

CHAMPIONS

DE LA CONSTRUCTION COMMERCIALE ET INDUSTRIELLE

AFFAIRES EN CONSTRUCTION

2024 media kit

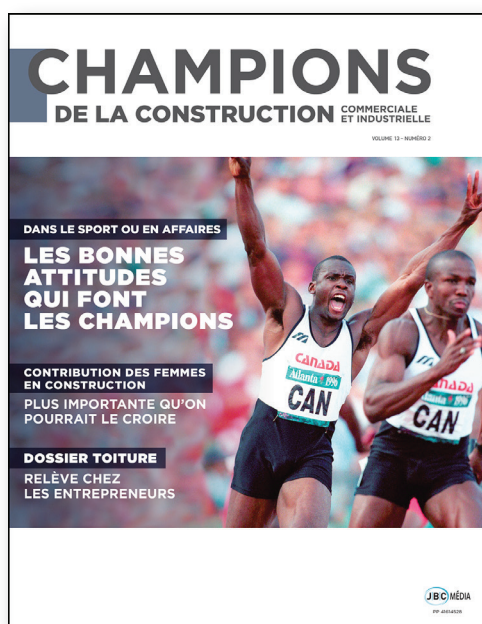


THE MAGAZINE FOR QUÉBEC
CONSTRUCTION PROFESSIONALS



jbcmedia.ca

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



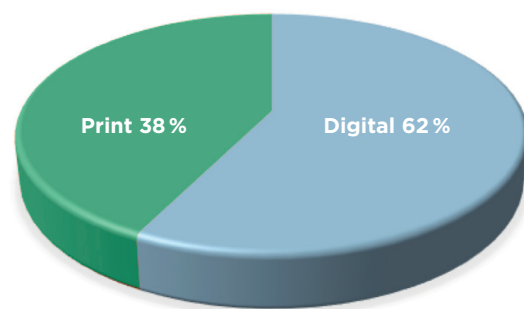
HIGHLIGHTS

- ▶ 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 14th 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: 5000 copies sent by regular mail
 - Digital: 8214 targeted e-mailings
- Total: 13,214

* Average of the 2 issues of 2023



NUMBER OF READERS (print copies)

Big advertising agencies usually reach 3.5 readers per copy: 17,500 readers.

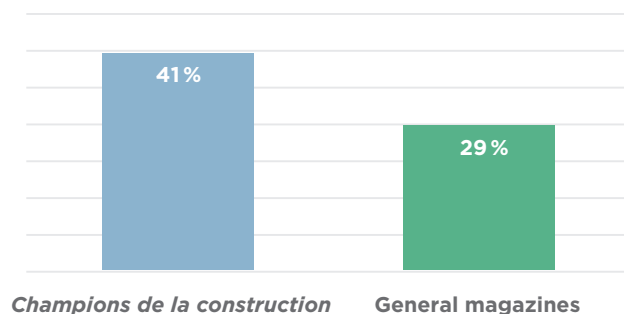
CIRCULATION (Penetration rate of digital magazines)

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

■ Magazine readership in Canada**

* Average of the 2 issues of 2023, Cyberimpact

** Vividata autumn 2021, Adults 18+

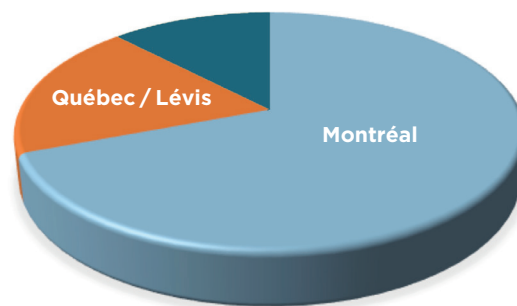


GEOGRAPHIC DISTRIBUTION

■ Montréal region: 69.2%

■ Québec City/Lévis region: 18.6%

■ Other regions of Québec: 12.2%



READERSHIP

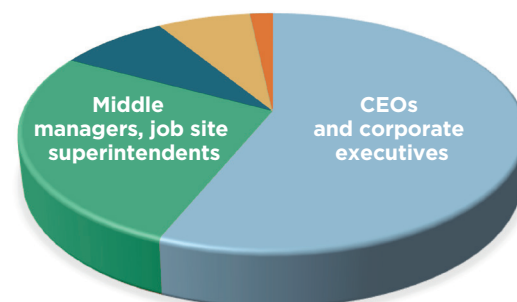
■ CEOs and corporate executives: 56.2%

■ 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

SPRING

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.

FALL

Complementary to the first issue, the second 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 December 12, 2023. 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 | SPRING | FALL |
|-------------------------|--------------|--------------------|
| Volume - number | 14 - 1 | 14 - 2 |
| Space reservation | May 16, 2024 | September 27, 2024 |
| Material to be produced | May 21, 2024 | September 30, 2024 |
| Material ready to print | May 23, 2024 | October 2, 2024 |
| Distribution | June 2024 | October 2024 |

ADVERTISING RATES

| FORMAT | 1 x | 2 x | 2 YEARS 4 x |
|--|---------|---------|----------------|
| Double page | \$7,355 | \$7,115 | \$6,255 |
| Full page | \$4,960 | \$4,705 | \$3,945 |
| 2/3 page | \$4,300 | \$4,075 | \$3,285 |
| 1/2 page island | \$3,365 | \$3,195 | \$2,840 |
| 1/2 page | \$3,025 | \$2,875 | \$2,175 |
| 1/3 page square | \$2,365 | \$2,200 | \$1,635 |
| 1/3 page | \$1,875 | \$1,755 | \$1,295 |
| 1/4 page | \$1,655 | \$1,570 | \$1,075 |
| C-2 | \$5,515 | \$5,235 | \$4,385 |
| C-3 | \$5,305 | \$5,015 | \$4,055 |
| C-4 | \$6,065 | \$5,755 | \$4,945 |
| Notice A (max. 150 words) | \$910 | - | - |
| Notice B (max. 60 words) | \$690 | - | - |
| 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)

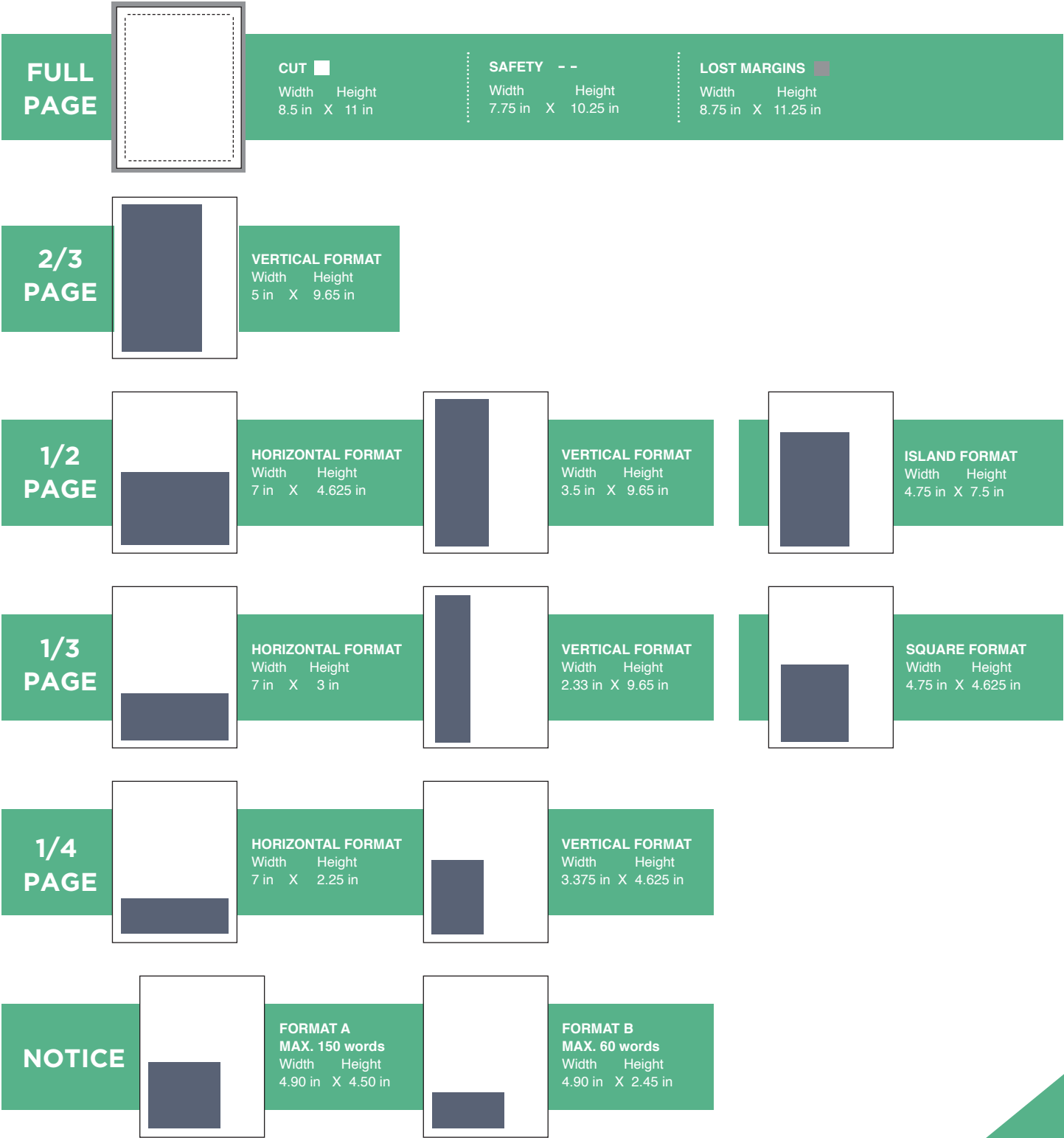
FILE FORMATS - HIGH RESOLUTION PDF

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.



**PLEASE CONTACT US
FOR MORE INFORMATION.**

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