

AQMAT

MEDIA KIT

The Quebec Hardware and Building Supply Association

AQMAT MAGAZINE | 2018 EDITION



INTRODUCTION


**10,000 +
READERS**


3,000 + read on average
by 3-4 people
per copy
COPIES


8 issues
per year

READ and **APPRECIATED** by
95% of our
business
community 

**EXCLUSIVE
CONTENT**
for its members



Referred to as
the **Bible**
by vendors

The **ONLY** French media for
retailers and **buyers groups**

Created in **1955**
a reliable source of information
for the past 63 years

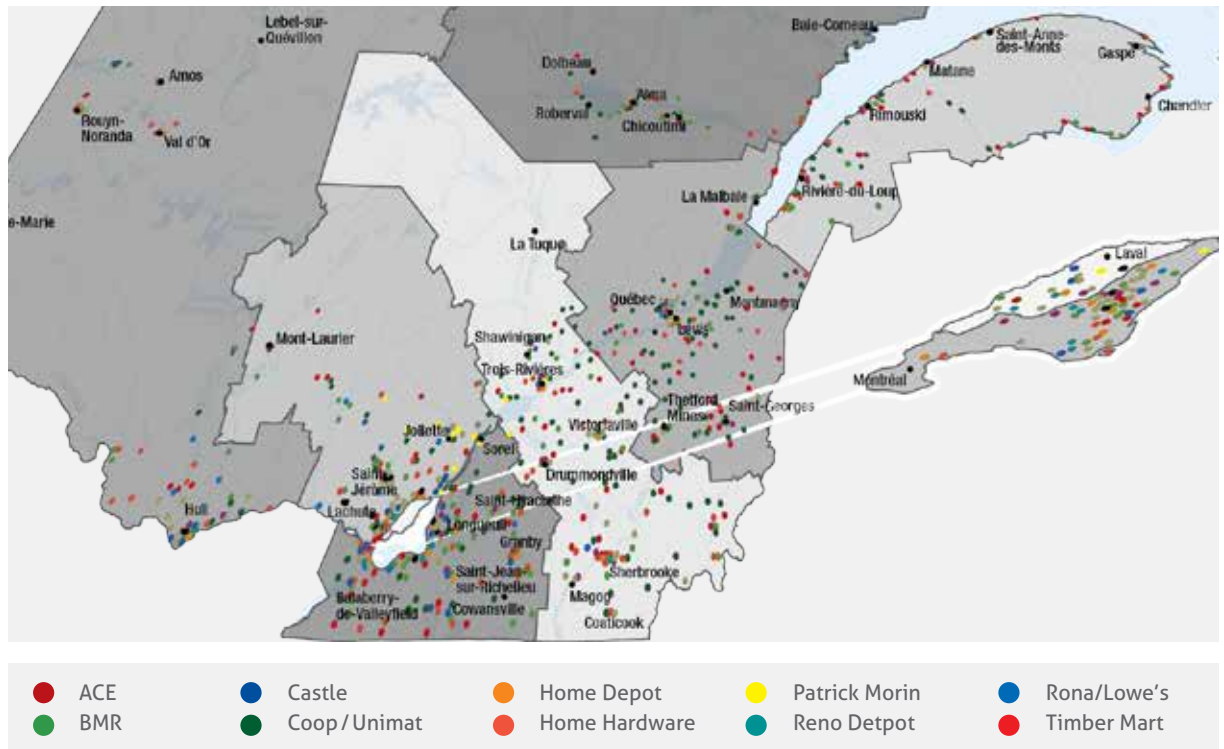


* Survey conducted between October 17 and 26, 2016, and to which 101 business managers participated.
The 7% of undecided respondents were divided in proportion to the votes received.

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

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

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



DISTRIBUTION OF READERS (RETAILERS)

Stores by type of customers

Customers oriented

450 stores

Hybrid

175 stores

Contractor-oriented

250 stores

Stores by sales revenues



17 %

Less than \$2M



28 %

Between \$2M and \$4M



32 %

Between \$4M and \$9M



23 %

More than \$9M

RIGOROUS JOURNALISTIC APPROACH

- Current affairs that affect our industry
- Presidential interviews with senior management
- Plant visits in the form of photo reports
- Overview of member businesses' important milestones
- Coverage of trade shows held here and abroad
- Management advice for stores and plants
- Expert columns on hot topics
- Nominations in the industry
- Board's decisions and editorials
- Presentation of new AQMAT members
- Schedule of upcoming industry events

Recognition Award Gala Special Article



Presidential Interview



News Article



AQMAT CEO's Editorial



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

Example of a vertical half-page ad



Example of a full page ad



Example of a horizontal half-page ad



Example of a vertical quarter-page ad



RATES

REGULAR FORMATS

RATES (UNIT PRICE)**

	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 page	\$2,375	\$2,185	\$2,050	\$1,900
1/4 page	\$2,025	\$1,865	\$1,750	\$1,620

PREFERENTIAL POSITIONS

RATES (unit price) (MINIMUM PURCHASE: 4 PUBLICATIONS/YEAR)

Pages 3 and 5 (premium)	\$3,500
Inner cover (page C2)	\$3,500
Inner cover (page C3)	\$3,500
Back cover (page C4)	\$4,000
Insert *	\$3,000

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

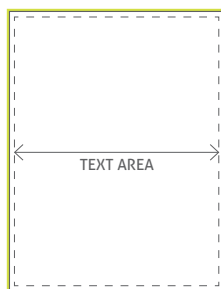
** Guaranteed positioning: + 20 %.

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

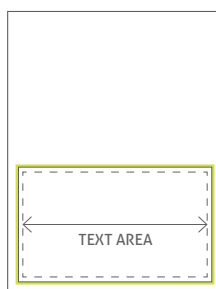
DEADLINES

ISSUES	SPACE CLOSE	MATERIAL CLOSE	PUBLICATION DATE
January-February 2018	December 22	January 22	February 12
March 2018	January 25	February 19	March 9
April-May 2018	February 22	March 22	April 9
June 2018	April 6	May 1 st	May 18
July-August 2018	May 28	July 3	July 19
September 2018	July 5	August 2	August 20
October-November 2018	September 7	October 4	October 24
December 2018	October 25	November 22	December 11

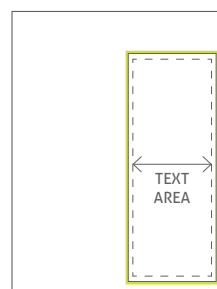
MAGAZINE SIZE: 9" x 11,75"



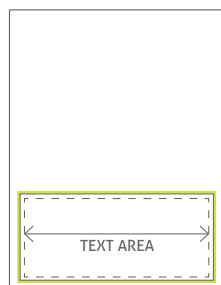
FULL PAGE
FINISH SIZE: 9" x 11,75"



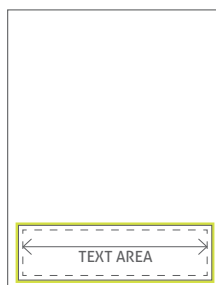
1/2 HORIZONTAL PAGE
FINISH SIZE: 7,625" x 4,5"



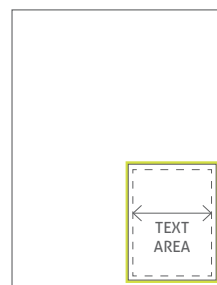
1/2 VERTICAL PAGE
FINISH SIZE: 3,65" x 9,5"



1/3 HORIZONTAL PAGE
FINISH SIZE: 7,625" x 3,125"



1/4 HORIZONTAL PAGE
FINISH SIZE: 7,625" x 2,25"



1/4 VERTICAL PAGE
FINISH SIZE: 3,65" x 4,75"

AD SIZES

WIDTH X HEIGHT (FINISH SIZE)

WIDTH X HEIGHT (WITH BLEED)

Full page	9" x 11,75"	9,25" x 12"
1/2 horizontal page	7,625" x 4,5"	7,875" x 4,75"
1/2 vertical page	3,65" x 9,5"	3,90" x 9,75"
1/3 horizontal page	7,625" x 3,125"	7,875" x 3,375"
1/4 horizontal page	7,625" x 2,25"	7,875" x 2,5"
1/4 vertical page	3,65" x 4,75"	3,90" x 5"

ADVERTISING MATERIAL REQUIRED

File accepted: PDF (high resolution)

Resolution: 300 dpi

Colors: CMYK

* File must contain bleed (0,125 inch) and crop marks.
Pictures must be included and fonts must be outlined.

AQMAT

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The Quebec Hardware and Building Supply Association

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