

CATALOGUE

PRODUCTS AND SERVICES

NEW AND IMPROVED, OFFERED TO CANADIAN HOME IMPROVEMENT RETAILERS



2022 MEDIA KIT



PRODUCTS AND SERVICES CATALOGUE

THE LEADER IN THE COUNTRY TO CREATE AWARENESS ABOUT YOUR NEW OFFERINGS

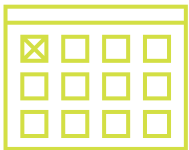
NATIONAL REACH

from the Maritimes to the Rockies



10,000 + READERS

Mailed to hardware store **managers** and **buyers** from banners



PUBLISHED ANNUALLY

and shipped before the fall season trade shows

1 FULL PAGE PER PRODUCT OR SERVICE



A DELUXE EDITION

BANNERS

BUYING GROUPS



PRODUCTS AND SERVICES CATALOGUE



DIGITAL VERSION HOUSED ON THE WEBSITE
+
FEATURED IN ROTATION ON THE WEBSITE'S HOMEPAGE UNDER « PRODUCTS TO DISCOVER »



INDIVIDUAL PRESENTATION ON THE AQMAT'S FACEBOOK PAGE

- A convenient 8.5" x 5.5" format
- A single product or service per page
- Generally 100 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 colour for easy reference
- The smooth satin finish paper, the perfect binding and the cardboard cover ensure pleasant contact
- The FSC label certifies that the paper used for the AQMAT Catalogue comes from sustainably managed forests, and allows readers to read in good conscience

** As editor, the AQMAT reserves the right to revise texts.
Any major change will be approved by the advertiser.*

WHAT TO PUBLISH IN THE CATALOGUE?



A NEW PRODUCT

- New to the market
- New product name
- A change in product format
- New colour
- New packaging or label



A PRODUCT IMPROVEMENT

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



A SERVICE

- New store display
- Shipping, financing or information solutions
- Closer warehousing capabilities
- Product accessibility at buying group's main warehouse



Tip: Checkmark the appropriate box from the form for items:

- accredited as part of the "Well Made Here" program
- qualified as finalists of the concours innovation contest.



Tip: Provide a ready-made QR code to use for additional information about the product or service



PUBLICATION CALENDAR



Your advisor
Jasmine Sylvère

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PUBLICATION	CLOSING DATE	MATERIAL DUE DATE	PUBLICATION DATE
Products and Services Catalogue	May 31, 2022	June 6, 2022	Summer 2022 <i>(In time for buying shows)</i>

Dates are subject to change without notice.

FIRST PRODUCT	\$ 850	INNER COVER PAGE C2/C3	\$ 3,200
PER ADDITIONNAL PRODUCT	\$ 500	BACK COVER PAGE C4	\$ 3,600
10 PRODUCTS	\$ 4,000	FULL-PAGE AD Page 3	\$ 3,000

PRODUCTS OR SERVICES

FOR EACH PRODUCT OR SERVICE, YOU MUST PROVIDE:

Images: An image that shows the product / service

- PDF, JPG, PNG at 300 dpi in CMYK
- 4 x 4 in.
- No graphic editing, no text on the image
- Include product / service name in the image file name

Logo: The business logo and / or the brand logo for the product/service

- AI, EPS, PDF, JPG, PNG at 300 dpi in CMYK
- Include the word logo in the image file name

QR Code: Ready-made Code QR leading to additional online info about the product or service.

- PDF, JPG, PNG at 300 DPI
- 4 x 4 in.

Text: Informational text that describes usage and characteristics of the product / service

- English version – titre et texte
- French version – titre et texte
- Max. 75 words per version

Availability: In the form, indicate which banners carry the product, or, if it is in introductory phase.

CONDITIONS AND ADDITIONAL FEES:

1. Our editorial team will review and correct everything. You will be able to approve the final version of the text if major changes are made.
2. Writing 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 text in both English and French.

AD PAGES (PAGES C2, C3, C4)

FULL PAGE
L 8.5"
H 5.5"

*Inside Covers, Page 3
and Back Cover*

SEND IN READY-MADE-ADS

- Ad must be **bilingual**. English and French text must be the same font size.
- Cut margins placed outside the bleed.
- Images and fonts must be included in or sent with the file.

Safety margin (text): 1/2 in.

Bleed: 1/8 in.

Accepted files: High resolution PDF

Resolution: Document and images must be 300 dpi

Colour: CMYK, no Pantone colours

SENDING THE MATERIAL

Email or *WeTransfer* or similar file sharing service
ccournoyer@aqmat.org

For more information

please, contact Jasmine Sylvère
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AQMAT

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