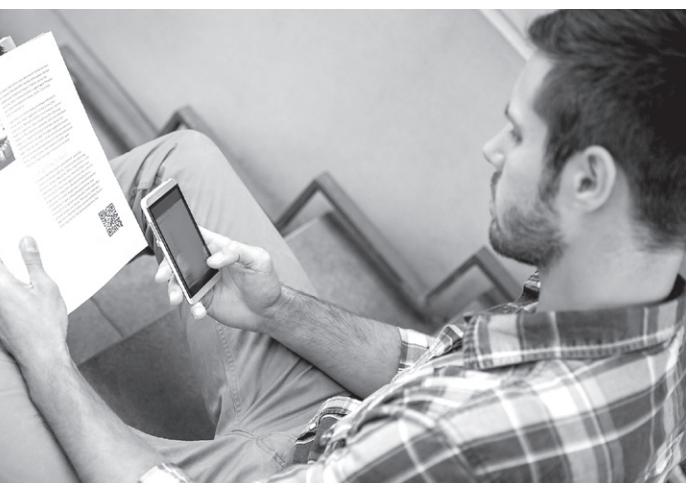


# AQMAT

## MAGAZINE *65 years!*

OMNICHANNEL  
VISIBILITY



2021 MEDIA KIT



## TABLE OF CONTENTS

AQMAT Magazine .....	3
Omnichannel visibility .....	4
Annual contracts & À la carte .....	5
Advertising & Inserts .....	6
Presidential Interviews.....	6
Plant Visits.....	6
Themed sections.....	7
Special Women working in the industry section.....	8
Special Post COVID-19 Design section .....	8
Special 65 <sup>th</sup> Anniversary of the Magazine section.....	9
Special Good News section .....	9
Publication calendar.....	10



# AQMAT MAGAZINE

**4 issues**  
per year  
(Spring, Summer, Fall, Winter)



**WEB  
VERSION**  
with clickable advertising

**+ -  
2,000  
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 65 years**

 with  
**AUGMENTED  
WEB CONTENT**



**EXCLUSIVE  
CONTENT**  
for its members



Referred to as  
the **BIBLE**  
by vendors

LARGE EXCLUSIVE RELEVANT  
BEAUTIFUL DEEP DENSE

# OMNICHANNEL VISIBILITY

**MORE INTERACTIVE**



**MORE CONSULTATIVE**



**MORE MOBILIZING**



**MORE LEADERSHIP FOR OUR BUSINESS COMMUNITY**



AQMAT.ORG

**+ 95,000 FOLLOWERS PER YEAR FOR OVER 150,000 SESSIONS**



DAILY NEWSLETTER

**+ 1,500 SUBSCRIBERS WITH A READ RATE OF 34% TO 57%**



FACEBOOK

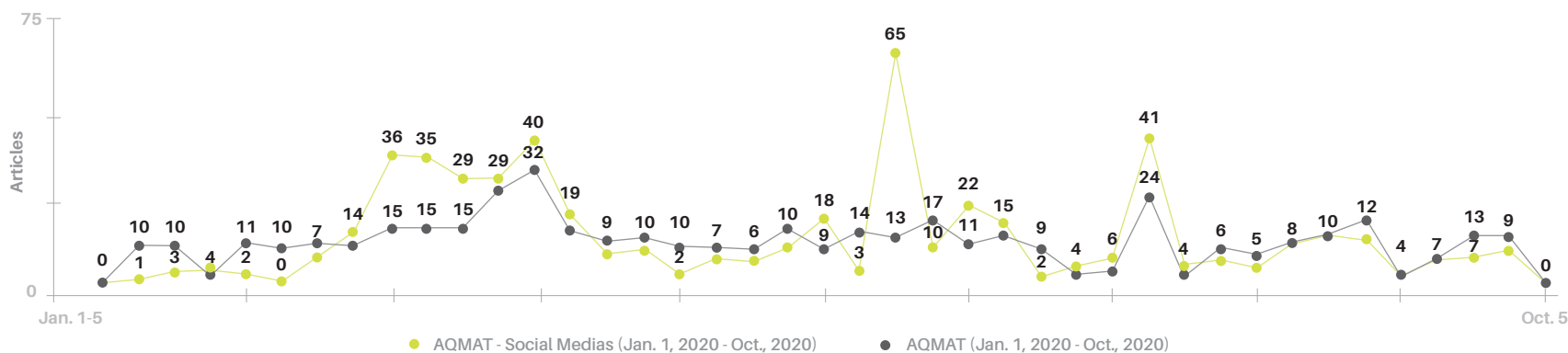
**+ 1,000 SUBSCRIBERS**



LINKEDIN

**+ 1,600 SUBSCRIBERS**

## AQMAT MAGAZINE CONTENT WITH VAST MEDIA REACH



# 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 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

<b>PREMIUM FULL-PAGE AD</b>	N/A
<b>FULL-PAGE AD</b>	\$3,450
<b>HALF-PAGE AD</b>	\$2,800
<b>ONE-THIRD PAGE AD</b>	\$2,375
<b>QUARTER-PAGE AD</b>	\$2,025




Cardboard insert place in polybag with magazine.

Insert must be printed.  
Contact us for more details.

## PRESIDENTIAL INTERVIEWS OR/AND PLANT VISITS

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

### REBROADCASTING

-  **ON 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

<b>FOUR-PAGE</b>	<b>\$5,000</b>
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# THEMED SECTIONS

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

## THEMES

PREFABRICATED CONSTRUCTION > *Spring Edition*

INTERIOR AND EXTERIOR DOORS > *Summer Edition*

PLUMBING AND ELECTRICAL > *Fall Edition*

SAFETY: EQUIPMENT AND PRODUCTS > *Winter Edition*

FULL-PAGE AD

\$3,450

ONE-THIRD PAGE AD

\$2,375

HALF-PAGE AD

\$2,800




QUARTER-PAGE AD

\$1,000



## SPECIAL SECTION WOMEN WORKING IN THE INDUSTRY



-  **QUARTER-PAGE FEATURING  
A REMARKABLE WOMAN**
-  **WHO WORKS FOR YOUR BUSINESS**
-  **WRITING HANDLED BY AQMAT**

· **Requirement:** advertiser's collaboration in researching quality content and photos.

### SPRING EDITION

QUARTER-PAGE AD

\$500

## SPECIAL SECTION POST COVID-19 DESIGN



In addition to your ad in the Post-COVID-19 section of the printed magazine, obtain:

- REBROADCASTING**
-  **IN THE NEWSLETTER**
-  **ON LINKEDIN**

· Only advertisements for more sanitary products and services will be accepted.

### SUMMER EDITION

FULL-PAGE AD

\$1,000

HALF-PAGE AD

\$750





## SPECIAL SECTION 65<sup>th</sup> ANNIVERSARY OF THE MAGAZINE

In addition to your ad in the 65<sup>th</sup> Anniversary of AQMAT Magazine section of the paper magazine, obtain:

### REBROADCASTING

#### ON SOCIAL MEDIA



- **Required:** In your ad, include a message referring to the Magazine's anniversary, the informative role of the AQMAT, the importance of journalism, etc.

#### FALL EDITION

FULL-PAGE AD	\$1,000
DEMI- PAGE	\$750



## SPECIAL SECTION GOOD NEWS

-  **ADVERTORIAL**
-  **WRITING HANDLED BY AQMAT**
-  **JUST IN TIME FOR CHRISTMAS**

- **Requirement:** advertiser's collaboration in researching quality content and photos.

#### WINTER EDITION

FULL-PAGE AD	\$1,000
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# PUBLICATION CALENDAR



Your advisor  
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PUBLICATIONS	RESERVE BY	AD DUE DATES	ANTICIPATED MAILING DATE
Spring Edition	January 29, 2021	February 22, 2021	March 31, 2021
Summer Edition	April 16, 2021	May 14, 2021	June 30, 2021
Fall Edition	July 16, 2021	August 13, 2021	September 29, 2021
Winter Edition	October 15, 2021	November 12, 2021	December 22, 2021

*Dates are subject to change without notice.*

# AQMAT

**MAGAZINE** 65  
*years!*

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## 2021 MEDIA KIT

