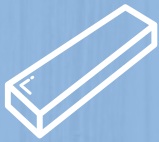


AQMAT

MEDIA KIT

The Quebec Hardware and Building Supply Association

THEMATIC BROCHURE | 2018 EDITION



MATERIALS



**ROOFING
& SIDING**



**DOORS
& WINDOWS**



FLOORING



**PAINTING
& DECORATION**



**TOOLS &
HARDWARE**




SEASONAL



**PLUMBING &
ELECTRICITY**

Useful guides for vendors and their staff,
as well as for banner buyers


13,000+
READERS


3,000+
COPIES
DISTRIBUTED


READ on average by
4-5 PEOPLE
per copy


8
issues
per year

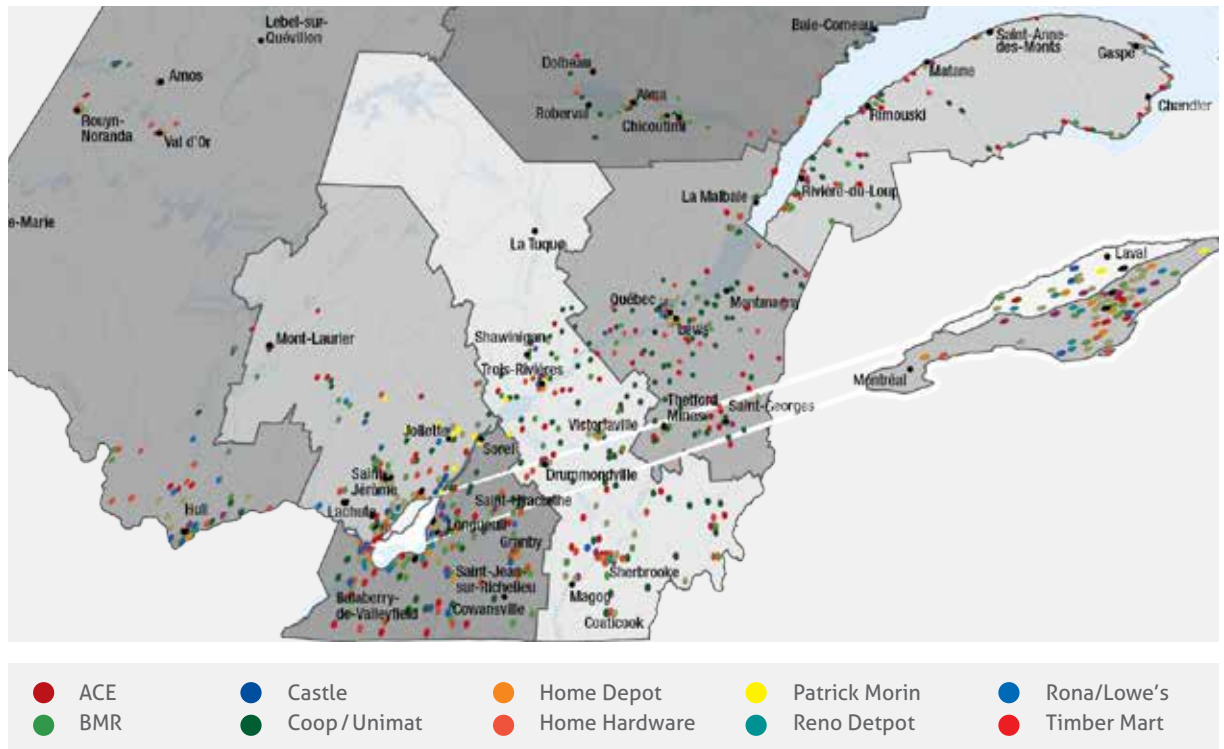
PRINTED
on high quality
gloss paper
comes from sustainably
managed forests



WHO ARE THE 10,000 BUSINESS PEOPLE THAT READ THE AQMAT MAGAZINE?

- Owners, executives and buyers of hardware stores, home improvement centers, and specialty stores
- Senior management, executives, and buying group retail buyers

The magazine is also mailed to manufacturers and distributors of materials and accessories, service suppliers, and to other businesses of the housing industry, media, government representatives, and executive officers of professional associations.



DISTRIBUTION OF READERS (RETAILERS)

Stores by type of customers

Customers-oriented

450 stores

Hybrid

175 stores

Contractor-oriented

250 stores

Stores by sales revenues



17 %

Less than \$2M



28 %

Between \$2M and \$4M



32 %

Between \$4M and \$9M



23 %

More than \$9M

ONE thematic brochure ONCE a year for each department



BROCHURE N° 1: MATERIALS
PUBLICATION ON FEBRUARY 12, 2018



BROCHURE N° 2: ROOFING & SIDING
PUBLICATION ON MARCH 9, 2018



BROCHURE N° 3: DOORS & WINDOWS
PUBLICATION ON APRIL 9, 2018



BROCHURE N° 4: FLOORING
PUBLICATION ON MAY 18, 2018



BROCHURE N° 5: PAINTING & DECORATION
PUBLICATION ON JULY 19, 2018



BROCHURE N° 6: TOOLS & HARDWARE
PUBLICATION ON AUGUST 20, 2018



BROCHURE N° 7: SEASONAL
PUBLICATION ON OCTOBER 24, 2018



BROCHURE N° 8: PLUMBING & ELECTRICITY
PUBLICATION ON DECEMBER 11, 2018

Exclusive research and in-depth content
Only one advertisement every two pages



Example: Stairways, ramps, and columns brochure



Example: Exterior landscaping brochure



Example: Bolts, nails, and anchors brochure



Example: Drywalls and other partitions



Example: Cleaning and maintenance brochure

RATES

ADVERTISING SPACES*

RATES

1/4 page	\$ 1,990
1/2 page	\$ 2,800
Full page (only back cover (C4))*	\$ 4,000

* Reserve early. There is only one full page per brochure.

Businesses that are not members of AQMAT pay an additional charge equivalent to 33 %.

Example of a vertical quarter-page ad



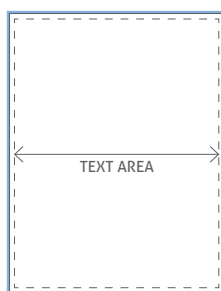
Example of a back cover page



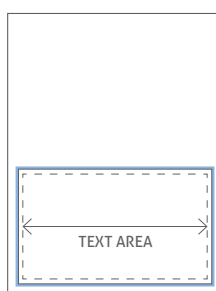
DEADLINES

ISSUES	SPACE CLOSE	MATERIAL CLOSE	PUBLICATION DATE
January-February 2018	December 22	January 22	February 12
March 2018	January 25	February 19	March 9
April-May 2018	February 22	March 22	April 9
June 2018	April 6	May 1 st	May 18
July-August 2018	May 28	July 3	July 19
September 2018	July 5	August 2	August 20
October-November 2018	September 7	October 4	October 24
December 2018	October 25	November 22	December 11

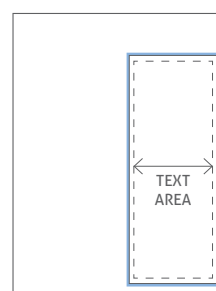
THEMATIC BROCHURE SIZE: 9 x 11,75 inches



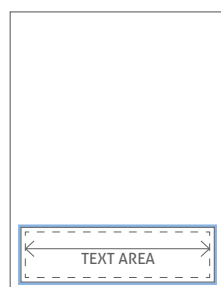
FULL PAGE (BACK COVER)
FINISH SIZE: 9" x 11,75"



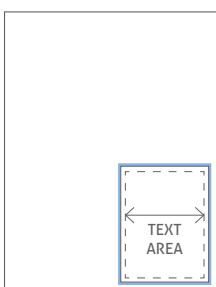
1/2 HORIZONTAL PAGE
FINISH SIZE: 7,625" x 4,5"



1/2 VERTICAL PAGE
FINISH SIZE: 3,65" x 9,5"



1/4 HORIZONTAL PAGE
FINISH SIZE: 7,625" x 2,25"



1/4 VERTICAL PAGE
FINISH SIZE: 3,65" x 4,75"

AD SIZES

WIDTH X HEIGHT (FINISH SIZE)

WIDTH X HEIGHT (WITH BLEED)

Full page (back cover only)	9" x 11,75"	9,25" x 12"
1/2 horizontal page	7,625" x 4,5"	7,875" x 4,75"
1/2 vertical page	3,65" x 9,5"	3,90" x 9,75"
1/4 horizontal page	7,625" x 2,25"	7,875" x 2,5"
1/4 vertical page	3,65" x 4,75"	3,90" x 5"

ADVERTISING MATERIAL REQUIRED

File accepted: PDF (high resolution)

Resolution: 300 dpi

Colors: CMYK

* File must contain bleed (0,125 inch) and crop marks.
Pictures must be included and fonts must be outlined.

AQMAT

MEDIA KIT

The Quebec Hardware and Building Supply Association

HEADQUARTERS

400, rue Sainte-Hélène
Longueuil (Québec) J4K 3R2

BRANCH

51, avenue Laurier Ouest
bureau 900, Ottawa ON K1P 5J6

Tel. : 450 646-5842

www.aqmat.org