

THEMATIC BROCHURE | 2019 EDITION

AQMAT

MEDIA KIT

The Quebec Hardware and Building Supply Association



BROCHURE #1 - MATERIALS

RESERVE BEFORE DECEMBER 20th 2018



BROCHURE #2 - ROOFING & SIDING

RESERVE BEFORE JANUARY 30th 2019



BROCHURE #3 - DOORS & WINDOWS

RESERVE BEFORE MARCH 1st 2019



BROCHURE #4 - FLOORING

RESERVE BEFORE APRIL 12th 2019



BROCHURE #5 - PAINTING & DECORATION

RESERVE BEFORE MAY 31st 2019



BROCHURE #6 - TOOLS & HARDWARE

RESERVE BEFORE JUNE 27th 2019



BROCHURE #7 - SEASONAL

RESERVE BEFORE SEPTEMBER 12th 2019



BROCHURE #8 - PLUMBING & ELECTRICITY

RESERVE BEFORE NOVEMBER 1st 2019



Useful guides for vendors and their staff, as well as for banner buyers



13,000+
READERS



3,000+
COPIES
DISTRIBUTED



READ on average by
4-5 PEOPLE
per copy



8
issues
per year

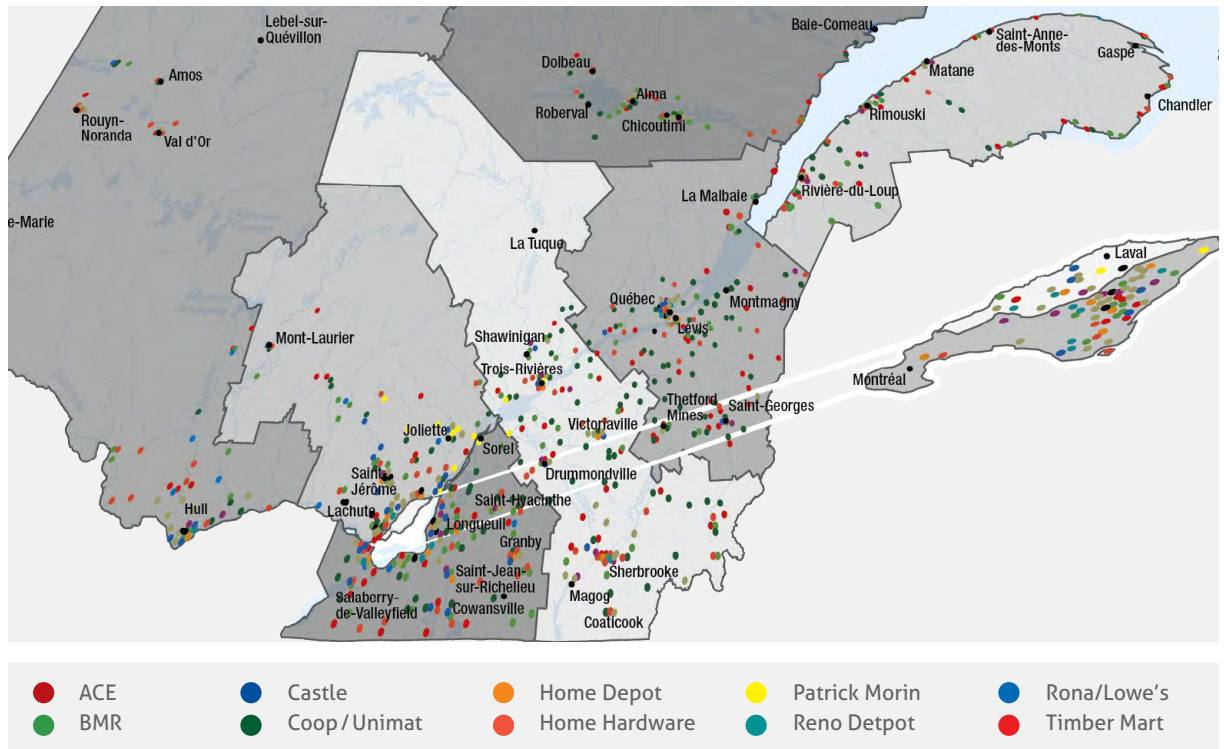
PRINTED
on high quality
gloss paper
comes from sustainably
managed forests



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

Exclusive research and in-depth content
Only one advertisement every two pages



Example: Roofing & Siding Brochure



Example: Seasonal Brochure



Example: Materials Brochure



Example: Painting & Decoration Brochure



Example: Tools & Hardware Brochure

RATES

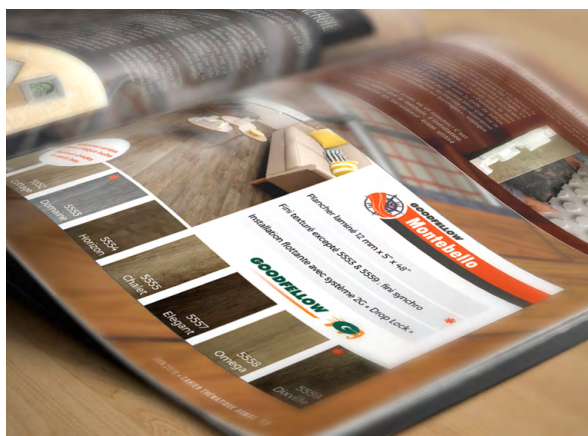
ADVERTISING SPACES

RATES

1/4 page	\$ 1,990
1/2 page	\$ 2,800
Full page (only C2, C3 and C4)	\$ 4,000

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

Example of a horizontal half-page ad



Example of a back cover page



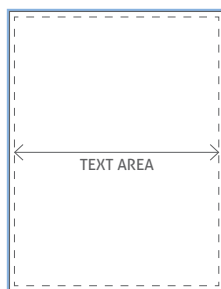
DEADLINES

ISSUES	SPACE CLOSE	MATERIAL CLOSE	PUBLICATION DATE
January-February 2019	December 20	January 18	February 11
March 2019	January 30	February 14	March 8
April-May 2019	March 1 st	March 19	April 12
June 2019	April 12	May 1 st	May 24
July-August 2019	May 31	June 24	July 19
September 2019	June 27	July 19	August 23
October-November 2019	September 12	October 3	October 25
December 2019	November 1 st	November 21	December 13

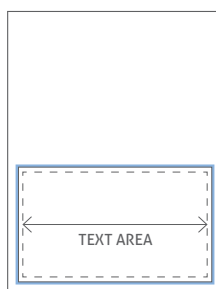
**RESERVE YOUR
AD SPACE
IMMEDIATELY**



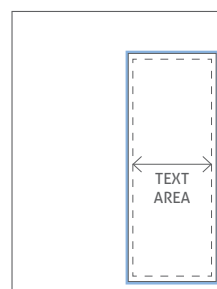
THEMATIC BROCHURE SIZE: 9" x 11.75"



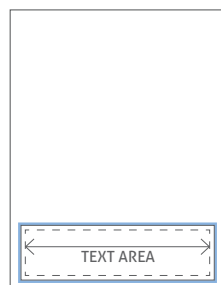
FULL PAGE (BACK COVER)
FINISH SIZE: 9" x 11.75"



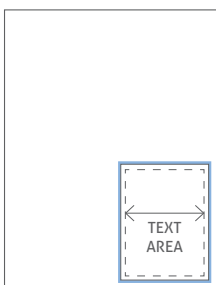
1/2 HORIZONTAL PAGE
FINISH SIZE: 7.75" x 4.5"



1/2 VERTICAL PAGE
FINISH SIZE: 3.725" x 9.5"



1/4 HORIZONTAL PAGE
FINISH SIZE: 7.75" x 2.25"



1/4 VERTICAL PAGE
FINISH SIZE: 3.725" x 4.75"

AD SIZES	WIDTH X HEIGHT (FINISH SIZE)	WIDTH X HEIGHT (WITH BLEED)
Full page (back cover only)	9" x 11.75"	9.25" x 12"
1/2 horizontal page	7.75" x 4.5"	8" x 4.75"
1/2 vertical page	3.725" x 9.5"	3.975" x 9.75"
1/4 horizontal page	7.75" x 2.25"	8" x 2.5"
1/4 vertical page	3.725" x 4.75"	3.975" 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

MEDIA KIT

The Quebec Hardware and Building Supply Association

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