

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
FULL-PAGE AD	\$3,450
HALF-PAGE AD	\$2,800
ONE-THIRD PAGE AD	\$2,375
QUARTER-PAGE AD	\$2,025

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

HALF-PAGE AD

\$750

80th ANNIVERSARY SPECIAL SECTION

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

REBROADCASTING



ON SOCIAL MEDIA



AT THE RÉSEAUTAGE
& GASTRONOMIE EVENT

- Each ad will be posted to the AQMAT’s Facebook page
- Ads will be displayed at the Réseautage et Gastronomie networking event being held June 3, 2020, at Parcours du Cerf, Longueuil QC
- **Restriction:** The ad must include happy anniversary wishes to mark AQMAT’s celebration

JUNE EDITION

FULL-PAGE AD

\$1,000

HALF-PAGE AD

\$750



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
DEMI- PAGE	\$750



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 Sylvere

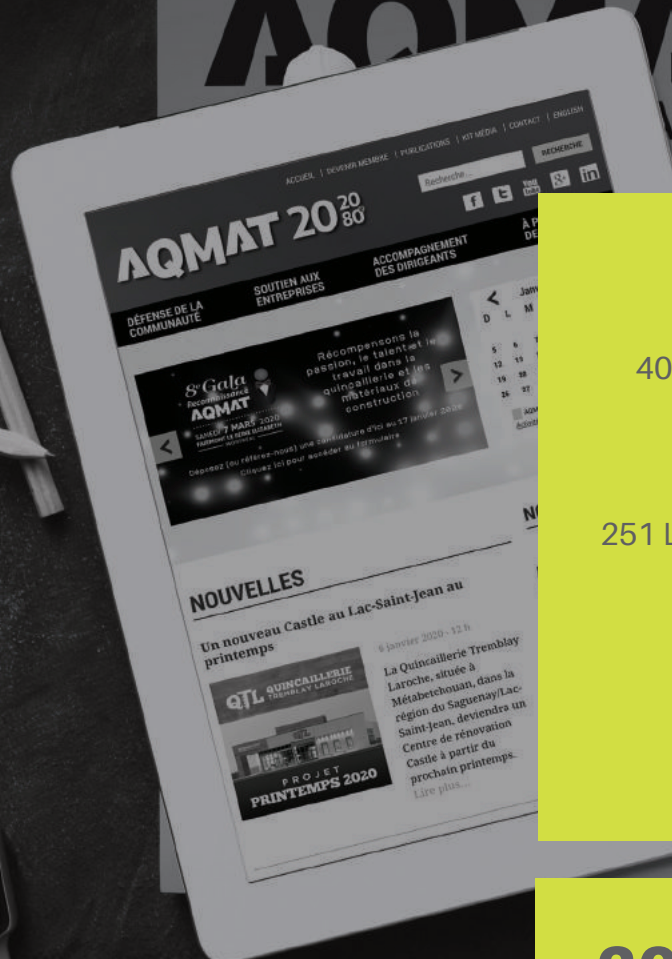
Senior Promotion and Advertising Advisor
Tel.: 450 646-5842, ext. 227
Mobile: 514 262-9489
jasmine@aqmat.org

PUBLICATIONS	CLOSING DATE	MATERIAL DUE DATE	PUBLICATION DATE
Spring Magazine (March)	March 10, 2020	March 13, 2020	April 3, 2020
Summer Magazine (June)	May 8, 2020	June 3, 2020	July 6, 2020
Fall Magazine (September)	July 17, 2020	August 19, 2020	September 18, 2020
Winter Magazine (December)	October 15, 2020	November 11, 2020	December 11, 2020

Dates are subject to change without notice.

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Association québécoise de la quincaillerie et des matériaux de construction



HEAD OFFICE

400, rue Sainte-Hélène, Suite 3
Longueuil QC J4K 3R2

BRANCH

251 Laurier Avenue West, Suite 900
Ottawa ON K1P 5J6

Tel.: 450 646-5842
www.aqmat.org

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