



# AQMAT

MEDIA KIT

2023 MAGAZINE  
OMNICHANNEL VISIBILITY

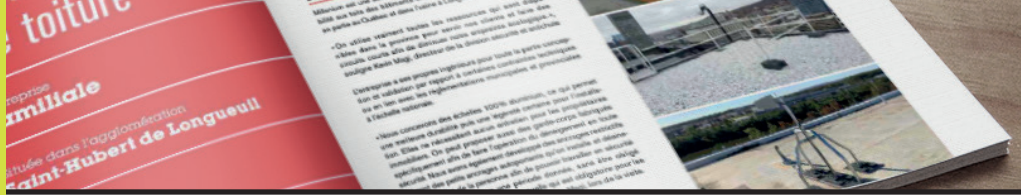


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# AQMAT

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**For 67 years now, the ONLY**  
Francophone media advertiser for **retailers**  
and **purchasing groups** in hardware and materials.



**4 PUBLICATIONS**  
per year  
(Spring, Summer,  
Fall, Winter)



**7,000 PROFESSIONAL**  
**READERS**  
On average 3.5 readers  
for each of the 2,000 issues



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



**WEB**  
**VERSION**  
with clickable advertising



**PERSONALIZED**  
**QR CODES**  
that take readers directly  
to your content



**EXCLUSIVE**  
**CONTENT**  
for members

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

# OMNICHANNEL VISIBILITY



## AQMAT:



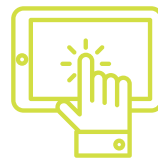
**IS A BUSINESS  
COMMUNITY LEADER**



**IS A MOBILIZER**



**PROVIDES  
AN ADVISORY ROLE**



**OFFERS INTERACTIVE  
PUBLICATIONS**



**AQMAT.ORG**

**95,000 FOLLOWERS  
FOR MORE THAN  
150,000 VISITS**



**DAILY NEWSLETTER**

**1,500 SUBSCRIBERS  
WITH AN OPEN RATE  
OF 34% TO 57%**



**FACEBOOK**

**1,250 SUBSCRIBERS**



**LINKEDIN**

**2,280 SUBSCRIBERS**

**an increase of over  
330 subscribers**

# PUBLICATION CALENDAR



<b>PUBLICATIONS</b>	<b>RESERVATION CLOSING DATE</b>	<b>PUBLICATION MATERIAL DUE DATES</b>	<b>MAILING DATE</b>
Spring Edition	January 27, 2023	February 24, 2023	April 28, 2023
Summer Edition	April 14, 2023	May 12, 2023	July 14, 2023
Fall Edition	July 14, 2023	August 17, 2023	October 5, 2023
Winter Edition	October 13, 2023	November 10, 2023	December 22, 2023

*Dates are subject to change without notice.*

# ANNUAL CONTRACTS

**FULL-PAGE AD IN THE PRINTED MAGAZINE**  
 📄 **IN A PREMIUM POSITION**



**A BANNER ADVERTISEMENT**  
 ✉️ **IN THE NEWSLETTER**  
 🌐 **ON AQMAT.ORG**

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

<b>FULL-PAGE AD ON C2, PAGE 3, C3 AND C4</b> <i>in rotation</i>	<b>\$17,000</b>	<b>GUARANTEED PLACEMENT FULL-PAGE AD</b> <i>Page 5, 9, 13, 17, 21 or 25</i>	<b>\$15,000</b>
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**ADVERTISEMENT IN THE FOUR PRINTED MAGAZINES**  
 📄



**YOUR CLIQUABLE LOGO ON THE AQMAT.ORG HOME PAGE**  
 🌐

In addition to benefitting from discounted price and guaranteed right-hand page position, each advertiser's logo will be displayed year-round in a banner at the bottom of the website's home page.

<b>FULL-PAGE AD</b>	<b>\$10,300</b>	<b>ONE-THIRD PAGE AD</b>	<b>\$7,125</b>
<b>HALF-PAGE AD</b>	<b>\$8,400</b>	<b>QUARTER-PAGE AD</b>	<b>\$6,075</b>



## À LA CARTE

### No online visibility

FULL-PAGE AD	\$3,450	QUARTER-PAGE AD	\$2,025
HALF-PAGE AD	\$2,800	INSERT*	\$3,000
ONE-THIRD PAGE AD	\$2,375	E-BLAST MAILINGS	\$1,500

\* **Cardboard insert** placed in a plastic bag along with the magazine. Insert must be printed. Contact us for more details.



## PRESIDENTIAL INTERVIEWS AND PLANT VISITS

### PRODUCTION AND BROADCAST OF A PROFESSIONAL VIDEO

- + PHOTO ON THE COVER
- + 4 PAGE PHOTO-REPORTAGE IN THE MAGAZINE

- + REBROADCASTING ON AQMAT.ORG
- IN THE NEWSLETTER
- ON YOUTUBE
- ON SOCIAL MEDIA

- Video interview broadcast on YouTube, in our newsletter and on our social media platform
- Four-page feature with photos summarizing the interview
- Interview, photos and article permanently posted at the "Interviews with Presidents" section of our website

PACKAGE DEAL	\$5,000
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# THEMED SECTIONS



## ADVERTISING IN 📄 THE PRINTED MAGAZINE



## REBROADCASTING ✉️ IN THE NEWSLETTER f ON SOCIAL MEDIA

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

### SPRING

#### Fireplace: a flaming topic

With tightening regulations, on the one hand, and the need for comfort and warmth on the other, not to mention the energy crisis, it's not easy for a renovation centre to decide how much effort — and space — to devote to the fireplace department.

### SUMMER

#### Interior design or humanizing the hardware store

Setting up a lifestyle space in a store allows for window shopping, a technique that stimulates more purchases caused by longer visits, on the condition, of course, that the products and services offer is in line with the neighbourhood's profile.

### FALL

#### Decks and gardens: to enjoy at home and in the store

If there's one thing that has become indisputable, it's the importance of the deck and the backyard. This issue aims to provide valuable advice to help banner buyers and merchants deal with the complexities of choosing products and suppliers.

### WINTER

#### The environment: because spending will become greener and greener

Since environmental concerns are now mainstream, all hardware stores and renovation centres must present themselves as green in terms of their product offering and the knowledge of their sales people.

FULL-PAGE AD

\$1,500

HALF-PAGE AD

\$1,000





## SPECIAL SECTIONS

### ADVERTISING IN 📄 THE PRINTED MAGAZINE



### REBROADCASTING f IN THE NEWSLETTER ON SOCIAL MEDIA

#### Specification

- Requirement: your ad must include a message, photo or visual image referring to the theme.

<b>FULL-PAGE AD</b>	<b>\$1,500</b>	<b>HALF-PAGE AD</b>	<b>\$1,000</b>
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## SPRING

### Asserting one's identity: Are changes on the way even in housing?

The LGBT acronym is becoming longer and longer with this very vocal segment of the population (therefore of your customers) to want to experience their city differently and even to work differently. Let's ask ourselves if the houses, the way they are built as well as the choice of materials will have to take this "woke" movement into consideration.



## SUMMER

### Consolidation in manufacturing: threat or solution?

When you lose a supplier through a merger or takeover, you gain a stronger manufacturer. Let's look at both sides of this coin and see if we can benefit from this trend rather than submit to it.

# SPECIAL SECTIONS



## FALL



### The Internet and the brick-and-mortar store : how to succeed in this forced marriage ?

Amazon and others have not conquered all. There is still the coveted in-store customer experience being revived and its expertise being showcased. This is a reflection on the strong position that the local hardware store can still play in spite of that web giant.

## WINTER



### Good News : What did you do accomplish this year ?

This is the return of a successful formula where members share their best anecdotes, what made their day during the year, what excites them about the year ahead. Because inspiring the community, even competitors, should be the goal of any leader.

#### Specification

- Publicity-Article
  - Written by the AQMAT
  - Requirement: the advertiser must cooperate in searching for content and images relevant to readers

## CONTACT

For more information and reservations



Your advisor

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### **HEAD OFFICE**

1699, Saint-Patrick Street, office 101  
Montréal (Quebec) H3K 3G9

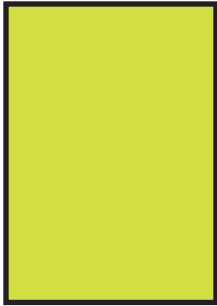
Tel.: 450 646-5842

[www.aqmat.org](http://www.aqmat.org)

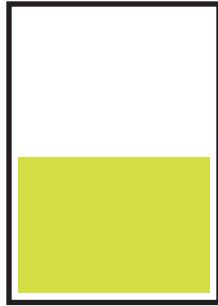
# ADVERTISING SPECIFICATIONS

Magazine size: 9.5 inches x 13.5 inches

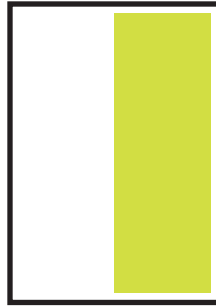
\*do not forget to add a 1/8 in. bleed to these sizes



**FULL PAGE**  
L 9.5 in.  
H 13.5 in.



**1/2 PAGE HORIZONTAL**  
L 7.5 in.  
H 5 in.



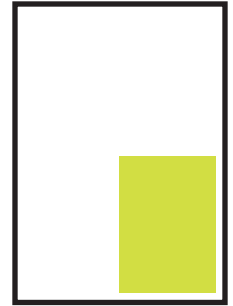
**1/2 PAGE VERTICAL**  
L 3.5 in.  
H 10.5 in.



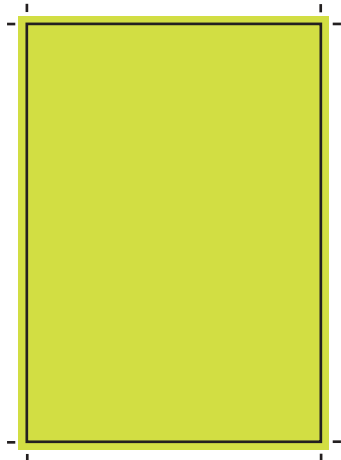
**1/3 PAGE HORIZONTAL**  
L 7.5 in.  
H 3.25 in.



**1/4 PAGE HORIZONTAL**  
L 7.5 in.  
H 2.38 in.



**1/4 PAGE VERTICAL**  
L 3.5 in.  
H 5 in.



## Printing technical specifications

**Inside safety margin (text):** 1/2 in.

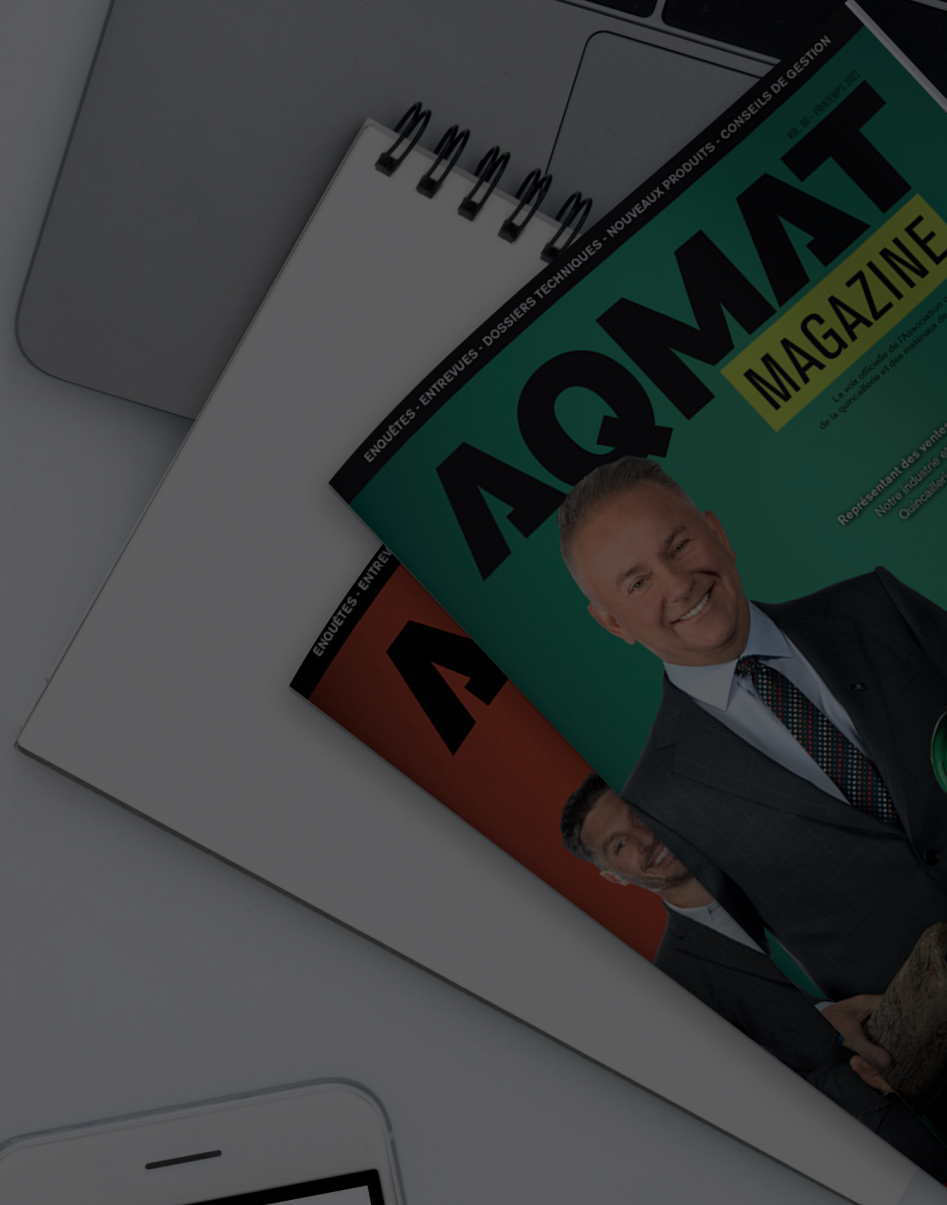
**Outside bleed margin:** 1/8 in.

**Accepted file format:** PDF high resolution

**Resolution:** 300 dpi

**Colour:** CMYK and no Pantone

- Crop marks must be outside the bleed.
- Images must be included and fonts must be included or sent with the file.



**AQMAT**  
MEDIA KIT