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

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

<table>
<thead>
<tr>
<th>PUBLICATIONS</th>
<th>RESERVE BY</th>
<th>AD DUE DATES</th>
<th>MAILING DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring Edition</td>
<td>January 28, 2022</td>
<td>February 25, 2022</td>
<td>April 22, 2022</td>
</tr>
<tr>
<td>Summer Edition</td>
<td>April 15, 2022</td>
<td>May 13, 2022</td>
<td>July 15, 2022</td>
</tr>
<tr>
<td>Fall Edition</td>
<td>July 15, 2022</td>
<td>August 12, 2022</td>
<td>September 30, 2022</td>
</tr>
<tr>
<td>Winter Edition</td>
<td>October 14, 2022</td>
<td>November 11, 2022</td>
<td>December 22, 2022</td>
</tr>
</tbody>
</table>

*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

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>PREMIUM FULL-PAGE AD</td>
<td>N/A</td>
</tr>
<tr>
<td>FULL-PAGE AD</td>
<td>$3,450</td>
</tr>
<tr>
<td>HALF-PAGE AD</td>
<td>$2,800</td>
</tr>
<tr>
<td>ONE-THIRD PAGE AD</td>
<td>$2,375</td>
</tr>
<tr>
<td>QUARTER-PAGE AD</td>
<td>$2,025</td>
</tr>
<tr>
<td>INSERT*</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

* 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

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOUR-PAGE FEATURE</td>
<td>$5,000</td>
</tr>
</tbody>
</table>
In addition to your ad in the themed section of the paper magazine, you receive:

**REBROADCASTING**

- **IN THE NEWSLETTER**
  - Clickable version of the section posted on the website
- **ON SOCIAL MEDIA**
  - 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.

<table>
<thead>
<tr>
<th><strong>FULL-PAGE AD</strong></th>
<th>$3,450</th>
</tr>
</thead>
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<tr>
<td><strong>HALF-PAGE AD</strong></td>
<td>$2,800</td>
</tr>
<tr>
<td><strong>ONE-THIRD PAGE AD</strong></td>
<td>$2,375</td>
</tr>
<tr>
<td><strong>QUARTER-PAGE AD</strong></td>
<td>$1,000</td>
</tr>
</tbody>
</table>
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

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

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**SPRING**

**Integrating minorities in the industry**

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**SUMMER**

**Rolling out local products**

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**REBROADCASTING ON SOCIAL MEDIA**

- **FULL-PAGE AD** $1,000

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**REBROADCASTING ON SOCIAL MEDIA**

- **FULL-PAGE AD** $1,000
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.

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

FULL-PAGE AD $1,000
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

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Montreal (Quebec) H3K 3G9

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

Magazine size: 9,5” x 13,5”

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”

*File must contain bleed and crop marks.

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.
Problèmes d’approvisionnement en matériels

Face aux défis économiques, les marchés du matériau et de l’équipement ont connu une demande en baisse. Les prix ont également baissé, ce qui a conduit à une diminution des dépenses des entreprises. Cependant, la situation est en constante évolution, avec des fluctuations significatives au cours des derniers mois.

En mars 2020, les prix des matériaux de construction ont chuté de 5% par rapport à février. Cette baisse s’est poursuivie en avril, avec une diminution supplémentaire de 2%. Cependant, en mai, les prix ont commencé à se stabiliser, et en juin, ils ont même légèrement augmenté.

Les fabricants et les producteurs ont dû ajuster leurs stratégies de commercialisation en réagissant rapidement à la situation. Certains ont mis en place des programmes de réduction de stocks pour minimiser les coûts et gérer efficacement les flux de travail. D'autres ont investi dans la recherche et le développement de nouveaux matériaux pour répondre à la demande changeante des clients.

Ces changements ont eu un impact significatif sur le marché, avec des conséquences directes sur la productivité et la rentabilité des entreprises. Les fabricants ont dû se adapter rapidement pour rester compétitifs et répondre aux attentes des clients.

Au-delà des considérations économiques, les entreprises devront également tenir compte de l’impact des politiques gouvernementales et des réglementations en vigueur dans le secteur. Les initiatives en matière d’innovation et de durabilité devront être renforcées pour répondre aux exigences des clients et des régulateurs.

Dans ce contexte, les professionnels du marché de l’immobilier et des travaux publics devront continuer à être flexibles et adaptés, en privilégiant la collaboration et la communication pour élaborer des solutions innovantes et durables.