

OUR ANNIVERSARY

AQMAT

MEDIA KIT



2025

AQMAT

MEDIA KIT

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For 69 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:



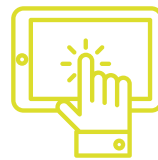
**IS A BUSINESS
COMMUNITY LEADER**



IS A MOBILIZER



**PROVIDES
AN ADVISORY ROLE**



**OFFERS INTERACTIVE
PUBLICATIONS**



AQMAT.ORG

**66,000 FOLLOWERS
FOR MORE THAN
116,000 VISITS**



**NEWSLETTER
EVERY TWO DAYS**

**OVER
2,200 SUBSCRIBERS
WITH AN OPEN RATE
OF 37 % TO 64 %**



FACEBOOK

**OVER
1,450 SUBSCRIBERS**



LINKEDIN

**OVER
3,400 SUBSCRIBERS**

**an increase of over
500 subscribers**

PUBLICATION CALENDAR



PUBLICATIONS	RESERVATION CLOSING DATE	PUBLICATION MATERIAL DUE DATES	MAILING DATE
Spring Edition	February 14, 2025	March 14, 2025	April 17, 2025
Summer Edition	May 9, 2025	June 6, 2025	July 11, 2025
Fall Edition	August 8, 2025	September 5, 2025	October 3, 2025
Winter Edition	October 24, 2025	November 21, 2025	December 19, 2025

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.

FULL-PAGE AD ON C2, PAGE 3, C3 AND C4 <i>in rotation</i>	\$18,700	GUARANTEED PLACEMENT FULL-PAGE AD <i>Page 5, 9, 13, 17, 21 or 25</i>	\$16,500
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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.

FULL-PAGE AD	\$11,330	ONE-THIRD PAGE AD	\$7,840
HALF-PAGE AD	\$9,240	QUARTER-PAGE AD	\$6,680



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.

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

CONTACT

For more information and reservations



Your advisor

JASMINE SYLVÈRE

Promotion and Advertising Senior Advisor

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jasmine@aqmat.org



HEAD OFFICE

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

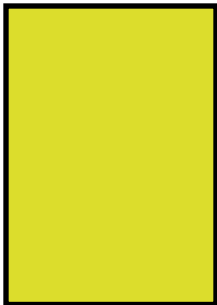
Tel.: 450 646-5842

www.aqmat.org

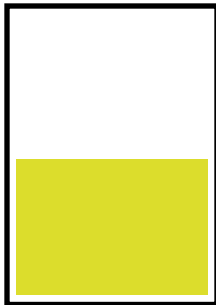
ADVERTISING SPECIFICATIONS

Magazine size: 9.5 inches x 13.5 inches

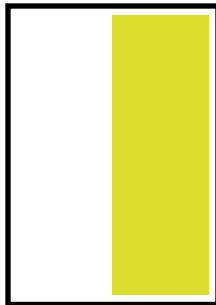
*do not forget to add a 1/8 in. bleed to these sizes



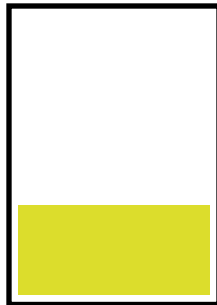
FULL PAGE
L 9.5 in.
H 13.5 in.



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



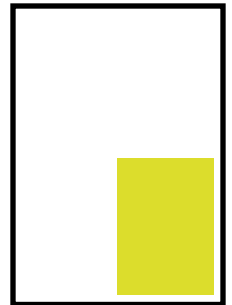
1/2 PAGE VERTICAL
L 3.5 in.
H 10.5 in.



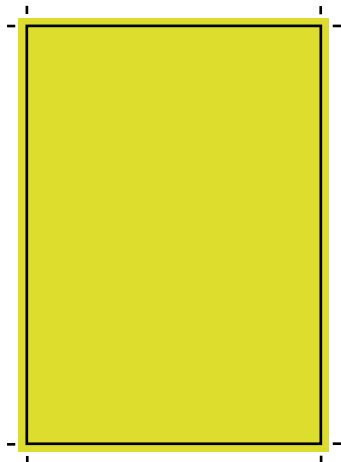
1/3 PAGE HORIZONTAL
L 7.5 in.
H 3.25 in.



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.

