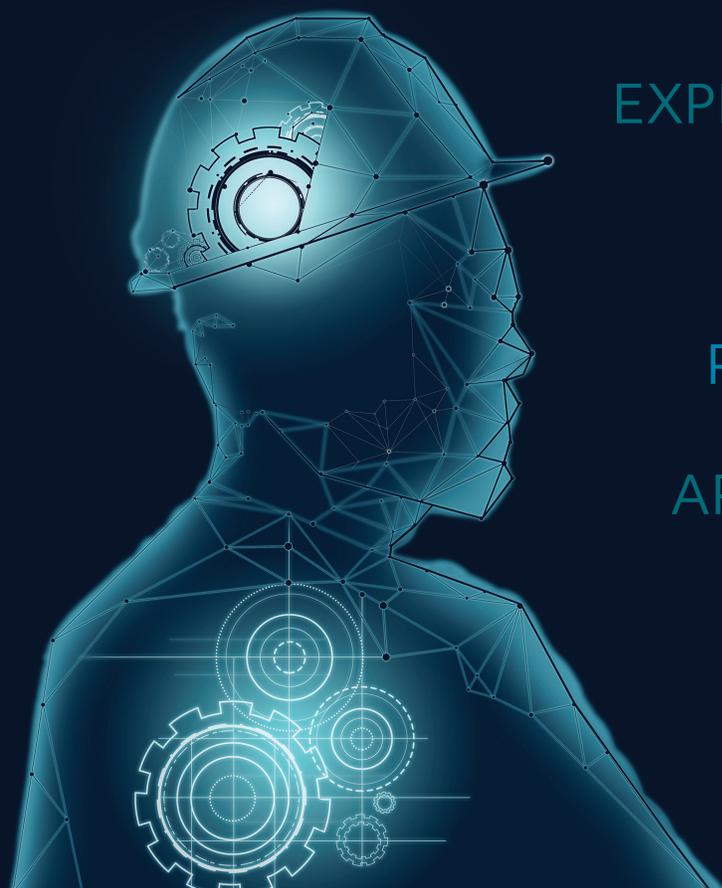


# CHAMPIONS DE LA CONSTRUCTION

2026 media kit



EXPERTISE    ECO-RESPONSIBILITY  
KNOW-HOW    PRECISION  
EXECUTION QUALITY  
SKILLS    PROGRESS  
PERFORMANCE    EFFICIENCY  
DECARBONIZATION  
ARTIFICIAL INTELLIGENCE  
TAILOR-MADE SOLUTIONS  
RESPONSIBILITY  
SMART MATERIALS  
FAST EXECUTION

THE MAGAZINE FOR QUÉBEC  
CONSTRUCTION PROFESSIONALS



[jbcmedia.ca](http://jbcmedia.ca)

# DID YOU KNOW?

TODAY  
WE ARE MORE DIGITAL THAN PRINT



**CHAMPIONS**  
DE LA CONSTRUCTION

DIGITAL

7,333\* QUALIFIED SUBSCRIBERS

**CHAMPIONS**  
DE LA CONSTRUCTION

ECO-FRIENDLY PRINT EDITION

5,000\*\* COPIES

## TOTAL REACH

12,333 COPIES = **28,500** READERS\*

\* Cyberimpact (as of December 9, 2025)  
Average of 1.5 readers per digital issue

\*\* Canada Post (as of December 9, 2025) + office copies, events, advertisers  
Average of 3.5 readers per print copy



## HIGHLIGHTS

- ▶ DIGITAL AND PRINT DISTRIBUTION
- ▶ PRINTED ON ECO-RESPONSIBLE PAPER
- ▶ PUBLISHED 3 TIMES PER YEAR FOR A 16<sup>th</sup> CONSECUTIVE YEAR
- ▶ HIGH-QUALITY, INFORMATIVE CONTENT
- ▶ COVERS ALL OF QUÉBEC
- ▶ REACHES THE MOST ACTIVE GENERAL AND SPECIALIZED CONTRACTORS IN QUÉBEC, AS WELL AS PROFESSIONALS ACROSS THE QUÉBEC CONSTRUCTION ECOSYSTEM

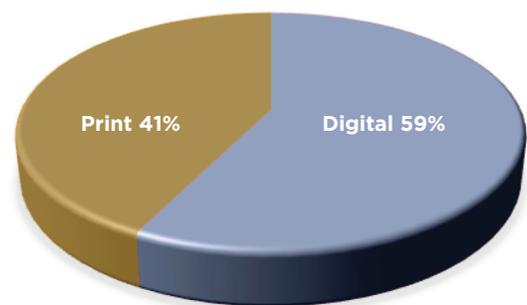
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### TOTAL DISTRIBUTION: 12,333 COPIES, 28,500 READERS + social media

■ Print: 5,000 highly targeted copies (17,500 readers)

■ Digital: 7,333 targeted email copies (11,000 readers)

Total: 12,333 copies + redistribution on social media



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### NUMBER OF READERS

Leading advertising agencies typically estimate a minimum of 3.5 readers per print copy (17,500 readers) and 1.5 readers per digital copy (11,000 readers).



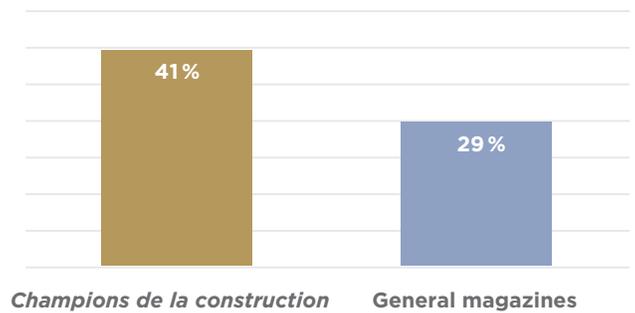
## REACH (Digital magazine open rate)

■ *Champions de la construction* digital

■ Magazine readership in Canada\*\*

\* Average of 2025 editions, Cyberimpact

\*\* Vividata Fal 2021, Adults 18+

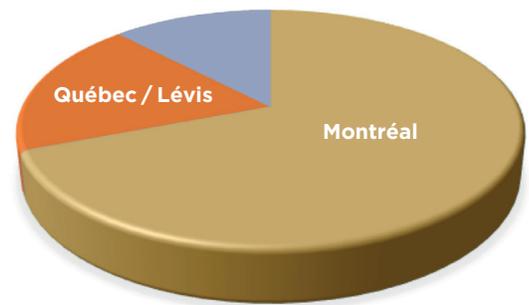


## GEOGRAPHIC BREAKDOWN

■ Greater Montréal Area: 69.2%

■ Québec City/Lévis Area: 18.6%

■ Other: 12.2%



## READERSHIP PROFILE

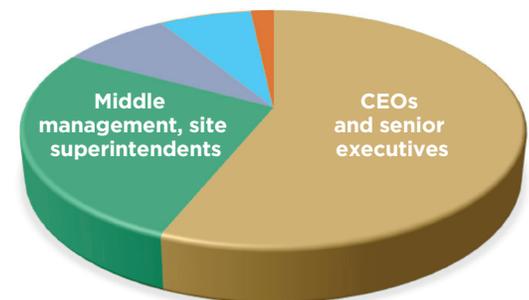
■ CEOs and senior executives: 56.2%

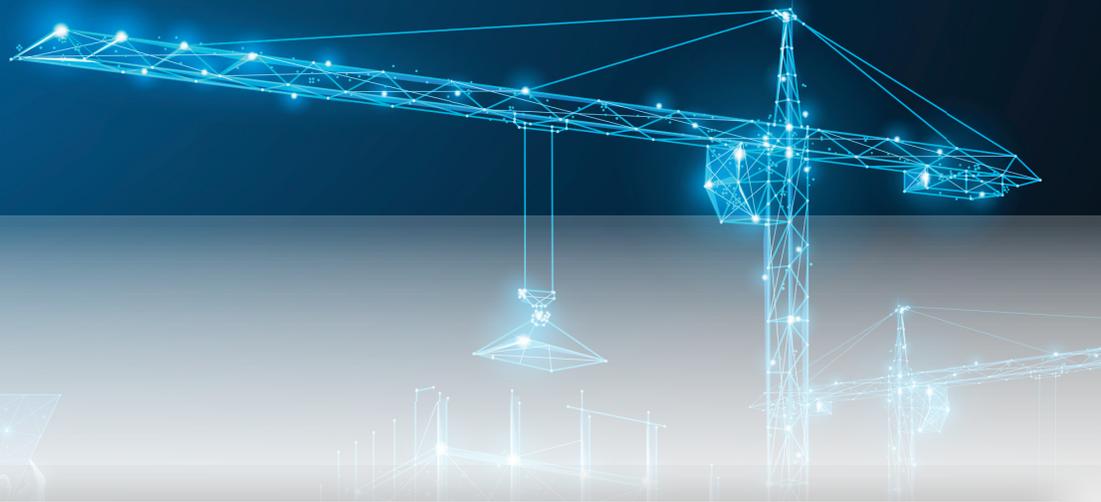
■ Middle management, site superintendents: 26.7%

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

■ Building owners and property managers: 7.1%

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





## **PUBLIC PROFILE**

- Close partner of the Commission de la construction du Québec for the annual ranking of Québec's most active specialty contractors since 2012
- Close partner of Association des Maîtres Couvresseurs du Québec (AMCQ) since 2018
- Close partner of BOMA Québec since 2012
- Close partner of the Chaire La Caisse en immobilier de l'ESG UQAM since 2012

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## **EDITORIAL POLICY & CONTENT QUALITY**

Editorial content is independent from advertising content. Articles are written by independent journalists and columns by invited experts. Any promotional content is labelled "Promotional Feature" or "Sponsored Content".

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## **SPECIAL EDITORIAL REPORTS**

### **100 YEARS OF CONSTRUCTION IN QUÉBEC - LOOKING TOWARD THE FUTURE**

Over the past century, remarkable projects have been built in Québec. The industry has faced countless architectural challenges, often demonstrating genius and highly creative intelligence—well before it became artificial! This special edition will be remembered for a long time and is not to be missed.

### **ANNUAL RANKING**

Publication of the major annual ranking—eagerly awaited by the entire industry—of the most significant specialty contractors across all trades.

General contractors use it to discover high-performing specialty contractors. Companies listed look forward to their new standing, and those not yet included are eager to see whether new leaders emerge in their trade. Suppliers of products and services rely on it as a year-round working tool.

### **BUSINESS - CONSTRUCTION**

Complementary to the previous issue, this edition highlights the success of inspiring leaders and industry players. Among the top-performing contractors featured in the ranking, some share their journey and their company's evolution. It's not uncommon to learn that an industry leader started modestly—backed by courage and ambition.

This issue also includes a special feature on champion master roofers, in collaboration with the AMCQ.

**Important message:** Updated as of February 27, 2026.

Please note that dates or other elements may be adjusted during the year.

Visit [jbcmedia.ca](http://jbcmedia.ca) to ensure you have the most recent media kit.

## DEADLINES

| ISSUES                  | 100 YEARS      | ANNUAL RANKING | BUSINESS-CONSTRUCTION |
|-------------------------|----------------|----------------|-----------------------|
| Volume - number         | 16 - 1         | 16 - 2         | 16 - 3                |
| Space reservation       | March 12, 2026 | May 15, 2026   | October 9, 2026       |
| Material to be produced | March 13, 2026 | May 19, 2026   | October 13, 2026      |
| Material ready to print | March 16, 2026 | May 20, 2026   | October 14, 2026      |
| Digital Distribution    | March 30, 2026 | June 8, 2026   | November 2, 2026      |
| Print Distribution      | April 2026     | June 2026      | November 2026         |

## ADVERTISING RATES

| FORMAT                                                                                                                                                         | 1 x     | 3 x     | 2 years<br>6 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-3                                                                                                                                                            | -       | \$5,145 | \$4,495        |
| C-4 print / C-2 digital*                                                                                                                                       | -       | \$5,895 | \$5,495        |
| Appointment announcement A<br>(max. 150 words)                                                                                                                 | \$935   | -       | -              |
| Appointment announcement B<br>(max. 60 words)                                                                                                                  | \$710   | -       | -              |
| <b>SPONSORED CONTENT:</b><br>Ask about our tailored sponsored-content packages, which can include support from our team for writing and photography as needed. |         |         |                |

\*Back-cover placement (C-4) in print and Cover 2 in digital.

**PRODUCTION FEES:** 10% surcharge if we produce your ad. Does not apply to appointment announcements.

**PAYMENT TERMS:** Invoiced upon publication. Gross rates\*\*. Taxes not included.

**Please note that we verify technical specifications for all ads received.**

Ads are also revised free of charge by our language services team.

If applicable, we will inform you of any technical issues or language recommendations.

That'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 send an RGB or PANTONE file, it will be converted to CMYK.

CMYK conversion may alter on-screen colors.

**Make sure crop marks are not placed within bleed margins.**

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

**FOR MORE INFORMATION,  
PLEASE CONTACT US.**

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