

Efficient ways to be known in the hardware and building materials industry

AQMAT

MEDIA KIT

EVENTS SPONSORSHIPS - PRINTED ADVERTISING - WEB PROMOTIONS

2016 EDITION

YOUR CONTACT

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AQMAT

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PRINT MAGAZINE

The only Franco-phone periodical magazine of the industry, received by all home-related businesses in Quebec: 3,000 copies read by 10,000 retailers and brand directors.

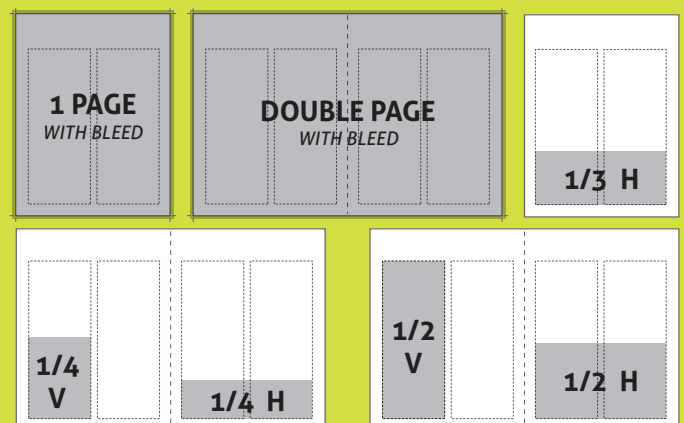


2016 EDITORIAL TABLE	FILE	RESERVATIONS	MATERIAL	POSTMARKED
2016 January-February <i>Vol. 60 no 1</i>	4th Recognition Awards Gala	January 15	January 20	February 5
2016 March <i>Vol. 60 no 2</i>	Insulation	February 5	February 15	March 3
2016 April-May <i>Vol. 60 no 3</i>	Roofing	April 23	April 11	April 29
2016 June <i>Vol. 60 no 4</i>	Balcony	May 6	May 9	May 30
2016 July-August <i>Vol. 60 no 5</i>	General Assembly and Annual Convention	June 22	July 11	July 29
2016 September <i>Vol. 60 no 6</i>	Doors	July 21	August 8	August 25
2016 October-nov. <i>Vol. 60 no 7</i>	Moulding	September 22	October 11	October 31
2016 December <i>Vol. 60 no 8</i>	Floor / subfloor	October 10	November 7	December 12

RATES	MEMBER RATE				NON-MEMBER RATE			
	1X	3X	6X	8X	1X	3X	6X	8X
1 page	\$3,287	\$3,134	\$3,024	\$2,756	\$4,371	\$4,169	\$4,022	\$3,666
1/2 page	\$2,667	\$2,552	\$2,447	\$2,305	\$3,547	\$3,393	\$3,254	\$3,065
1/3 page	\$2,263	\$2,142	\$2,079	\$2,006	\$3,009	\$2,849	\$2,765	\$2,667
1/4 page	\$1,927	\$1,811	\$1,712	\$1,670	\$2,563	\$2,409	\$2,276	\$2,220

RATES	MEMBER RATE	NON-MEMBER RATE
1/4 ad page <i>File theme</i>	\$1,050	N/D
Covers 2 and 3	\$4,108	N/D
Back cover	\$4,108	N/D
Centerfold	\$5,787	\$7,700
Guaranteed location	20 % extra	20 % extra
Insert	\$3,000	\$4,000

ADVERTISEMENT FORMATS	WIDTH X HEIGHT
Double page - <i>Bleed + 0,125"</i>	18" x 11,75"
1 page - <i>Bleed + 0,125"</i>	9" x 11,75"
1/2 horizontal page	7,625" x 4,5"
1/2 vertical page	3,65" x 9,5"
1/3 horizontal page	7,625" x 3,125"
1/4 horizontal page	7,625" x 2,25"
1/4 vertical page	3,65" x 4,75"



NEW PRODUCTS FOR SPRING AND FALL

The only pan-Canadian and bilingual publication sent twice yearly to more than 3,500 hardware stores, home improvement centres, paint stores and garden centres to inform them of new products and services, as well as improvements implemented by suppliers.

DEADLINES	VOL. 6 NO 1 - SPRING 2016	VOL. 6 NO 2 - FALL 2016
Reservations	February 4	August 18
Material	March 7	September 19
Postmarked	March 24	October 11

ADVERTISING RATES	MEMBER RATE	NON-MEMBER RATE
Interior covers 2 and 3	\$3,520	N/D
Centerfold	\$7,000	N/D
Back cover*	\$3,612	N/D

* Conditions: one ad per advertiser per year in the publication (to give the opportunity to many players)

PRODUCT AND SERVICE DISPLAY RATES	MEMBER RATE	NON-MEMBER RATE
1 st product or service	\$800	\$1,064
2 nd product or service	\$450	\$638
10 product or services package	\$4,000	\$5,320

VIRTUAL OPTIONS

Five communication options allow us to reach the growing online community.

DAILY AD IN NEWSLETTER

Sent via emails every weekday at noon to 2,000 subscribers.

A single advertising banner per day at a price of \$5,000 per year.

PROMOTIONAL CAMPAIGN IN NEWSLETTER

Every Monday, a provider may submit a one-shot offer, which will be sent to the readers along with the newsletter.

One advertisement per week, priced according to the number of clicks (\$1 per click).

ADVERTISEMENT ON THE AQMAT.ORG WEBSITE

A reference site where all AQMAT and industry-related news are published and archived, www.aqmat.org is visited by hundreds of businesspeople on a daily basis.

Three advertising spots are rotated throughout the year are offered at \$3,000 each.

ADVERTISEMENT IN ONLINE MAGAZINE

Quart de Rond, now called AQMAT Magazine, is gaining an increasingly larger online following.

Three fixed advertising spots per year, offered at \$1,000 each: a vertical banner, a video space and a flip equivalent on top of each magazine cover.

ADVERTISEMENT IN THE ONLINE DIRECTORY

The geo.aqmat.org portal is taking the place of the industry directory previously printed by AQMAT for several decades.

Three advertising spots are rotated throughout the year, at \$1,000 each.

EVENT SPONSORSHIP

All offered at a price of \$3,000 (except major sponsorships), AQMAT sponsorships are offered only once per member company per year.

PRESIDENTIAL INTERVIEWS

8 sponsorships available

February 5th, March 3rd, April 29th,
May 30th, July 29th, August 25th,
October 31st, December 12th

GENERAL ASSEMBLY AND ANNUAL CONVENTION

5 sponsorships available

April 5th-6th

Auberge Godefroy, Bécancour

BUSINESS RENDEZ-VOUS

5 sponsorships available

April 5th-6th

Auberge Godefroy, Bécancour

SPRING AND FALL NETWORKING

20 sponsorships available

June 7th

La Faune Golf Club and Four Points Sheraton Hotel, Quebec (Charlesbourg District)

September 8th

Bromont Golf Club and Le Royal Bromont



Auberge Godefroy



Four Points Sheraton Hotel

TRAINING AND IMPROVEMENT CERTIFIED CLASSES FOR MERCHANT'S EMPLOYEES

3 sponsorships available

From September 19th to October 7th

Trois-Rivières

PLANT VISITS

5 sponsorships available

From October 11th to 15th

Five locations to be determined

INNOVATION CONTEST

10 sponsorships available

October 20th

Unveiling at ExpoHabitation, Olympic Stadium, Montreal

RECOGNITION AWARDS GALA

16 sponsorships available

February 18th 2017

Château Frontenac, Quebec



Château Bromont



Olympic Stadium



Château Frontenac