

# AQMAT

## MEDIA KIT



2026

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**For 70 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:



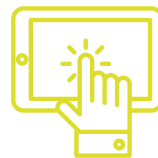
**IS A BUSINESS  
COMMUNITY LEADER**



**IS A MOBILIZER**



**PROVIDES  
AN ADVISORY ROLE**



**OFFERS INTERACTIVE  
PUBLICATIONS**



**AQMAT.ORG**

**OVER  
97,500 FOLLOWERS  
FOR MORE THAN  
160,000 VISITS**



**NEWSLETTER  
EVERY TWO DAYS**

**OVER  
2,300 SUBSCRIBERS  
WITH AN OPEN RATE  
OVER 55 %**



**FACEBOOK**

**OVER  
1,500 SUBSCRIBERS**



**LINKEDIN**

**OVER  
3,750 SUBSCRIBERS**

**an increase of over  
350 subscribers**



## PUBLICATION CALENDAR

<b>PUBLICATIONS</b>	<b>RESERVATION CLOSING DATE</b>	<b>PUBLICATION MATERIAL DUE DATES</b>	<b>MAILING DATE</b>
<b>Spring Edition</b>	February 2, 2026	February 27, 2026	March 27, 2026
<b>Summer Edition</b>	May 1, 2026	May 25, 2026	June 29, 2026
<b>Fall Edition</b>	August 7, 2026	August 28, 2026	September 25, 2026
<b>Winter Edition</b>	October 23, 2026	November 23, 2026	December 21, 2026

*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 <i>in rotation</i></b>	<b>\$18,700</b>	<b>GUARANTEED PLACEMENT FULL-PAGE AD <i>Page 5, 9, 13, 17, 21 or 25</i></b>	<b>\$16,500</b>
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**ADVERTISEMENT IN  
📄 THE FOUR  
PRINTED MAGAZINES**



**YOUR CLIQUEABLE 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>\$11,330</b>	<b>ONE-THIRD PAGE AD</b>	<b>\$7,840</b>
<b>HALF-PAGE AD</b>	<b>\$9,240</b>	<b>QUARTER-PAGE AD</b>	<b>\$6,680</b>





## À LA CARTE

### No online visibility

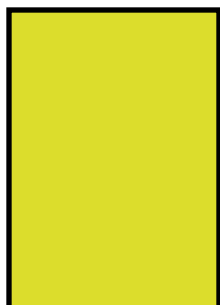
FULL-PAGE AD	\$3,795	QUARTER-PAGE AD	\$2,230
HALF-PAGE AD	\$3,080	INSERT*	\$3,300
ONE-THIRD PAGE AD	\$2,610	E-BLAST MAILINGS	\$1,650

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

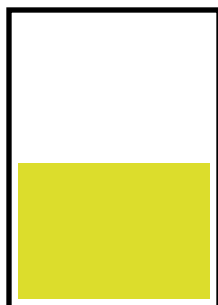
# ADVERTISING SPECIFICATIONS

Magazine size: 9.5 inches x 13.5 inches

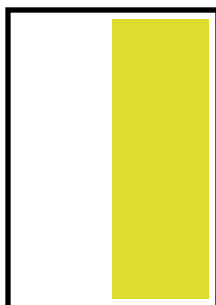
\*do not forget to add a 1/8 in. bleed to these sizes



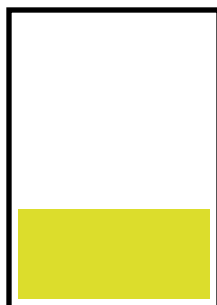
**FULL PAGE**  
L 9.5 in.  
H 13.5 in.



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



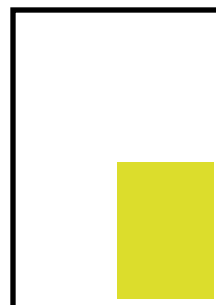
**1/2 PAGE  
VERTICAL**  
L 3.5 in.  
H 10.5 in.



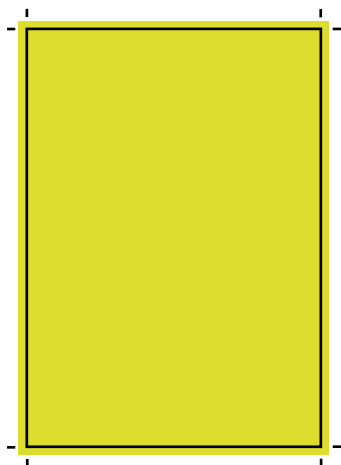
**1/3 PAGE  
HORIZONTAL**  
L 7.5 in.  
H 3.25 in.



**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.



## PRESIDENTIAL INTERVIEW



### PRODUCTION AND BROADCAST

📹 OF A  
PROFESSIONAL  
VIDEO



### PRESENCE

📄 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

**\$5,500**

\* This flat rate is based on the filming team traveling within a 150 km radius of Montreal, without requiring accommodation expenses. Otherwise, additional charges may apply.



## PLANT VISIT

### PRODUCTION AND BROADCAST

📹 OF A  
PROFESSIONAL  
VIDEO



**5 PAGE  
PHOTO-REPORTAGE**

📄 IN THE MAGAZINE



**COVER PAGE  
TAGLINE**



### REBROADCASTING

📺 ON AQMAT.ORG

✉️ IN THE NEWSLETTER

📺 ON YOUTUBE

📱 ON SOCIAL MEDIA

- Plant visit video broadcast on YouTube, in our newsletter and on our social media platform
- Five-page feature with photos summarizing the visit
- Video, photos and article permanently posted at the “Plant Visits” section of our website
- Guided tour of the facilities for hardware retailers, organized by the host company in collaboration with AQMAT

#### PACKAGE DEAL

**\$6,500**

\* This flat rate is based on the filming team traveling within a 150 km radius of Montreal, without requiring accommodation expenses. Otherwise, additional charges may apply.

## CONTACT

For more information and reservations



Your advisor

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### **HEAD OFFICE**

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# AQMAT

MEDIA KIT

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