

The Quebec Hardware and Building Supply Association

# AQMAT

MEDIA



MAGAZINE | 2017 EDITION

## Introduction

Formerly known as "Quart de Rond", the AQMAT Magazine is the only French periodical published for all the Quebec retail businesses of the housing industry.

## QUART DE ROND

### 2016 SURVEY\*

95% of members consider the AQMAT Magazine as their most reliable source of information to learn about the opportunities and threats our industry faces.



\* Survey conducted between October 17 and 26, 2016, and to which 101 business managers participated. The 7% of undecided respondents were divided in proportion to the votes received.



**Rigorous journalistic approach:** surveys, assessments, exclusive interviews, management advices, member survey results, and AQMAT activity reports.

**Eye-catching artistic style:** a clean and sober design ensures that readers can distinguish information from advertisements.

- One insert per page only, for a total of 33% of advertisement per issue to avoid visual clutter
- The rational use of color in editorial pages does not outweigh advertisements
- The large 9 X 12 format ensures that the publication is reader-friendly
- The smooth paper with a satin finish, perfect binding and cardboard cover ensure pleasant contact
- The FSC label certifies that the paper used for the AQMAT Magazine comes from sustainably managed forests, and allows readers to read in good conscience



Page Layout with  
a 1/4 Page Ad

ACTUALITÉ  
SOTEZ INFORME

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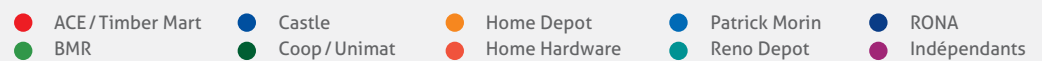
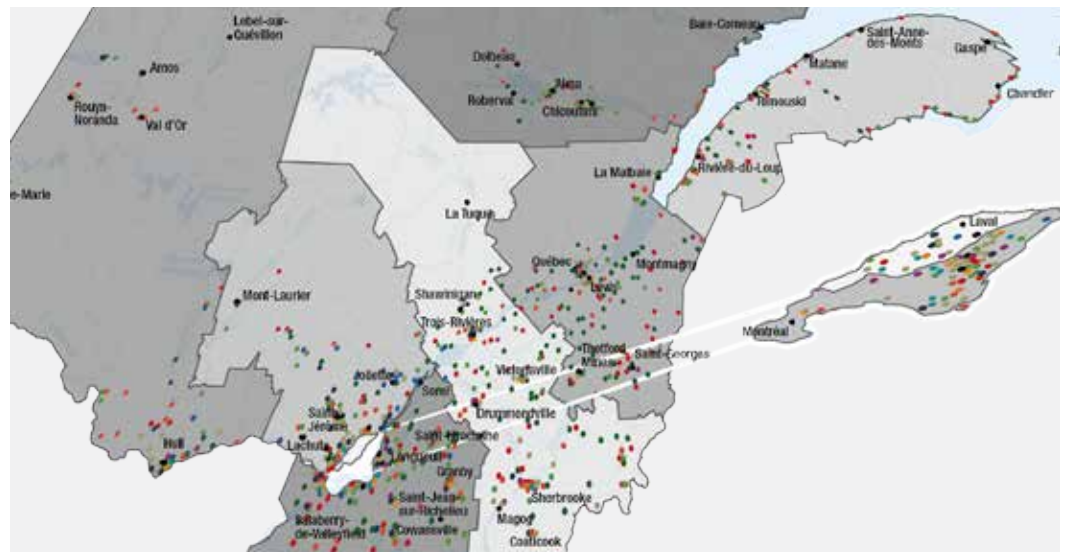
SUILLET-ADOT • AQMAT MAGAZINE 3

## Audience Profile

### WHO ARE THE 10,000 BUSINESS PEOPLE THAT READ THE AQMAT MAGAZINE?

- Senior management, executives, and buying group retail buyers
- Owners, executives and buyers of hardware stores, home improvement centers, and specialty stores

The magazine is also mailed to manufacturers and distributors of materials and accessories, retailers' service suppliers, and to other businesses of the housing industry, media, government representatives, and executive officers of professional associations..

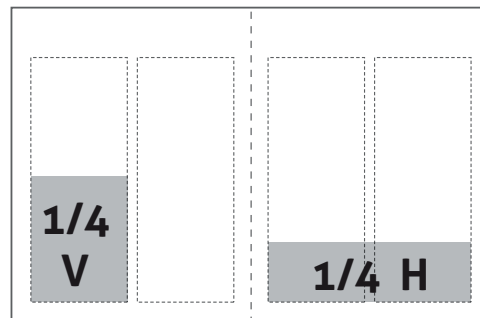
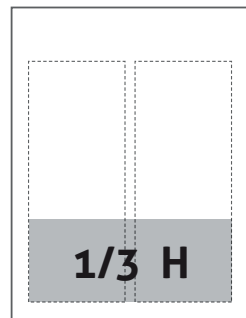
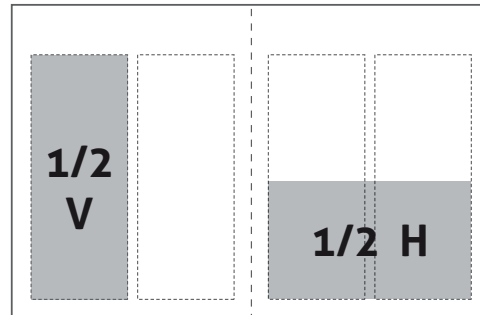


## Circulation

- 8 issues per year
- Over 3000 copies are distributed by mail in clear plastic envelopes, and are personally addressed to each of the readers
- Each copy is read by 3 to 4 people
- Due to its relevant content and to the quality of the product, the AQMAT Magazine is read from cover to cover and perused several times in the days and weeks following its receipt, which is a higher readership rate than many other media, and therefore increases the frequency of exposure to your advertisements

# AQMAT MAGAZINE

## Available Formats



AD SIZES	WIDTH X HEIGHT	WIDTH X HEIGHT WITH BLEED
Full page *	9" x 11,75"	9,25" x 12"
1/2 horizontal page	7,625" x 4,5"	Not available
1/2 vertical page	3,65" x 9,5"	Not available
1/3 horizontal page	7,625" x 3,125"	Not available
1/4 horizontal page	7,625" x 2,25"	Not available
1/4 vertical page	3,65" x 4,75"	Not available



## ADVERTISING MATERIAL REQUIRED

**File accepted:** PDF (High Resolution)

**Resolution:** 300 dpi

**Colors:** Only CMYK

\* File must contains bleed and crop marks.

# AQMAT MAGAZINE

## Rates

PREFERENTIAL POSITIONS	RATES (UNIT PRICE) MINIMUM PURCHASE: 4 PUBLICATIONS/YEAR
Inner cover page C2	\$3,500
Page 3	\$3,500
Inner cover page C3	\$3,500
Back cover page	\$4,000
Insert *	\$3,000

\* Insert must be printed. Contact us for more details.

REGULAR FORMATS	RATES			
	1X	3X	6X	8X
Full page	\$3,450	\$3,175	\$2,975	\$2,760
1/2 page	\$2,800	\$2,575	\$2,400	\$2,250
1/3 of a page	\$2,375	\$2,185	\$2,050	\$1,900
1/4 of a page	\$2,025	\$1,865	\$1,750	\$1,620

Guaranteed positioning: + 20%.

Businesses that are **not members of AQMAT** pay an additional charge equivalent to **33%**.

## Deadlines

ISSUES	SPACE CLOSE	MATERIAL CLOSE	PUBLICATION DATE
January-February 2017	January 6	January 20	February 9
March 2017	January 27	February 17	March 8
April-May 2017	February 17	April 26	May 11
June 2017	May 12	June 2	June 20
July-August 2017	June 23	July 18	August 4
September 2017	July 7	August 11	August 31
October-november 2017	September 8	October 11	October 31
Décember 2017	October 20	November 10	December 1

## YOUR CONTACT

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