AQMAT MEDIA KIT
2023 MAGAZINE OMNICHANNEL VISIBILITY
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AQMAT MAGAZINE

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 DEEP
AQMAT:

<table>
<thead>
<tr>
<th>AQMAT.ORG</th>
<th>DAILY NEWSLETTER</th>
<th>FACEBOOK</th>
<th>LINKEDIN</th>
</tr>
</thead>
<tbody>
<tr>
<td>95,000 FOLLOWERS FOR MORE THAN 150,000 VISITS</td>
<td>1,500 SUBSCRIBERS WITH AN OPEN RATE OF 34% TO 57%</td>
<td>1,250 SUBSCRIBERS</td>
<td>2,280 SUBSCRIBERS</td>
</tr>
</tbody>
</table>

an increase of over 330 subscribers
<table>
<thead>
<tr>
<th>PUBLICATIONS</th>
<th>RESERVATION CLOSING DATE</th>
<th>PUBLICATION MATERIAL DUE DATES</th>
<th>MAILING DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring Edition</td>
<td>January 27, 2023</td>
<td>February 24, 2023</td>
<td>April 28, 2023</td>
</tr>
<tr>
<td>Summer Edition</td>
<td>April 14, 2023</td>
<td>May 12, 2023</td>
<td>July 14, 2023</td>
</tr>
<tr>
<td>Fall Edition</td>
<td>July 14, 2023</td>
<td>August 17, 2023</td>
<td>October 5, 2023</td>
</tr>
</tbody>
</table>

Dates are subject to change without notice.
Each advertiser gets a banner ad at the bottom of at least 17 daily online newsletters published during the year.

<table>
<thead>
<tr>
<th>Package Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page ad on C2, Page 3, C3 and C4 (in rotation)</td>
<td>$17,000</td>
</tr>
<tr>
<td>Guaranteed placement full-page ad, Page 5, 9, 13, 17, 21 or 25</td>
<td>$15,000</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Package Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page ad</td>
<td>$10,300</td>
</tr>
<tr>
<td>One-third page ad</td>
<td>$7,125</td>
</tr>
<tr>
<td>Half-page ad</td>
<td>$8,400</td>
</tr>
<tr>
<td>Quarter-page ad</td>
<td>$6,075</td>
</tr>
</tbody>
</table>
No online visibility

<table>
<thead>
<tr>
<th>广告分类</th>
<th>价格</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL-PAGE AD</td>
<td>$3,450</td>
</tr>
<tr>
<td>QUARTER-PAGE AD</td>
<td>$2,025</td>
</tr>
<tr>
<td>HALF-PAGE AD</td>
<td>$2,800</td>
</tr>
<tr>
<td>INSERT</td>
<td>$3,000</td>
</tr>
<tr>
<td>ONE-THIRD PAGE AD</td>
<td>$2,375</td>
</tr>
<tr>
<td>E-BLAST MAILINGS</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

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

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**À LA CARTE**

**PRESIDENTIAL INTERVIEWS AND PLANT VISITS**

**PRODUCTION AND BROADCAST OF A PROFESSIONAL VIDEO**

- 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

**PHOTO**

- On the cover
- 4 page photo-reportage
- In the magazine

**REBROADCASTING**

- On AQMAT.ORG
- In the newsletter
- On YouTube
- On social media

**PACKAGE DEAL**

- $5,000
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.

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 offered is in line with the neighbourhood’s profile.

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.

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
- **Fireplace: a flaming topic**
- **Interior design or humanizing the hardware store**
- **Decks and gardens: to enjoy at home and in the store**
- **The environment: because spending will become greener and greener**

### Half-Page Ad
- **$1,500**
- **$1,000**
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.

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.
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.

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
For more information and reservations

Your advisor

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Tel.: 450 646-5842
www.aqmat.org
Magazine size: 9.5 inches x 13.5 inches

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

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.