

CATALOGUE | 2019 EDITION

AQMAT

MEDIA KIT

The Quebec Hardware and Building Supply Association

CATALOGUE

PRODUITS ET SERVICES | PRODUCTS AND SERVICES

NOUVEAUX OU AMÉLIORÉS, OFFERTS AUX COMMERCES LIÉS À L'HABITATION AU CANADA
NEW AND IMPROVED, OFFERED TO THE CANADIAN HOME IMPROVEMENT RETAILERS

Publié par l'AQMAT | Published by AQMAT
2019 Edition | Vol.9

THE LEADER IN THE COUNTRY TO MAKE YOUR NEW PRODUCTS KNOWN

3,000+
copies 
MAILED TO
vendors and
banner buyers


10 000 +
READERS

National reach
from the Maritimes
to the Rockies



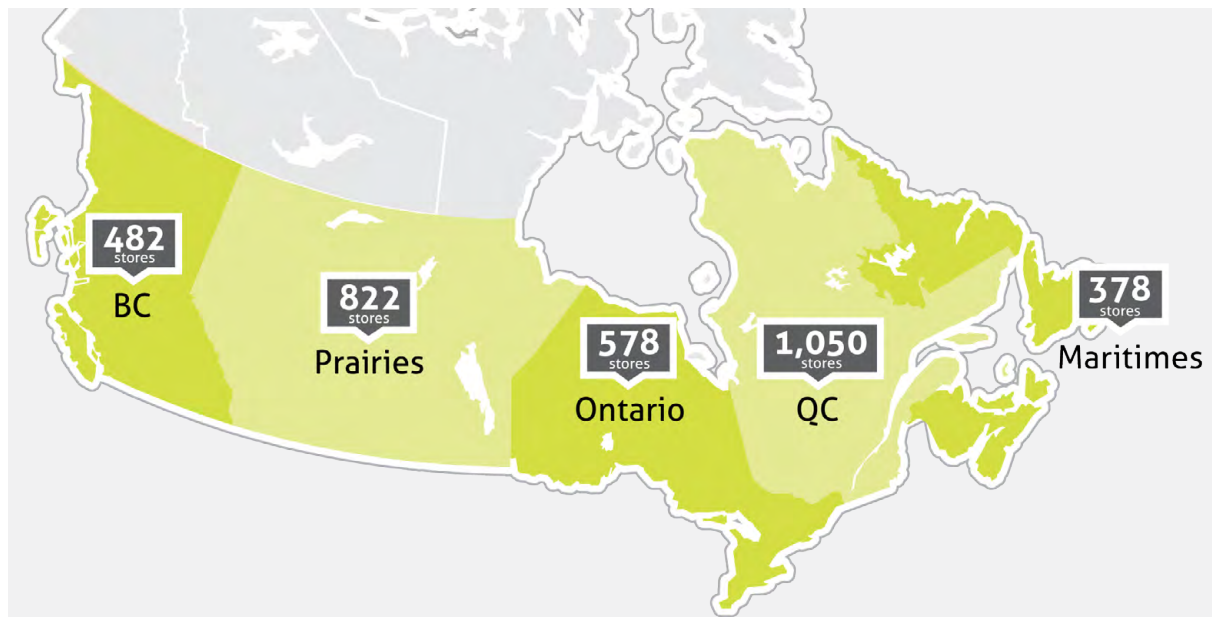
Published annually
and distributed in August
before the trade shows

1 full page
per product
or service

A deluxe
EDITION



THE VARIOUS AUDIENCES REACHED



BANNERS



BUYING GROUPS



- Number of buyers among the banners*: 6,980
- Number of buyers among the buying groups: 36

* Average of 2 buyers + 1 owner per store.

WHAT TO PUBLISH IN THE CATALOGUE?

A new product:

- An innovation
- A new product name
- A change in product format
- A change in color

A product improved:

- Packaging/labelling
- Expansion of existing product line
- New technical characteristics of a product
- New accreditation or certification

A service:

- New display
- Shipping or financing options
- Closer warehousing capabilities
- Product accessibility at buying group's main warehouse



A CATALOGUE THAT DOES JUSTICE TO THE QUALITY OF PRODUCTS

- A convenient 8.5" x 5.5" format
- A single product or service per page
- Some one hundred products and services presented in each issue
- Each product description is bilingual and features an image
- A phone number and website are provided
- Each section is represented by a different color to facilitate identification
- The smooth paper with a satin finish, the perfect binding and the 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 products in Painting & Sealing Section



Example of products in Flooring & Decorating Section



Example of products in Doors & Windows Section

RATES

PRODUCT OR SERVICE

RATES

First product	\$ 850
Per additional product	\$ 500
10 products	\$ 4,000

ADVERTISING SPACES

RATES

Inner cover page (C2 or C3)	\$ 3,200
Back cover (C4)	\$ 3,600



Example of a full page ad

DEADLINES

Space close : July 5th

Material close : July 12th

Publication date : September 9th

RESERVE YOUR
AD SPACE
IMMEDIATELY



For each product or service, YOU MUST PROVIDE:

Pictures: PDF, JPG, PNG (300 dpi, CMYK)

Your logo: AI, EPS, PDF, JPG, PNG (300 dpi, CMYK)

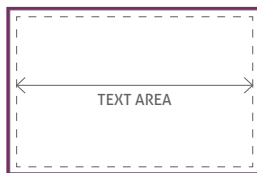
Your text: A title and text in French, a title and text in English (75-words). If applicable, a list of Canadian points of sale. **If you cannot provide texts**, we will write and translate them for you, for a fee of \$100 per text.

Conditions:

1. Our editorial team will review and correct everything. You will have the chance to approve the final version of the text if major changes are made.
2. Editing fees of \$100 per text will be charged if you do not provide a text of approximately 75 words.
3. Translation fees of \$100 per text will be charged if you do not provide a text in both English and French.

For an full page ad, YOU MUST PROVIDE:

A 8.5" x 5.5" high resolution PDF with images having a resolution of 300 dpi, CMYK. Files must contain bleed (0.125 inch) and crop marks. Pictures must be included and fonts must be outlined.



FULL PAGE
FINISH SIZE: 8.5" x 5.5"



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