



# AQMAT

MEDIA KIT

2024 MAGAZINE  
OMNICHANNEL VISIBILITY



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# AQMAT

## MEDIA KIT

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**For 68 years now, the ONLY**  
Francophone media advertiser for **retailers**  
and **purchasing groups** in hardware and materials.



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



**7,000 PROFESSIONAL**  
**READERS**  
On average 3.5 readers  
for each of the 2,000 issues



**READ and ENJOYED**  
by **95%**  
of our business community members



**WEB**  
**VERSION**  
with clickable advertising



**PERSONALIZED**  
**QR CODES**  
that take readers directly  
to your content



**EXCLUSIVE**  
**CONTENT**  
for members

**LARGE** EXCLUSIVE **RELEVANT**  
**BEAUTIFUL** **DENSE**  
**DEEP**

# OMNICHANNEL VISIBILITY



## AQMAT:



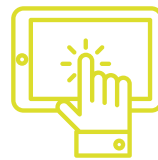
**IS A BUSINESS  
COMMUNITY LEADER**



**IS A MOBILIZER**



**PROVIDES  
AN ADVISORY ROLE**



**OFFERS INTERACTIVE  
PUBLICATIONS**



**AQMAT.ORG**

**95,000 FOLLOWERS  
FOR MORE THAN  
150,000 VISITS**



**NEWSLETTER  
EVERY TWO DAYS**

**1,800 SUBSCRIBERS  
WITH AN OPEN RATE  
OF 34% TO 57%**



**FACEBOOK**

**1,400 SUBSCRIBERS**



**LINKEDIN**

**3,080 SUBSCRIBERS**

**an increase of over  
700 subscribers**

# PUBLICATION CALENDAR



<b>PUBLICATIONS</b>	<b>RESERVATION CLOSING DATE</b>	<b>PUBLICATION MATERIAL DUE DATES</b>	<b>MAILING DATE</b>
Spring Edition	January 29, 2024	February 26, 2024	April 29, 2024
Summer Edition	April 15, 2024	May 13, 2024	July 15, 2024
Fall Edition	July 16, 2024	August 19, 2024	October 7, 2024
Winter Edition	October 14, 2024	November 11, 2024	December 23, 2024

*Dates are subject to change without notice.*

# ANNUAL CONTRACTS



**FULL-PAGE AD IN THE PRINTED MAGAZINE**  
📄 **IN A PREMIUM POSITION**



**A BANNER ADVERTISEMENT**  
✉️ **IN THE NEWSLETTER**  
📱 **ON AQMAT.ORG**

Each advertiser gets a banner ad at the bottom of at least 17 daily online newsletters published during the year.

<b>FULL-PAGE AD ON C2, PAGE 3, C3 AND C4</b> <i>in rotation</i>	\$17,000	<b>GUARANTEED PLACEMENT FULL-PAGE AD</b> <i>Page 5, 9, 13, 17, 21 or 25</i>	\$15,000
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**ADVERTISEMENT IN THE FOUR PRINTED MAGAZINES**  
📄



**YOUR CLIQUABLE LOGO ON THE AQMAT.ORG HOME PAGE**  
📱

In addition to benefitting from discounted price and guaranteed right-hand page position, each advertiser's logo will be displayed year-round in a banner at the bottom of the website's home page.

<b>FULL-PAGE AD</b>	\$10,300	<b>ONE-THIRD PAGE AD</b>	\$7,125
<b>HALF-PAGE AD</b>	\$8,400	<b>QUARTER-PAGE AD</b>	\$6,075



## À LA CARTE

### No online visibility

FULL-PAGE AD	\$3,450	QUARTER-PAGE AD	\$2,025
HALF-PAGE AD	\$2,800	INSERT*	\$3,000
ONE-THIRD PAGE AD	\$2,375	E-BLAST MAILINGS	\$1,500

\* **Cardboard insert** placed in a plastic bag along with the magazine. Insert must be printed. Contact us for more details.



## PRESIDENTIAL INTERVIEWS AND PLANT VISITS

### PRODUCTION AND BROADCAST OF A PROFESSIONAL VIDEO

### + PRESENCE ON THE COVER + 4 PAGE PHOTO-REPORTAGE IN THE MAGAZINE

### + REBROADCASTING ON AQMAT.ORG IN THE NEWSLETTER ON YOUTUBE ON SOCIAL MEDIA

- Video interview broadcast on YouTube, in our newsletter and on our social media platform
- Four-page feature with photos summarizing the interview
- Interview, photos and article permanently posted at the "Interviews with Presidents" section of our website

PACKAGE DEAL	\$5,000
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## CONTACT

For more information and reservations



Your advisor

**JASMINE SYLVÈRE**

Promotion and Advertising Senior Advisor

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[jasmine@aqmat.org](mailto:jasmine@aqmat.org)



### **HEAD OFFICE**

1699, Saint-Patrick Street, office 101  
Montréal (Quebec) H3K 3G9

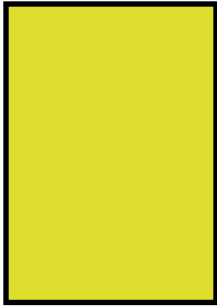
Tel.: 450 646-5842  
[www.aqmat.org](http://www.aqmat.org)



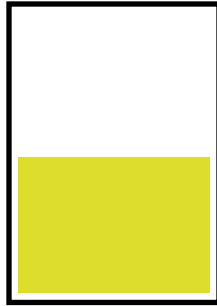
# ADVERTISING SPECIFICATIONS

Magazine size: 9.5 inches x 13.5 inches

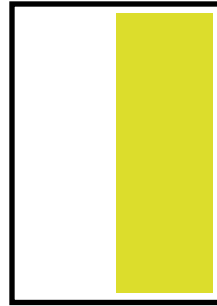
\*do not forget to add a 1/8 in. bleed to these sizes



**FULL PAGE**  
L 9.5 in.  
H 13.5 in.



**1/2 PAGE HORIZONTAL**  
L 7.5 in.  
H 5 in.



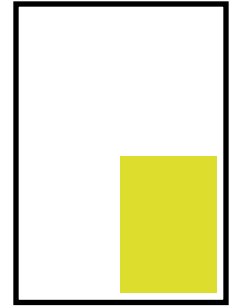
**1/2 PAGE VERTICAL**  
L 3.5 in.  
H 10.5 in.



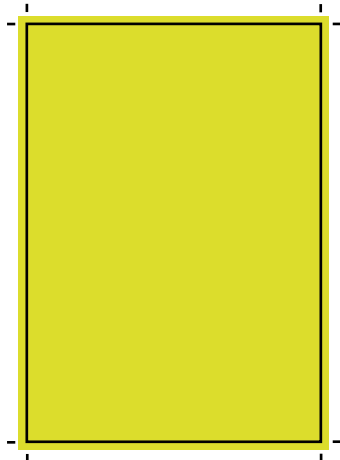
**1/3 PAGE HORIZONTAL**  
L 7.5 in.  
H 3.25 in.



**1/4 PAGE HORIZONTAL**  
L 7.5 in.  
H 2.38 in.



**1/4 PAGE VERTICAL**  
L 3.5 in.  
H 5 in.



## Printing technical specifications

**Inside safety margin (text):** 1/2 in.

**Outside bleed margin:** 1/8 in.

**Accepted file format:** PDF high resolution

**Resolution:** 300 dpi

**Colour:** CMYK and no Pantone

- Crop marks must be outside the bleed.
- Images must be included and fonts must be included or sent with the file.



**AQMAT**  
MEDIA KIT