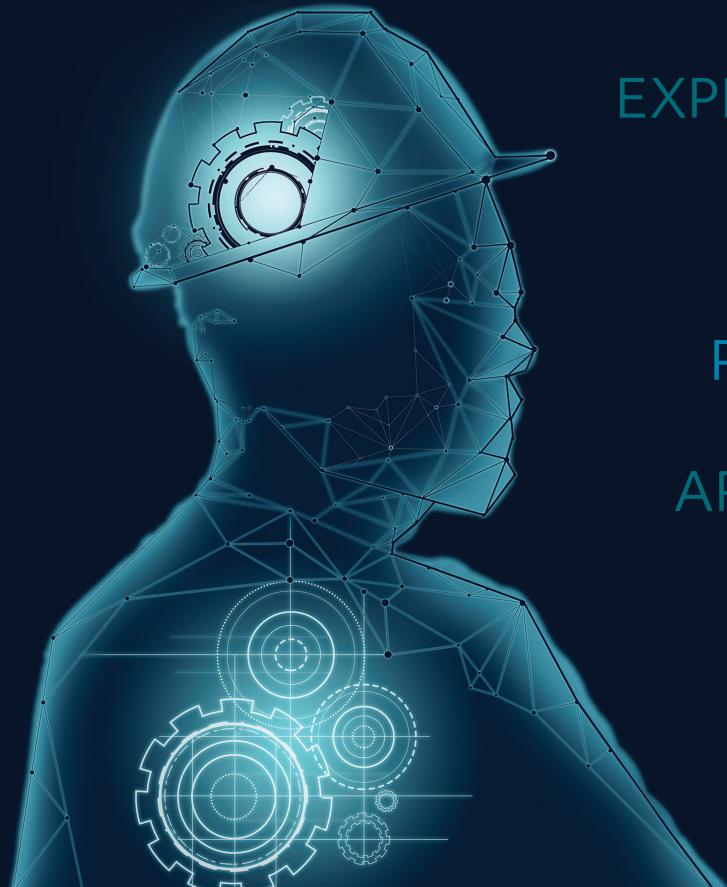


CHAMPIONS DE LA CONSTRUCTION

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

DID YOU KNOW?

TODAY
WE ARE MORE DIGITAL THAN PRINT



CHAMPIONS
DE LA CONSTRUCTION

DIGITAL

CHAMPIONS
DE LA CONSTRUCTION

ECO-FRIENDLY PRINT EDITION

7,333* QUALIFIED SUBSCRIBERS

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

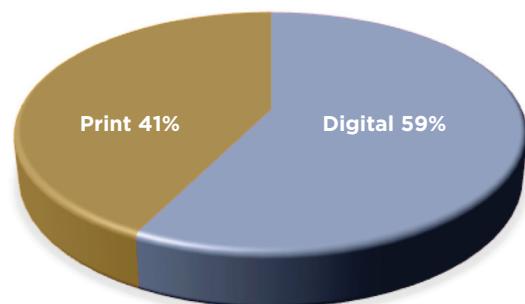
HIGHLIGHTS

- ▶ DIGITAL AND PRINT DISTRIBUTION
- ▶ PRINTED ON ECO-RESPONSIBLE PAPER
- ▶ PUBLISHED 3 TIMES PER YEAR FOR A 16th 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

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



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).

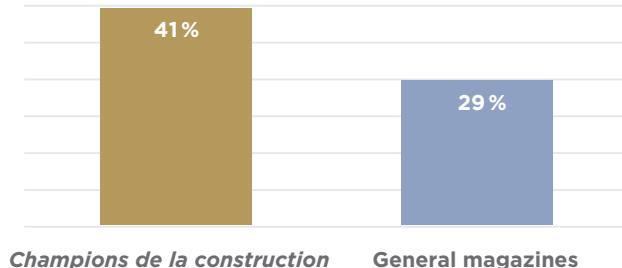


REACH (Digital magazine open rate)

- *Champions de la construction* digital
- Magazine readership in Canada**

* Average of 2025 editions, Cyberimpact

** Vividata Fal 2021, Adults 18+



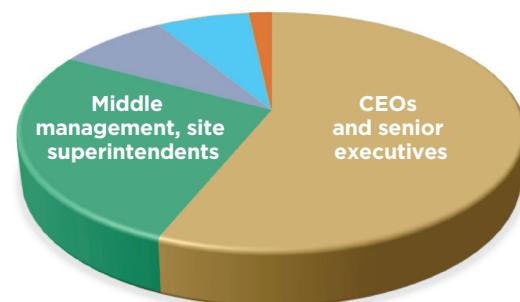
GEOGRAPHIC BREAKDOWN

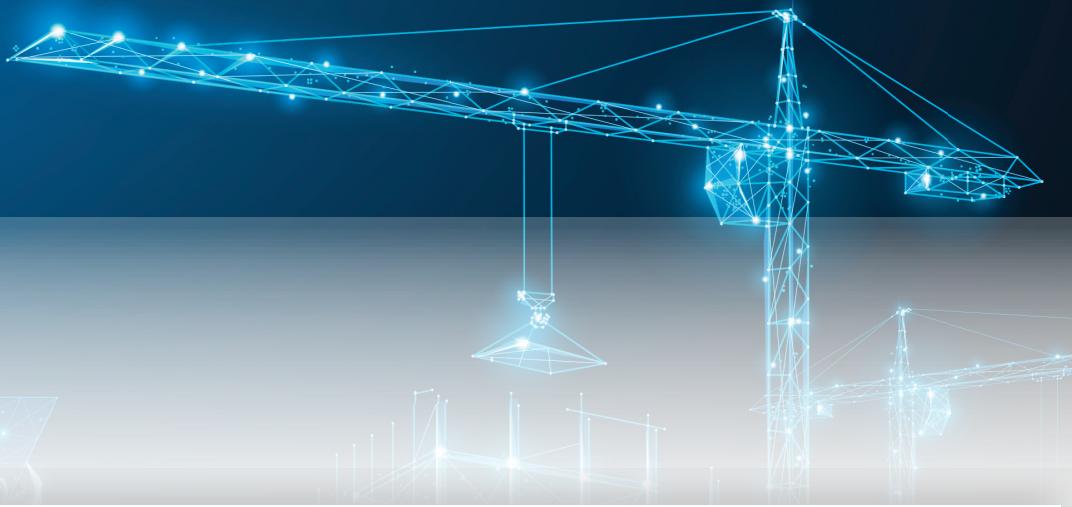
- Greater Montréal Area: 69.2%
- Québec City/Lévis Area: 18.6%
- Other: 12.2%



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 Couvreurs 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

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".

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 December 18, 2025.

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

Visit 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	February 20, 2026	May 15, 2026	October 9, 2026
Material to be produced	February 23, 2026	May 19, 2026	October 13, 2026
Material ready to print	February 25, 2026	May 20, 2026	October 14, 2026
Digital Distribution	March 16, 2026	June 8, 2026	November 2, 2026
Print Distribution	March 2026	June 2026	November 2026

ADVERTISING RATES

FORMAT	1 x	3 x	2 years 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 (max. 150 words)	\$935	—	—
Appointment announcement B (max. 60 words)	\$710	—	—
SPONSORED CONTENT: 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

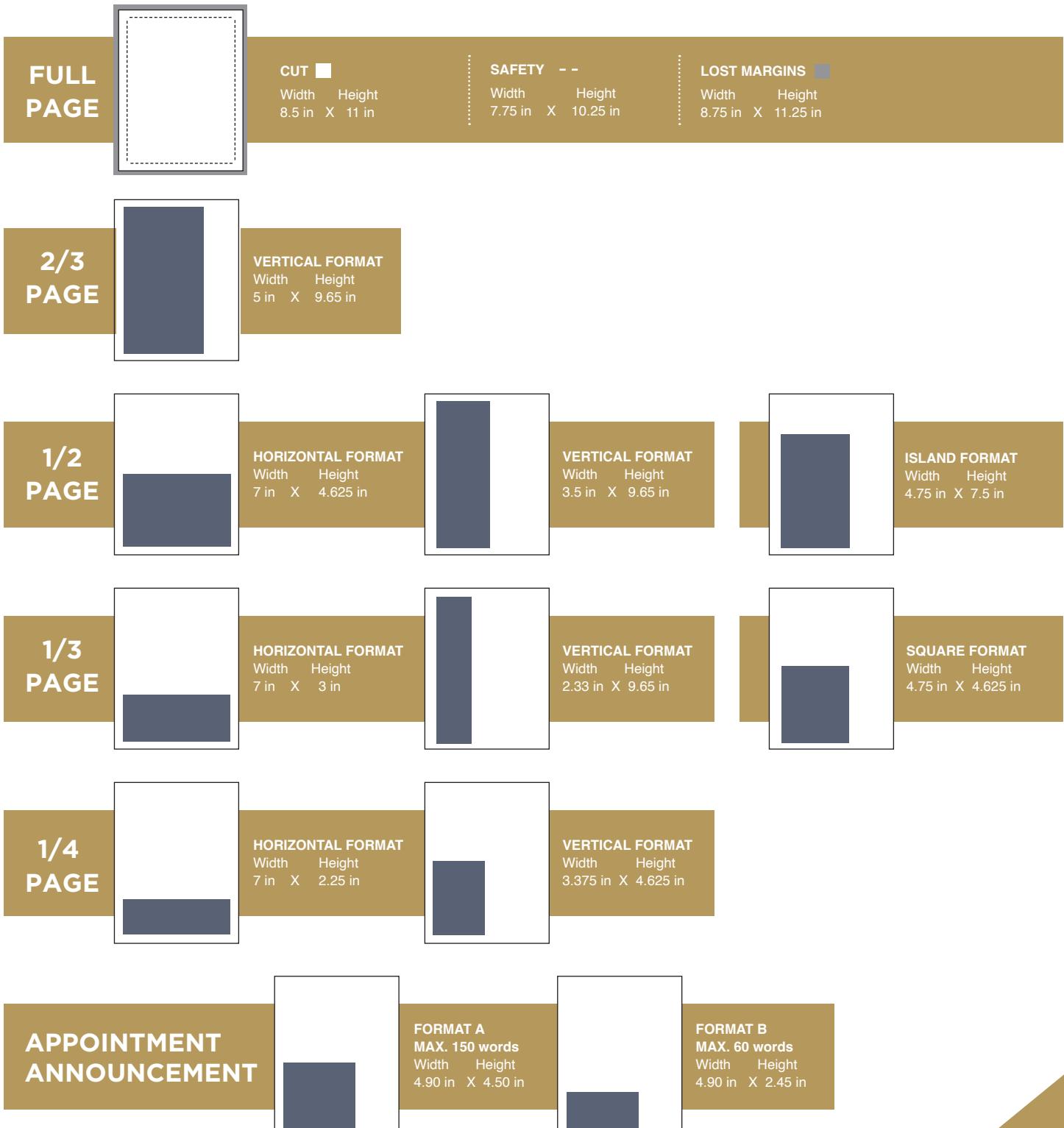
Images must be in CMYK, at 300 dpi at 100%.

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.



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

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