

AQMAT 20²⁰₈₀^e



2020 MEDIA KIT

OMNICHANNEL VISIBILITY

- NEW MEDIA
- NEW EVENTS

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AQMAT MAGAZINE

4 issues per year
(March, June, September, December)

10,000+
READERS

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

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

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

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

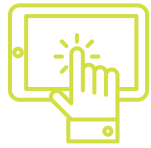
with
AUGMENTED
WEB CONTENT

EXCLUSIVE
CONTENT
for its member

Referred to as
the **BIBLE**
by vendors

LARGE EXCLUSIVE RELEVANT
BEAUTIFUL DEEP DENSE

OMNICHANNEL VISIBILITY



MORE INTERACTIVE



MORE MOBILIZING



MORE CONSULTATIVE



MORE LEADERSHIP FOR OUR BUSINESS COMMUNITY



AQMAT.ORG

+ 94,000 VISITORS PER YEAR FOR OVER 147,000 SESSIONS



DAILY NEWSLETTER

+ 1,750 SUBSCRIBERS FOR A READ RATE RANGING BETWEEN 31% AND 50%



FACEBOOK

+ 790 SUSCRIBERS



LINKEDIN

+ 1,130 SUSCRIBERS

ANNUAL CONTRACTS

In addition to your cover page or guaranteed position page in the paper magazine, obtain:

AN AD BANNER

 **IN THE NEWSLETTER**

 **ON AQMAT.ORG**

Each advertiser receives banner ad space at the bottom of at least 17 of the daily newsletters throughout 2020. These banners will also be visible on the online version of the articles.

PREMIUM FULL-PAGE AD

\$17,000

Alternately: C2, 3, C3, C4

GUARANTEED PLACEMENT FULL-PAGE AD

\$15,000

Page 5, 9, 13, 17, 21 or 25

In addition to your guaranteed ad on a right-hand page, obtain:

YOUR LOGO ON THE AQMAT.ORG HOME PAGE

In addition to benefitting from an economy of scale and guaranteed right-hand page position, each advertiser's logo will be displayed year-round in a footer banner on the website's home page.

FULL-PAGE AD

\$10,300

HALF-PAGE AD

\$8,400

ONE-THIRD AD

\$7,125

QUARTER-PAGE AD

\$6,075

À LA CARTE

No digital visibility

PREMIUM FULL-PAGE AD	N/A
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FULL-PAGE AD	\$3,450
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HALF-PAGE AD	\$2,800
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ONE-THIRD PAGE AD	\$2,375
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QUARTER-PAGE AD	\$2,025
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Cardboard insert place in polybag with magazine.





Insert must be printed.
Contact us for more details.

INSERT	\$3,000
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PRESIDENTIAL INTERVIEWS OR/AND PLANT VISITS

In addition to your four pages in the paper magazine, obtain:

REBROADCASTING

-  **OM AQMAT.ORG**
-  **IN THE NEWSLETTER**
-  **ON YOUTUBE**
-  **ON SOCIAL MEDIA**

- Professional photo of the guest on the Magazine's cover page
- Four-page feature with photos summarizing the interview
- Video interview broadcast on YouTube, in our newsletter and on our social media
- Interview, photos and article permanently posted to the "Presidential Interviews" section of our website

FOUR-PAGE	\$5,000
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THEMED SECTION

In addition to your ad in the themed section of the paper magazine, obtain:

REBROADCASTING

 **IN THE NEWSLETTER**

 **ON SOCIAL MEDIA**

- Section published in the AQMAT newsletter and rebroadcast on our social media
- Clickable version of the section posted on the website
- **Requirement:** The ad must feature a directly theme-related product or service

THEMED

ROOFING AND SIDING > *March Edition*

WALLS AND FLOORING > *June Edition*

DECORATION AND PAINT > *September Edition*

SEASONAL > *December Edition*

FULL-PAGE AD

\$3,450

ONE-THIRD PAGE AD

\$2,375

HALF-PAGE AD

\$2,800

QUARTER-PAGE AD

\$1,000

« WELL MADE HERE » SPECIAL SECTION

In addition to your ad in the “Well Made Here” section of the paper magazine, obtain:

REBROADCASTING

-  IN THE NEWSLETTER
-  ON SOCIAL MEDIA

- Only ads relating to accredited “Well Made Here” and ads from other companies who wish to show their support for the program will be accepted.

MARCH EDITION

FULL-PAGE AD	\$1,000
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HALF-PAGE AD	\$750
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80th ANNIVERSARY SPECIAL SECTION

In addition to your ad in the 80th anniversary section of the paper magazine, obtain:

REBROADCASTING

-  ON SOCIAL MEDIA

- Each ad will be posted to the AQMAT’s Facebook page
- **Restriction:** The ad must include happy anniversary wishes to mark AQMAT’s celebration

JUNE EDITION

FULL-PAGE AD	\$1,000
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HALF-PAGE AD	\$750
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BANNERS SPECIAL SECTION

In addition to your ad in the Banners' section of the paper magazine, obtain:

REBROADCASTING

-  IN THE NEWSLETTER
-  ON LINKEDIN

· Only ads from banners (BMR, Castle, Home Hardware, RONA, TimberMart), groups (Patrick Morin, Canac, The Home Depot) and cooperative purchases (ILDC, Octo, Spancan, etc.) will be accepted.

SEPTEMBER EDITION

FULL-PAGE AD	\$1,000
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DEMI- PAGE	\$750
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GOOD NEWS SPECIAL SECTION

In addition to your ad in the Good News section of the paper magazine, obtain:

ADVANTAGES:

-  JUST IN TIME FOR CHRISTMAS
-  WRITING HANDLED BY AQMAT

· AQMAT will write your "good news" piece, which will be published just in time for the Holidays. Full-page article with photos.

· **Restriction:** Advertiser to collaborate with AQMAT to source content and images that are relevant to the readership.

DECEMBER EDITION

FULL-PAGE AD	\$1,000
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PUBLICATION CALENDAR



Your advisor
Jasmine Sylvère

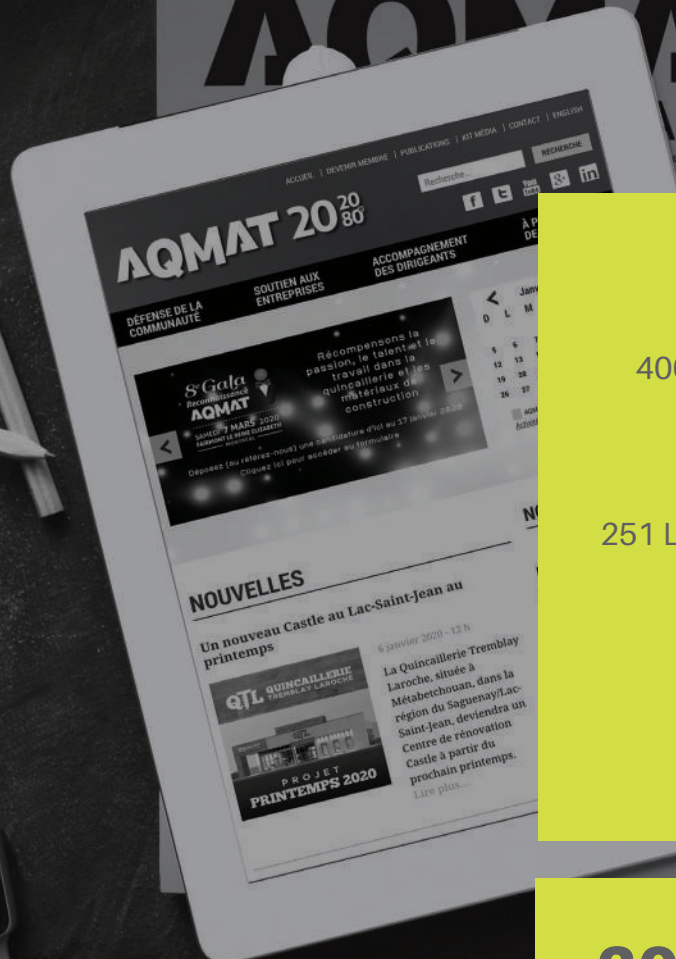
Promotion and Advertising Senior Advisor
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PUBLICATIONS	CLOSING DATE	MATERIAL DUE DATE	PUBLICATION DATE
Spring Magazine (March)	March 10, 2020	March 13, 2020	May 13, 2020
Summer Magazine (June)	June 8, 2020	June 22, 2020	August 6, 2020
Fall Magazine (September)	August 17, 2020	September 18, 2020	October 5, 2020
Winter Magazine (December)	November 9, 2020	November 30, 2020	December 18, 2020

Dates are subject to change without notice.

AQMAT 20²⁰₈₀^E

Association québécoise de la quincaillerie et des matériaux de construction



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