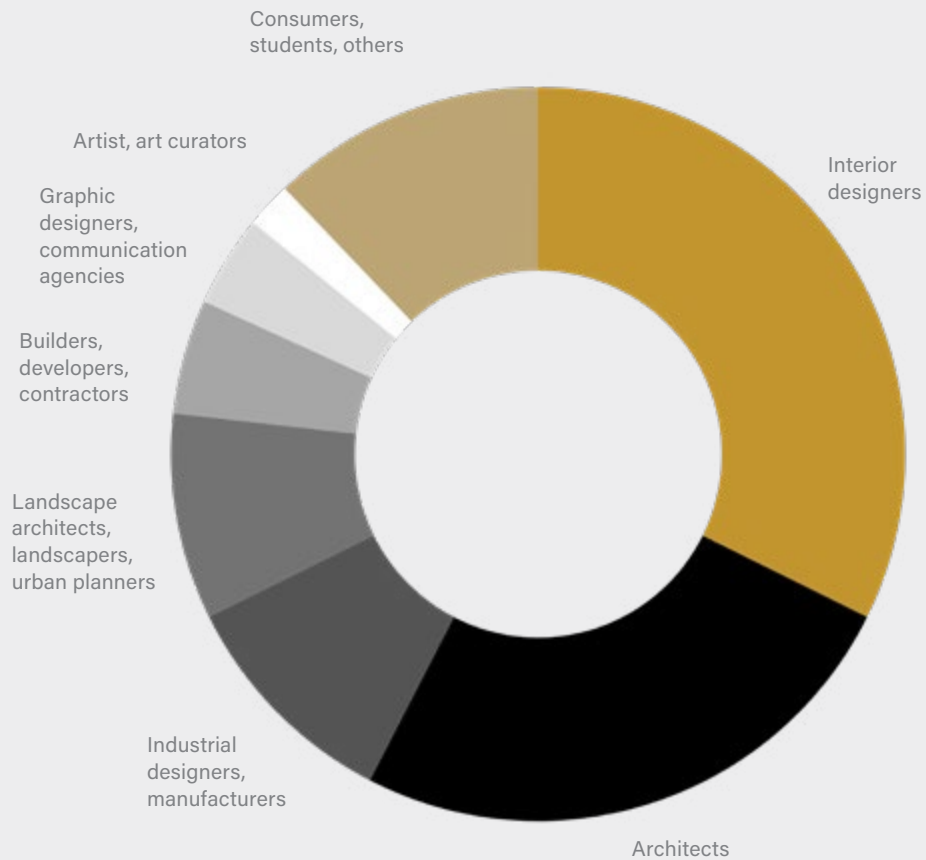
- Reach the design, architecture, landscape, built environment industry and the stakeholders that gravitate around it.
- Reach influencers, business decision-makers and targeted consumers who are lovers and enthusiasts of high quality design.
- Associate your image with the GRANDS PRIX DU DESIGN, one of the most prestigious events in the industry.
- Be part of 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

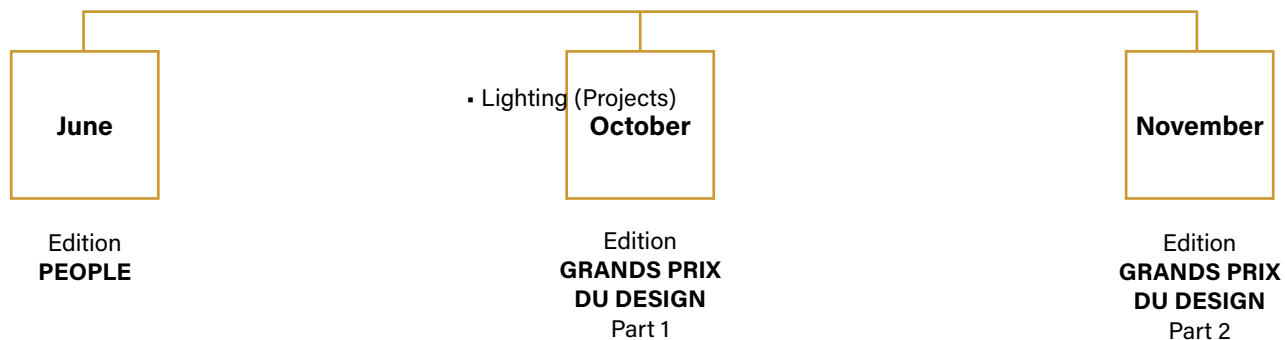
A community of close to **50,000** professionals from the design, architecture and built environment industries, as well as their clients and suppliers, are loyal subscribers to our weekly newsletter, candidates and partners of the GRANDS PRIX DU DESIGN, readers of magazine and users of the portal INT.DESIGN.

DEMOGRAPHICS



CALENDAR

INT.DESIGN MAGAZINE



GRANDS PRIX DU DESIGN GALAS



Announcement of the winners **part 1**

- Interior Design
- Product Design
- Communication & Branding
- Lighting (Projects)

Announcement of the winners **part 2**

- Architecture
- Construction & Real Estate
- Landscape & Territories
- Art & Photography
- Lighting (Projects)

INT.DESIGN PORTAL



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

INT.design
Portal

GRANDS PRIX DU DESIGN
Awards

INT.DESIGN
E-magazine

GRANDS PRIX DU DESIGN



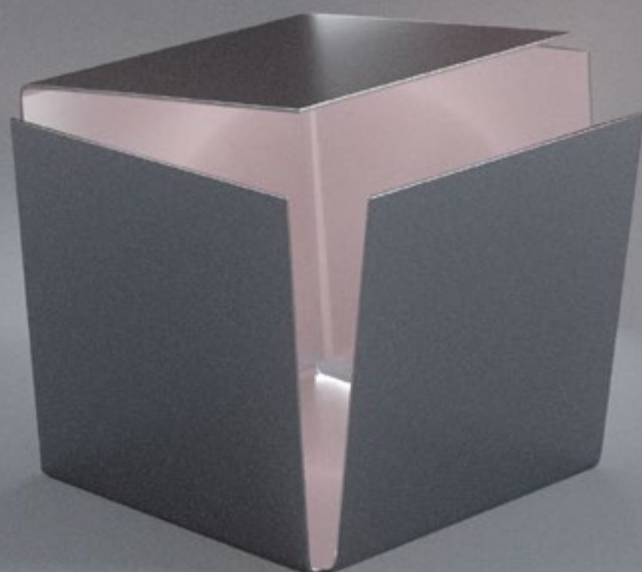
GRANDS PRIX DU DESIGN AWARDS

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!





ARCHITECTURE



INTERIOR
DESIGN



CONSTRUCTION
& REAL ESTATE



LANDSCAPE &
TERRITORIES



PRODUCT



COMMUNICATION
& BRANDING



ART &
PHOTOGRAPHY



LIGHTING
(PROJECTS)



FIRMS &
STUDIOS

THE 9 DISCIPLINES

The competition is open to professionals and students, as well as developers, entrepreneurs, manufacturers, and clients who have engaged these professionals in the realization of their projects and products, spanning across various disciplines and categories.

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



WHO ARE THE MEMBERS OF THE JURY

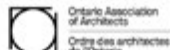
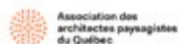
Entries are evaluated by a multidisciplinary jury of experts. Leading professionals, prominent academics, and influential press members recruited across the world, who diligently use their know-how, experience, and expertise to assess the excellence of the projects and products that are randomly assigned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

Consult:

Active jury members [here](#)



GRANDS PRIX
DU DESIGN



The GRANDS PRIX DU DESIGN Awards celebrates the contribution of designers to Montreal's radiance.



COMMUNICATION PARTNERS

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



1000

Professionals who attend
the 2 annual Galas

THE GALAS

The GRANDS PRIX DU DESIGN competition unveils its Grand Prize, People's choice Award 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
- Lighting (Projects)

GALA PART 2

November

DISCIPLINES

- Architecture
- Construction & Real Estate
- Landscape & Territories
- Art & Photography
- Lighting (Projects)



GOLD & PLATINUM PARTNERSHIPS

	GOLD	PLATINUM
Exclusivity in your sector of activity (by event)		●
GALA		
Your logo featured in the call for entries newsletters and Gala invitations	●	●
Your logo displayed on the electronic tickets for the Gala	●	●
Your name in the official event program	●	●
Your logo and hyperlink in the official event program		●
Display of your logo at the entrance of the venue		●
Display of your logo and advertisement on the giant screen	●	●
Visibility of your company in the Gala opening video		●
Association of your company with a specific segment of the award ceremony		●
Presentation of your partnership by the Gala host		●
Screening of your corporate video on the main giant screen before the segment of the Gala you present		●
Projection of your logo on the large screen during the segment of the Gala you sponsor		●
2 tickets to attend the Gala (+ first choice for table purchase)		●
1 ticket to attend the Gala	●	
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	●	●
INT.DESIGN Portal		
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!**

Price: \$5,750 per Gala

 Entrance and exit setup	 Stage setup	 Signature cocktail	 Visibility on tables	 Photobooth	 Custom activation
 Bags given to guests	 Raffles (maximum of 3 per Gala)	 Valet service	 Presentation of the Tribute Award	 Scholarship for a winner (category to be determined)	

SPECIAL VIP EXPERIENCE

VIP TABLE PACKAGE FOR 6 OR 10 PEOPLE

- 6 or 10 reserved seats for your guests
- Prime location along the central aisle, with your logo prominently displayed for maximum visibility
- Personalized service dedicated to the VIP section throughout the evening
- Champagne welcome, to start the night in style
- Gourmet platter of fine cheeses and charcuterie served before the main course
- Premium wines carefully selected to complement each dish

An unparalleled showcase for your brand and an unforgettable experience for your guests.



e-magazine
now available

INVT. DESIGN

MAGAZINE

INT.
DESIGN
MAGAZINE



MAGAZINE INT.DESIGN

A bilingual magazine based in Quebec, INT.DESIGN 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, remains a reference for excellence in design and architecture.

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

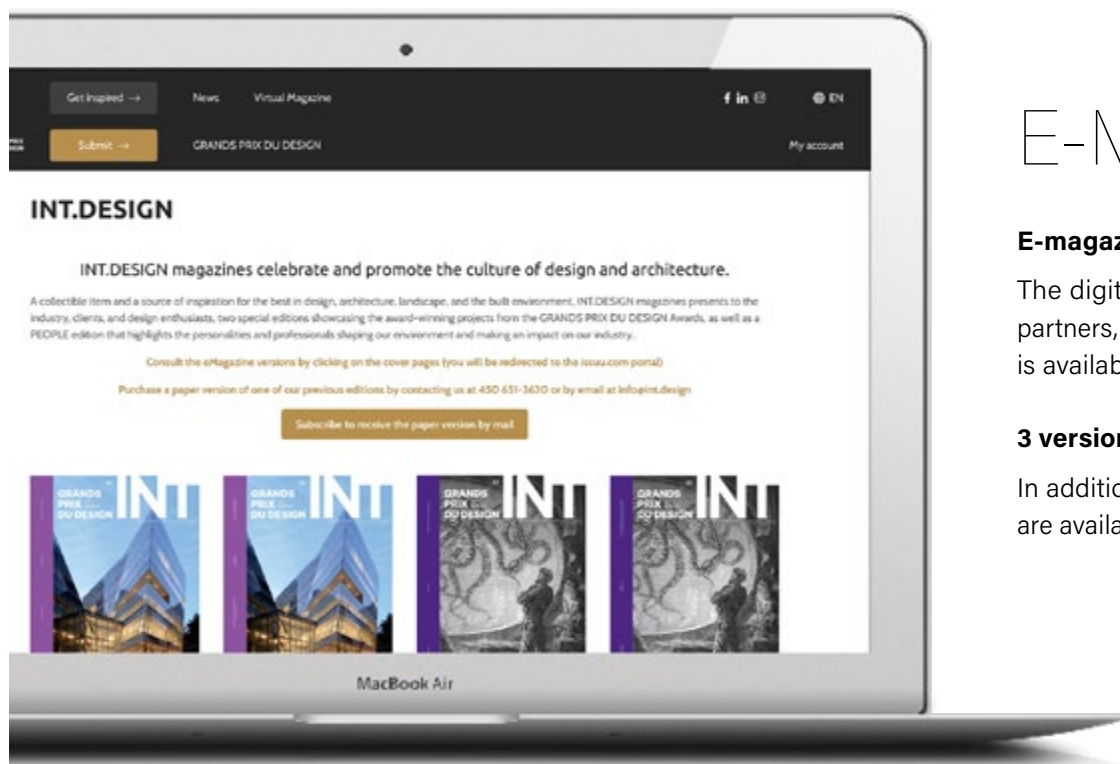
News and updates are now available on the portal while magazine focuses on 2 special editions presenting the winning projects of the GRANDS PRIX DU DESIGN competition and a PEOPLE edition that highlights the personalities and professionals who shape our environment and mark our industry.

10 000

Print copies

4,5

Readers per print copies



E-MAGAZINE

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



June	Special Edition <i>People</i> 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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October	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. Interior Design, Product Design, Communication & Branding, Lighting (Projects)
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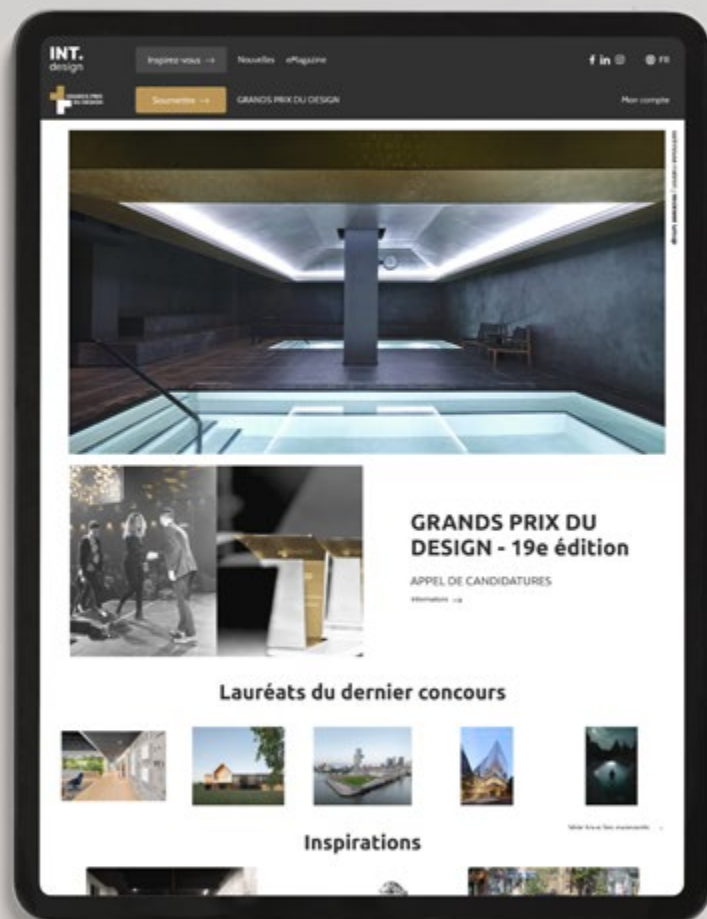
November	Special Edition GRANDS PRIX DU DESIGN part 2 The projects and products of the winners are covered in these issues entirely dedicated to the contest, which are launched during the GRANDS PRIX DU DESIGN Gala evenings. Architecture, Construction & Real Estate, Landscape & Territories, Art & Photography, Lighting (Projects)
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DEADLINES

	ADVERTISING		
	SPACE RESERVATION	RECEPTION OF MATERIALS	DISTRIBUTION
Special Edition <i>People</i>	May 10	May 15	June
Special Edition GRANDS PRIX DU DESIGN part 1	September 10	September 15	October
Special Edition GRANDS PRIX DU DESIGN part 2	September 10	September 15	November

INT. DESIGN



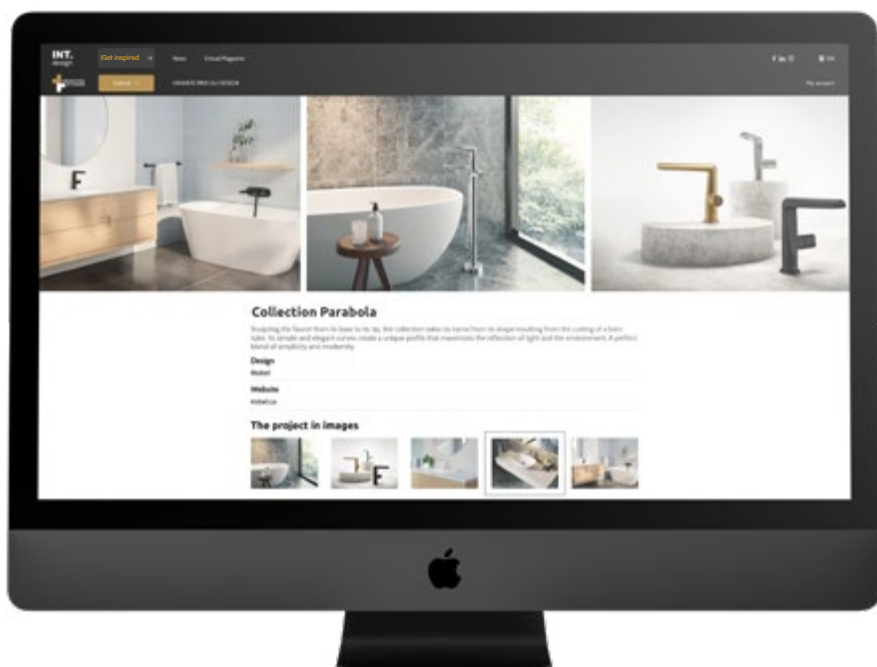


DIGITAL OFFER INT.DESIGN

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



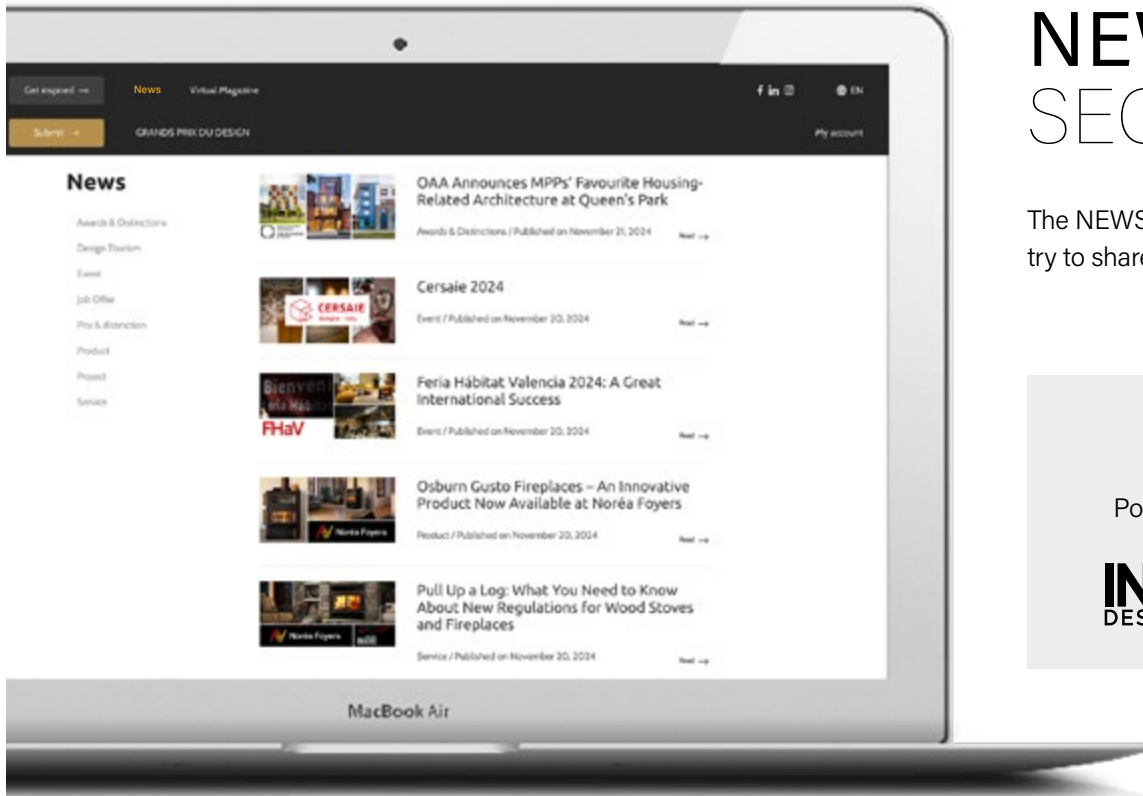
GET INSPIRED SECTION

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.

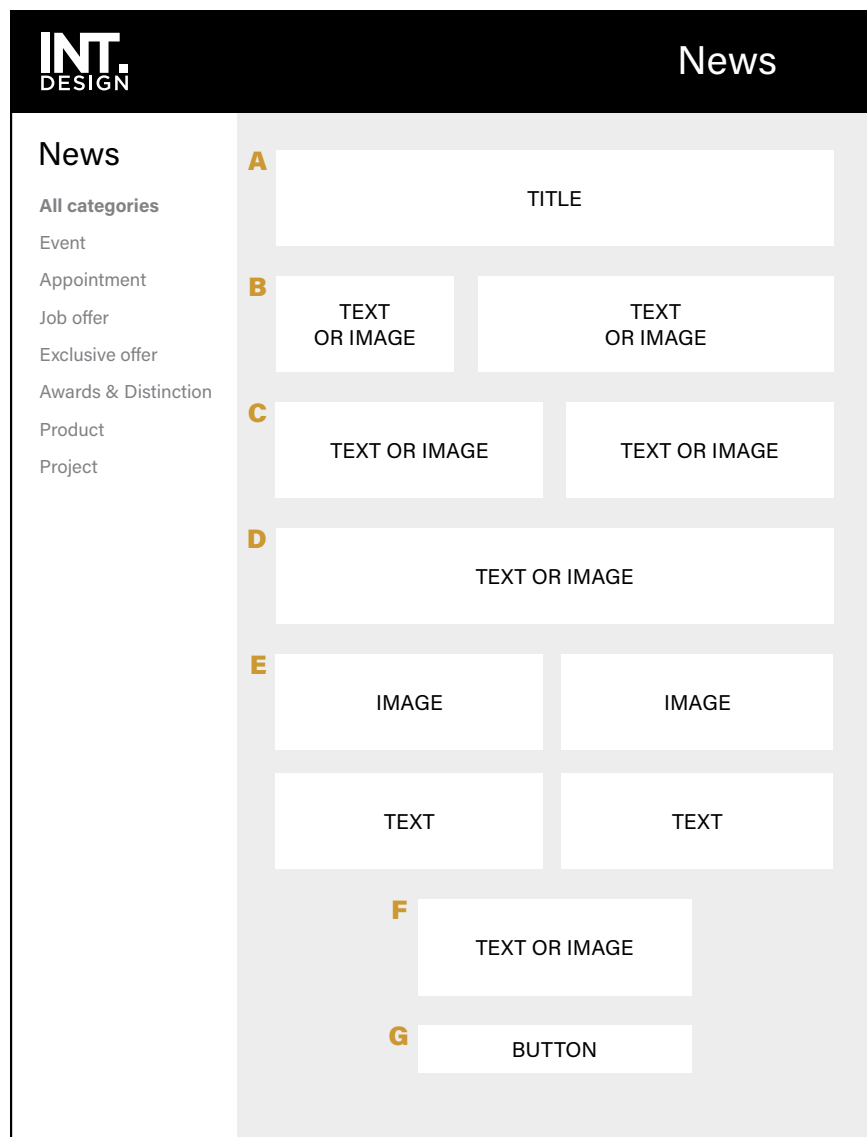
Your projects and products in the spotlight!



NEWS SECTION

The NEWS section features a news feed for the design and architecture industry to share their news and updates. Create your news with a **custom layout**.





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

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**

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

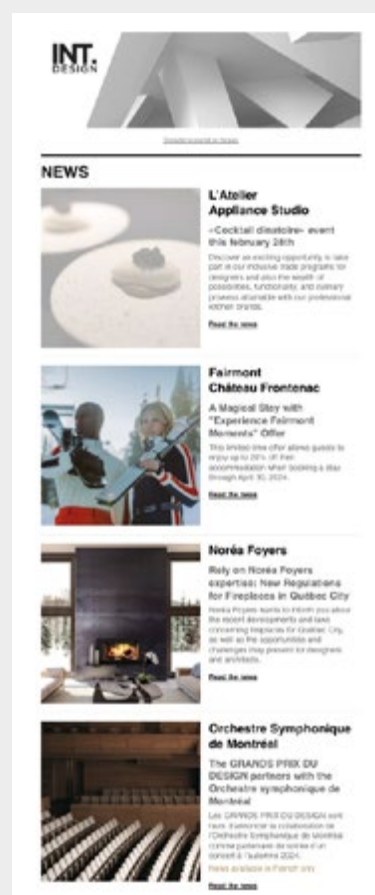
[Click here](#) to view examples

50 000
Subscribers

35%
Opening rate

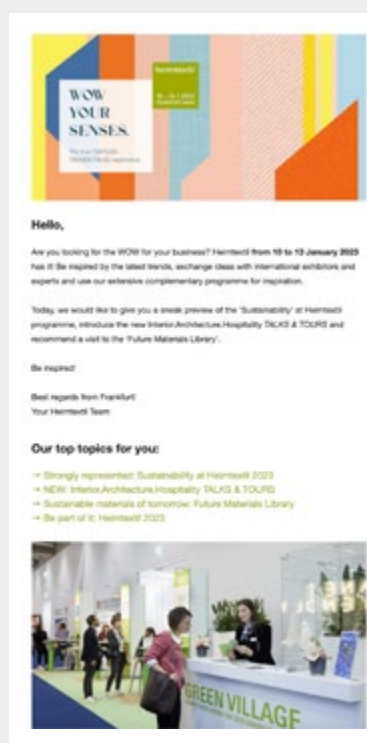
MONTHLY

The monthly newsletters feature links to the **NEWS**



DEDICATED

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



SOCIAL MEDIA

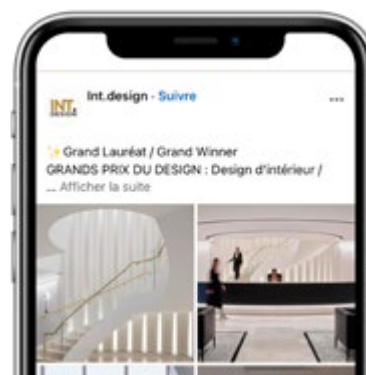
FACEBOOK, INSTAGRAM, LINKEDIN



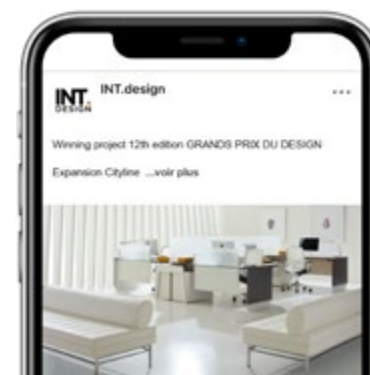
INSTAGRAM
POST



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
15th 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 2026

	1 X	2 X	3 X
2 Page Spread	\$10 800	\$13 000	\$10 000
1 Page	\$6 500	\$5 750	\$5 250
C4	\$8 400	\$8 400	\$8 400
C2 ou C3	\$6 800	\$6 800	\$6 800

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.



To secure advertising space in the magazine editions dedicated to the **GRANDS PRIX DU DESIGN**, it is necessary to be a Gold or Platinum partner.

Gold Partnership: \$1300 / Gala

Platinum Partnership: \$7000 / Gala

For more exposure

Evening Partnership: \$5750 / Gala

Individual ticket	VIP table for 6 people	VIP table for 10 people
\$350	\$3 000	\$4 500

DIGITAL RATES 2026

GET INSPIRED	
Page + 10 photos	\$ 300
1 banner in the monthly newsletter	\$ 750
BANNER	
1 Newsletter Banner	\$ 750
NEWS	
Customized template	\$ 1500
Distribution of your NEWS page via our monthly newsletter	inclus
Distribution of your NEWS page via our social media	inclus
NEWSLETTER	
Dedicated newsletter	\$ 4500
Newsletter	inclus
1 page in the NEWS section + Distribution via a dedicated newsletter	inclus
1 page in the NEWS section + Distribution via our social media	inclus
PRODUCTION	
Help with the production of your news template 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...)

PACKAGES

OPTION 1		
PARTNER AT ONE GALA		
One advertising page in the GRANDS PRIX DU DESIGN magazine edition, part 1 or 2		\$6,500
1 Gold Partnership at a Gala		\$1,300
1 page in the NEWS section + Distribution through our monthly newsletter		\$1,500
1 page in the GET INSPIRED section		\$300
VALUE IF PURCHASED INDIVIDUALLY		\$9,600
Discount		\$2,600
TOTAL TO PAY		
Option 1A		\$7,000
Option 1B	Double-page in the magazine (+\$4,300 – additional discount of \$1,700 = +\$2,600)	\$9,600
Option 1C	Add a VIP table for 6 people (\$3,150 – additional discount of \$550 = +\$2,600)	\$9,600
Option 1D	Add an Evening Partnership (\$5,750 – additional discount of \$750 = +\$5,000)	\$12,000
Option 1E	Add a Platinum Partnership (\$7,000 – additional discount of \$1,000 = +\$6,000)	\$13,000

OPTION 2		
PARTNER AT THE TWO GALAS		
One advertising page in Part 1 of the GRANDS PRIX DU DESIGN magazine edition		\$6,500
One advertising page in Part 2 of the GRANDS PRIX DU DESIGN magazine edition		\$6,500
1 Gold Partnership at the Gala on October 2026		\$1,300
1 Gold Partnership at the Gala on November 2026		\$1,300
2 pages in the NEWS section + Distribution through our monthly newsletter		\$3,000
2 pages in the GET INSPIRED section		\$600
VALUE IF PURCHASED INDIVIDUALLY		\$19,200
Discount		\$6,700
TOTAL TO PAY		
Option 2A		\$12,500
Option 2B	Double-page in the 2 editions of the magazine (+\$8,600 – additional discount of \$3,400 = +\$5,200)	\$17,700
Option 2C	Add a VIP table for 6 people at both Galas (\$6,300 – additional discount of \$1,100 = +\$5,200)	\$17,700
Option 2D	Add an Evening Partnership at both Galas (\$11,500 – additional discount of \$1,500 = +\$10,000)	\$22,500
Option 2E	Add a Platinum Partnership at both Galas (\$14,000 – additional discount of \$2,000 = +\$12,000)	\$24,500

OPTION 3		
ANNUAL CAMPAIGN		
One advertising page in the People edition of the magazine		\$6,500
One advertising page in Part 1 of the GRANDS PRIX DU DESIGN magazine edition		\$6,500
One advertising page in Part 2 of the GRANDS PRIX DU DESIGN magazine edition		\$6,500
1 Gold Partnership at the Gala on October 2026		\$1,300
1 Gold Partnership at the Gala on November 2026		\$1,300
3 pages in the NEWS section + Distribution through our monthly newsletter		\$4,500
3 pages in the GET INSPIRED section		\$900
VALUE IF PURCHASED INDIVIDUALLY		\$27,500
Discount		\$11,500
TOTAL TO PAY		
Option 3A		\$16,000
Option 3B	Double-page in the 3 editions of the magazine (+\$12,900 – additional discount of \$5,100 = +\$7,800)	\$23,800
Option 3C	Add a VIP table for 6 people at both Galas (\$6,300 – additional discount of \$1,100 = +\$5,200)	\$21,200
Option 3D	Add an Evening Partnership at both Galas (\$11,500 – additional discount of \$1,000 = +\$10,500)	\$26,500
Option 3E	Add a Platinum Partnership at both Galas (\$14,000 – additional discount of \$2,000 = +\$12,000)	\$28,000
Option 3F	Add a Platinum Partnership + an Evening Partnership at both Galas (\$25,500 – additional discount of \$3,500 = +\$22,000)	\$38,000

GRAND PRIX
15TH 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 18th EDITION



GOLD & EVENINGS PARTNERS 18th EDITION

