

AQMAT

MEDIA KIT



2022 MAGAZINE

VISIBILITY
ON OMNICANAL



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For 66 years now, the only Francophone media advertiser for **merchants and purchasing groups** in hardware and materials.

4 issues
per year
(Spring, Summer, Fall, Winter)



7,000 PROFESSIONAL READERS

On average 3.5 readers for each of the 2,000 issues



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



WEB VERSION

with clickable advertising



PERSONALIZED QR CODES

taking readers directly to your content



EXCLUSIVE CONTENT

for its members

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

VISIBILITY ON OMNICHANAL

NEW: each advertiser is asked to integrate a QR code giving the readers access to promotions or more information.

MORE INTERACTIVE



MORE CONSULTATIVE



MORE MOBILIZING



MORE LEADERSHIP FOR OUR BUSINESS COMMUNITY



AQMAT.ORG

+ 95,000 FOLLOWERS PER YEAR FOR OVER 150,000 SESSIONS



DAILY NEWSLETTER

+ 1,500 SUBSCRIBERS WITH A READ RATE OF 34% TO 57%



FACEBOOK

+ 1,150 SUBSCRIBERS

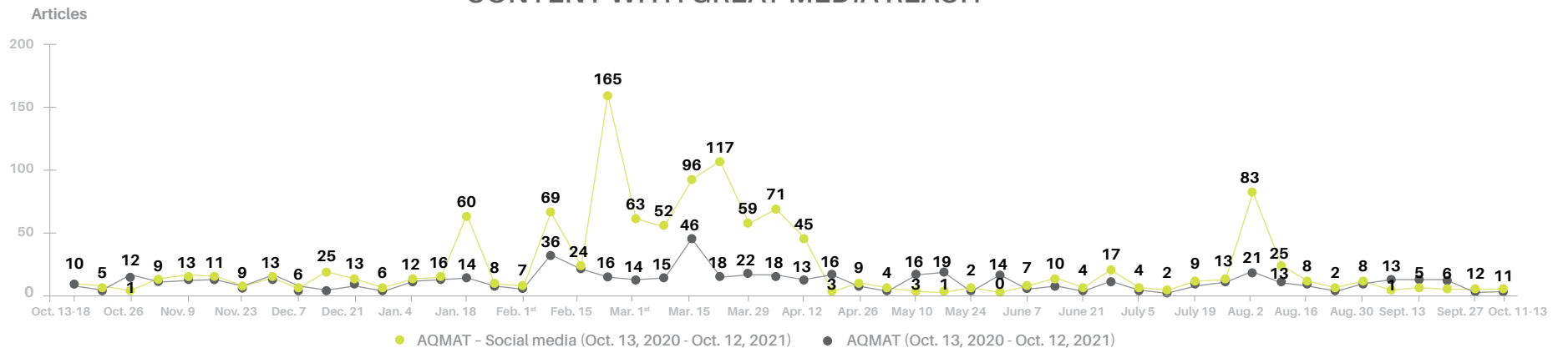


LINKEDIN

+ 1,950 SUBSCRIBERS

an increase of over 350 subscribers

CONTENT WITH GREAT MEDIA REACH



PUBLICATION CALENDAR

PUBLICATIONS	RESERVE BY	AD DUE DATES	MAILING DATE
Spring Edition	January 28, 2022	February 25, 2022	April 22, 2022
Summer Edition	April 15, 2022	May 13, 2022	July 15, 2022
Fall Edition	July 15, 2022	August 12, 2022	September 30, 2022
Winter Edition	October 14, 2022	November 11, 2022	December 22, 2022

Dates are subject to change without notice.

ANNUAL CONTRACTS

In addition to your cover page or guaranteed position page in the paper magazine, you receive:

AN AD BANNER

 **IN THE NEWSLETTER**

 **ON AQMAT.ORG**

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

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, you receive:

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
INSERT*	\$3,000

* Cardboard insert place in polybag with magazine. Insert must be printed. Contact us for more details.

PRESIDENTIAL INTERVIEWS OR/AND PLANT VISITS

In addition to making and broadcasting your video, you receive:

A PUBLICATION

 IN A PAPER MAGAZINE

REBROADCASTING

 ON 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 FEATURE	\$5,000
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THEMED SECTIONS

In addition to your ad in the themed section of the paper magazine, you receive:

REBROADCASTING



IN THE NEWSLETTER



ON SOCIAL MEDIA

- Clickable version of the section posted on the website
- **Requirement:** The ad must feature a directly theme-related product or service

SUMMER

Safety and security: equipment and services

On the one hand, the equipment and technologies that ensure security and make it possible to obtain data for better marketing, and therefore better sales. Focus on the Internet of Things and the potential of RFID becoming more accessible. On the other hand, the consumer safety products that any hardware store should offer, including home automation which is developing at high speed.

FALL

Bathrooms: materials, accessories and trends

High value-added renovations, the advantages and limitations of different floor coverings, comparing faucets, fashionable and fading styles, the stores that are making a niche for themselves, etc.

WINTER

Wood from every angle

The sawtooth market evolution, product lines compared by size, local wood, Canadian wood and imported wood, sawmills that prioritize the residential market, the growth of composites, successful partnerships between mills and wood yards, the most popular and least popular species, the opinion of major distributors on the future, etc.

FULL-PAGE AD

\$3,450

ONE-THIRD PAGE AD

\$2,375

HALF-PAGE AD

\$2,800

QUARTER-PAGE AD

\$1,000



SPECIAL SECTIONS



SPRING

Integrating minorities in the industry

We will interview visible minorities who are in management positions in factories and service companies. It's quite rare to come across an executive, or even a hardware store owner with a different skin colour, or accent; let's highlight them. We will also be talking to those who, ignoring all barriers, gave them a start.

Specification:

- Requirement: include in your advertisement a message, a photo and/or a visual, referring to the theme

REBROADCASTING

f ON SOCIAL MEDIA

FULL-PAGE AD	\$1,000
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SUMMER

Rolling out local products

Assuming a signed partnership with the Government of Canada to spread the program to homeowners and construction contractors, this section will focus on accredited products and "Well Made Here" partners.

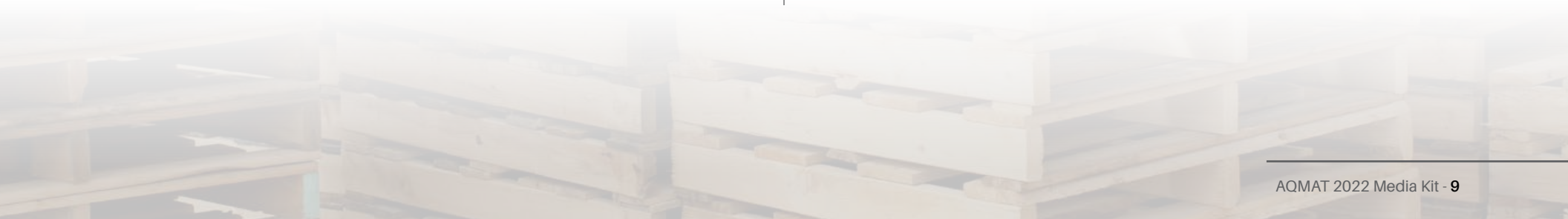
Specification:

- Only advertisements about products and companies participating in the "Well Made Here" program

REBROADCASTING

f ON SOCIAL MEDIA

FULL-PAGE AD	\$1,000
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SECTIONS SPÉCIALES



FALL

Hardware and the Indigenous

Portrait of the involvement of Indigenous communities in our hardware stores and factories, the impact represented by those 150,000 individuals concentrated in about fifty villages and reserves, also present in our cities as customers and entrepreneurs. We will also involve those non-Indigenous folks who make the difference and manage not to be influenced too much by the weight of history or prejudices.

Specification:

- Requirement: include in your advertisement a message, a photo and/or a visual, referring to the theme.

REBROADCASTING

ON SOCIAL MEDIA

FULL-PAGE AD	\$1,000
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WINTER

Good News for the Year and Beyond

The return of a successful formula where members share their best stories, what captivated them during the year, what excites them for the coming year.

Specification:

- Publicity-Article
- Written by the AQMAT
- Requirement: collaboration of the advertiser to search for content and images relevant to readers

REBROADCASTING

ON SOCIAL MEDIA

FULL-PAGE AD	\$1,000
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CONTACT

FOR MORE INFORMATION AND RESERVATIONS



Your advisor **Jasmine Sylvère**
Promotion and Advertising Senior Advisor

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Mobile: 514 262-9489

jasmine@aqmat.org

HEAD OFFICE

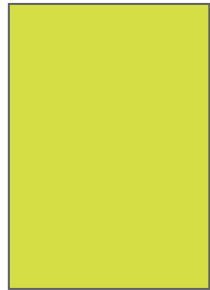
1699, Saint-Patrick street, office 101
Montreal (Quebec) H3K 3G9

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

AVAILABLE FORMATS

Magazine size: 9,5" x 13,5"

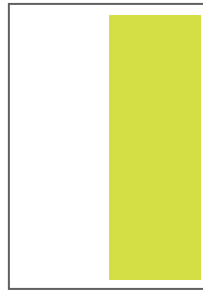
*File must contain bleed and crop marks.



FULL PAGE
W 9,5"
H 13,5"



1/2 HORIZONTAL PAGE
W 7,5"
H 5"



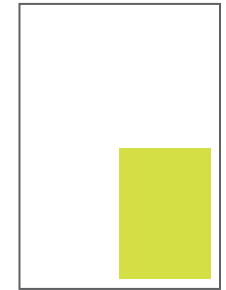
1/2 VERTICAL PAGE
w 3,5"
H 10,5"



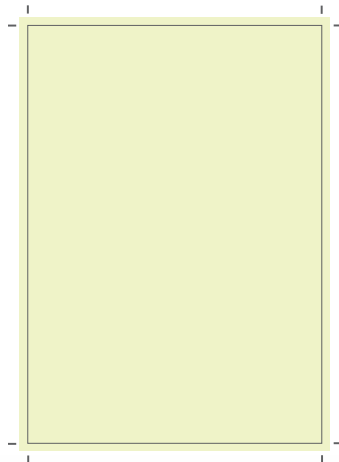
1/3 HORIZONTAL PAGE
W 7,5"
H 3,25"



1/4 HORIZONTAL PAGE
W 7,5"
H 2,38"



1/4 VERTICAL PAGE
W 3,5"
H 5"



Printing technical specifications

Inside security margin (text): 1/2"

Outside bleed margin: 1/8"

Accepted file: PDF high resolution

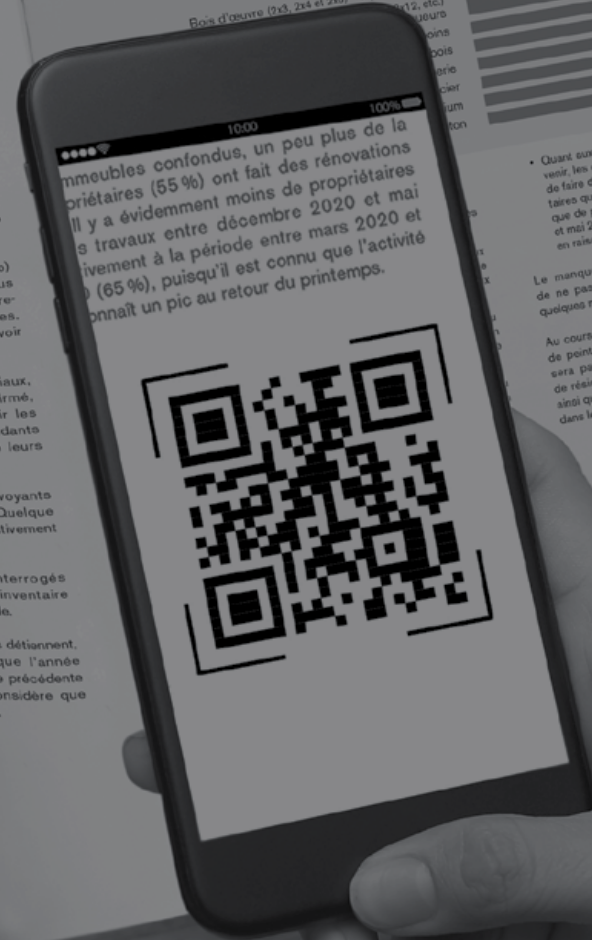
Resolution: 300 dpi

Colour: CMYK and no Pantone

- Crop marks must be outside the bleed.
- Pictures must be included and fonts must be outlined.

AQMAT

MEDIA KIT



AQMAT
INTERVENTIONS RESSOURCES

NOUVELLES • NOUVELLE EN VENTE • RÉSULTATS
mentaires
à développer
intéressant
PROBES
grâce à
s'agit d'un

Notes de l'AQMAT : le projet qui a été présenté au congrès de l'AQMAT (3 novembre) ne sera pas en vente en ligne et l'utilisation d'un modèle...

les dimensions ainsi que les coûts de plus de 25%.

Problèmes d'approvisionnement en matériaux, les propriétaires ont affirmé, mais que subir les trois répondeurs ont renégocié leurs

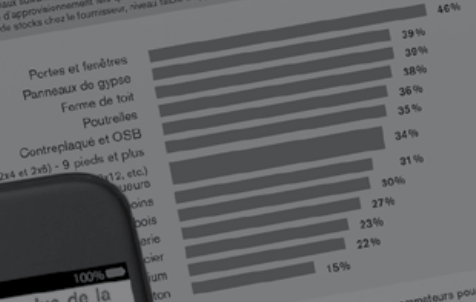
plus prévoyante. Quelque comparativement

leurs interrogés ont préparé un inventaire de sonde.

Les propriétaires interrogés ont affirmé que l'année précédente l'activité immobilière est considérée que 2020.

Problèmes d'approvisionnement en matériaux

Pour chacun des matériaux suivants, veuillez nous indiquer si OUI ou NON au cours des 6 prochains mois, vous aurez des problèmes d'approvisionnement tels que : des délais de livraison, des problèmes de transport ou des ruptures de stocks chez le fournisseur, nouveau tableau d'approvisionnement local.



Quant aux intentions des consommateurs pour les mois à venir, les deux tiers des propriétaires (65%) ont l'intention de faire des rénovations. En résumé, il y a plus de propriétaires qui ont l'intention de rénover d'ici à décembre 2020 et mai 2021, ce qui est également dû au fait que l'activité immobilière connaît un pic au retour du printemps.

Le manque d'argent a aussi été donné comme raison de ne pas rénover par 19% des répondants contre 16% quelques mois plus tôt.

Au cours des prochains mois, le personnel des départements de peinture dans les quincailleries et centres de rénovation sera particulièrement occupé, car 36% des propriétaires de résidences principales envisagent de reprendre le pinceau, ainsi que 42% des propriétaires de résidences secondaires et 31% dans le cas des immeubles locatifs.

