

CHAMPIONS

DE LA CONSTRUCTION COMMERCIALE
ET INDUSTRIELLE

AFFAIRES EN CONSTRUCTION

2025 media kit

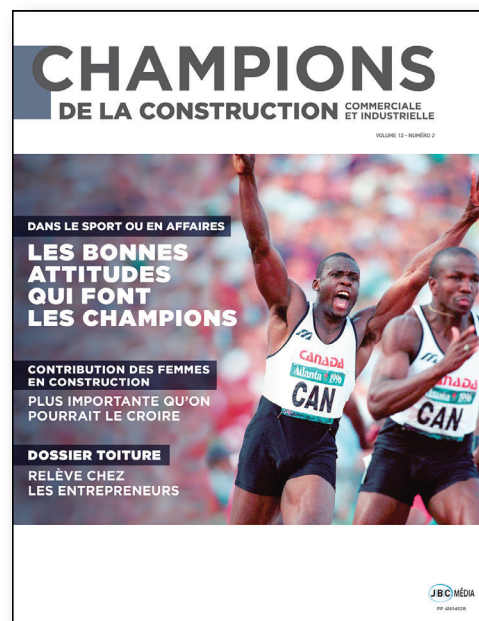
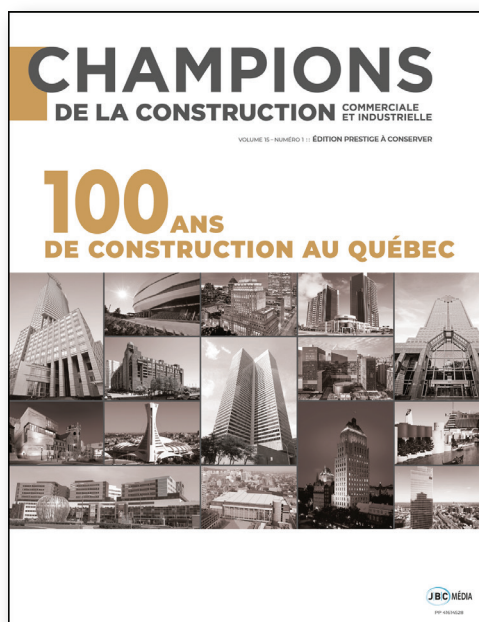


THE MAGAZINE FOR QUÉBEC
CONSTRUCTION PROFESSIONALS



jbcmedia.ca

THE MAGAZINE READ BY PROMINENT BUILDING CONTRACTORS,
WITH A FOCUS ON INNOVATION AND BEST CONSTRUCTION METHODS





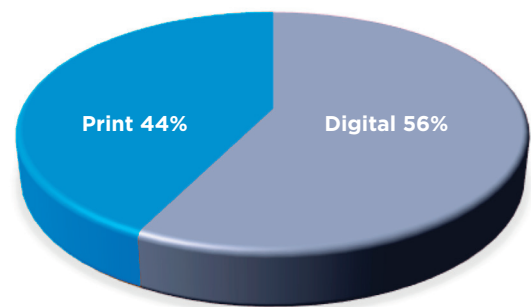
HIGHLIGHTS

- ▶ DIGITAL AND PRINT VERSIONS
- ▶ PRINTED ON ECOLOGICAL PAPER CONTAINING 100% POST-CONSUMER FIBRE MADE WITH A CHLORINE-FREE PROCESS THAT USES BIOGAS ENERGY
- ▶ PUBLISHED TWICE A YEAR FOR THE 15th CONSECUTIVE YEAR
- ▶ INFORMATIVE ARTICLES AND QUALITY JOURNALISM
- ▶ COVERS ALL OF QUÉBEC
- ▶ REACHES PRE-EMINENT GENERAL AND SPECIALIZED BUILDING CONTRACTORS ACROSS QUÉBEC, AS WELL AS PROFESSIONALS WHO ARE PART OF ITS EXTENSIVE ECOSYSTEM

DISTRIBUTION*

- Print: 5800 copies sent by regular mail
 - Digital: 7410 targeted e-mailings
- Total: 13,210

* Average of the 2 issues of 2024



NUMBER OF READERS (print copies)

Big advertising agencies usually reach 3.5 readers per copy: 20,300 readers.



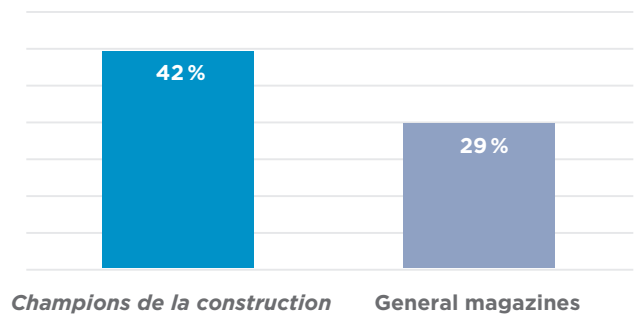
CIRCULATION (Penetration rate of digital magazines)

■ *Champions de la construction* (digital version*)

■ Magazine readership in Canada**

* Average of the 2 issues of 2024, Cyberimpact

** Vividata autumn 2021, Adults 18+

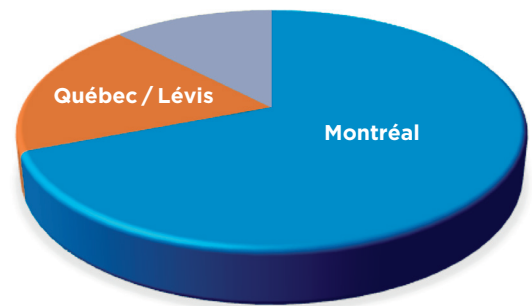


GEOGRAPHIC DISTRIBUTION

■ Montréal region: 69.2%

■ Québec City/Lévis region: 18.6%

■ Other regions of Québec: 12.2%



READERSHIP

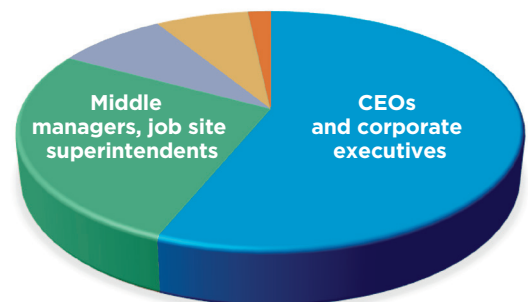
■ CEOs and corporate executives: 56.2%

■ Middle managers, job site superintendents: 26.7%

■ Other professionals (engineering firms, architects, etc.): 8.3%

■ Building owners and managers: 7.1%

■ Influencers (executives and senior managers of industry groups, civil servants, heads of professional associations): 1.7%



PUBLIC PROFILE

- Close collaborator with the Commission de la construction du Québec, publishing since 2012 its annual ranking of the most active specialized contractors in Québec
- Close collaborator with Association des Maîtres Couvresseurs du Québec (AMCQ) since 2018
- Close collaborator with BOMA Québec since 2012
- Close collaborator with Ivanhoé Cambridge Real Estate Chair (UQAM) since 2012

EDITORIAL POLICY AND QUALITY OF CONTENT

Editorial content is independent of advertising content. Articles are written by independent journalists and columns are written by guest experts. All promotional content is labelled as either Promotional Feature or Sponsored Content.

THEMED SPECIAL EDITIONS

100 YEARS OF CONSTRUCTION IN QUÉBEC - A LOOK TO THE FUTURE

Over the past century, Québec has seen remarkable achievements in construction, taking on bold architectural challenges that showcase human ingenuity and boundless creativity—long before the advent of artificial intelligence! In this special edition, we'll feature insights from a group of brilliant students who will share their forward-looking vision for the commercial real estate and construction industries. This is an edition that promises to be memorable and one you won't want to miss.

ANNUAL RANKING

Publication of the major annual ranking, awaited by the entire industry, of the most important specialized contractors, in all specialties.

General contractors are interested in discovering new, high-performance specialized contractors. Companies that are usually listed there are eager to see their new positioning, and those that are not yet listed are eager to see if there are new leaders in their specialty. As for them, product and service suppliers use it as a working tool all year round.

BUSINESS - CONSTRUCTION

Complementary to the previous issue, that one focuses in particular on the success of several inspiring leaders and actors. Among the successful entrepreneurs who appear in the ranking, some describe their journey and the evolution of their business. It's not uncommon to learn that a leader started small, but had a ton of courage and ambition.

This issue also includes a special report dedicated to master roofers and construction champions, in collaboration with the AMCQ.

N.B. As of November 8, 2024. Please note that during the course of the year we may make adjustments to dates or other elements. Consult our Media Kits on jbcmedia.ca for the most recent version available.

DEADLINES

PUBLICATION	100 YEARS	ANNUAL RANKING	BUSINESS - CONSTRUCTION
Volume - number	15 - 1	15 - 2	15 - 3
Space reservation	February 21, 2025	May 16, 2025	October 3, 2025
Material to be produced	February 24, 2025	May 20, 2025	October 6, 2025
Material ready to print	February 26, 2025	May 22, 2025	October 8, 2025
Distribution	March 2025	June 2025	November 2025

ADVERTISING RATES

FORMAT	1 x	2 x	2 YEARS 4 x
Double page	\$7,540	\$7,295	\$6,415
Full page	\$4,995	\$4,745	\$4,295
2/3 page	\$4,410	\$4,180	\$3,595
1/2 page island	\$3,450	\$3,275	\$2,995
1/2 page	\$3,105	\$2,950	\$2,495
1/3 page square	\$2,425	\$2,255	\$1,895
1/3 page	\$1,925	\$1,795	\$1,495
1/4 page	\$1,695	\$1,610	\$1,295
C-2	-	\$5,370	\$4,995
C-3	-	\$5,145	\$4,495
C-4	-	\$5,895	\$5,495
Notice A (max. 150 words)	\$935	-	-
Notice B (max. 60 words)	\$710	-	-
SPONSORED CONTENT: Ask about our tailor-made packages for sponsored content, including, if necessary, the contribution of our team for writing and photos.			

PRODUCTION COSTS: 10% if we produce copy for your ad. Surcharge does not apply to appointment notices.

CONDITIONS OF PAYMENT: Invoicing on publication. Gross rates*. Taxes not included.

Please note that we verify the technical specifications of all ads we receive.

Ads are also reviewed by our language department free of charge.

If necessary, we will inform you of any technical problems or language recommendations.

It's our way of giving you more!

*Material from commissioning agencies must be print-ready.

ADVERTISING FORMATS

SOFTWARE: InDesign, Photoshop ou Illustrator (MAC)

FILE FORMATS - HIGH RESOLUTION PDF

Images must be in CMYK, at 300 dpi at 100%.

No RGB or PANTONE color

If you nevertheless send us a file in RGB or PANTONE mode, it will necessarily be transformed into CMYK. Conversion to CMYK may modify the colors compared to the rendering on screen.

Make sure cut marks do not fall in lost margins.

FULL PAGE		CUT ■ Width Height 8.5 in X 11 in	SAFETY - - Width Height 7.75 in X 10.25 in	LOST MARGINS ■ Width Height 8.75 in X 11.25 in		
2/3 PAGE		VERTICAL FORMAT Width Height 5 in X 9.65 in				
1/2 PAGE		HORIZONTAL FORMAT Width Height 7 in X 4.625 in		VERTICAL FORMAT Width Height 3.5 in X 9.65 in		ISLAND FORMAT Width Height 4.75 in X 7.5 in
1/3 PAGE		HORIZONTAL FORMAT Width Height 7 in X 3 in		VERTICAL FORMAT Width Height 2.33 in X 9.65 in		SQUARE FORMAT Width Height 4.75 in X 4.625 in
1/4 PAGE		HORIZONTAL FORMAT Width Height 7 in X 2.25 in		VERTICAL FORMAT Width Height 3.375 in X 4.625 in		
NOTICE		FORMAT A MAX. 150 words Width Height 4.90 in X 4.50 in		FORMAT B MAX. 60 words Width Height 4.90 in X 2.45 in		

**PLEASE CONTACT US
FOR MORE INFORMATION.**

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