

# CATALOGUE

*PRODUITS ET SERVICES | PRODUCTS AND SERVICES*

NOUVEAUX OU AMÉLIORÉS, OFFERTS AUX COMMERCES LIÉS À L'HABITATION AU CANADA  
NEW AND IMPROVED, OFFERED TO THE CANADIAN HOME IMPROVEMENT RETAILERS

**AQMAT**



2021 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

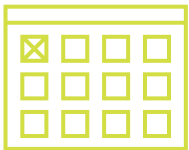


10,000+ READERS

3000+ COPIES



mailed to retailers 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 Magazine 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 announcer.*

# 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:** Add mention of the “Well Made Here” accreditation for items or product lines which qualify and/or include mention for those qualified as finalists of the Concours Innovation contest.



# PUBLICATION CALENDAR



Your advisor  
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PUBLICATION	CLOSING DATE	MATERIAL DUE DATE	PUBLICATION DATE
Products and Services Catalogue	May 31, 2021	June 4, 2021	Summer 2021 <i>(In time for buying shows)</i>

*Dates are subject to change without notice.*

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

# 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

**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:** Indicate where the product / service is available, or, if it is in introductory phase

## CONDITIONS:

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

## FULL PAGE

L 8.5"

H 5.5"

**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

- 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.

## SENDING THE MATERIAL

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

## For more information

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