

CHAMPIONS

DE LA CONSTRUCTION COMMERCIALE
ET INDUSTRIELLE

2022 media kit



THE MAGAZINE FOR QUÉBEC
CONSTRUCTION PROFESSIONALS



jbcmedia.ca

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



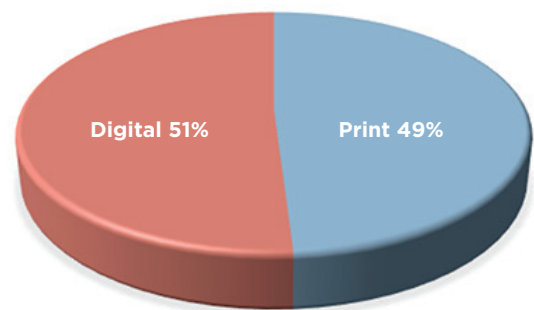
HIGHLIGHTS

- ▶ DIGITAL AND PRINT VERSIONS
- ▶ PRINTED ON CERTIFIED RECYCLED PAPER CONTAINING 100% POST-CONSUMER FIBRE MADE WITH A CHLORINE-FREE PROCESS THAT USES BIOGAS ENERGY
- ▶ PUBLISHED TWICE A YEAR FOR THE 12th 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*

- Paper: 7500 copies sent by regular mail
 - Digital: 7830 targeted e-mailings
- Total: 15,330

* Latest 2021 issue



NUMBER OF READERS (print copies)

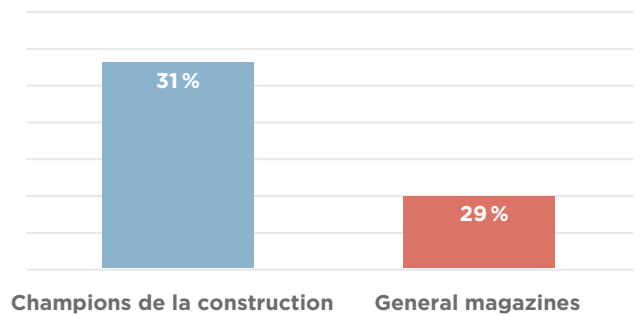
Big advertising agencies usually reach 3.5 readers per copy: 26,250 readers.



CIRCULATION (Penetration rate of digital magazines)

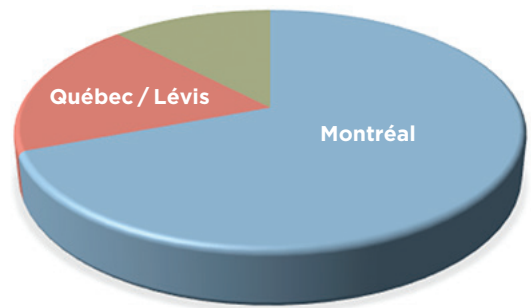
- *Champions de la construction* (digital version*)
- Magazine readership in Canada, Vividata autumn 2021, Adults 18+

* Volume 11, Issue 2, autumn 2021, Cyberimpact



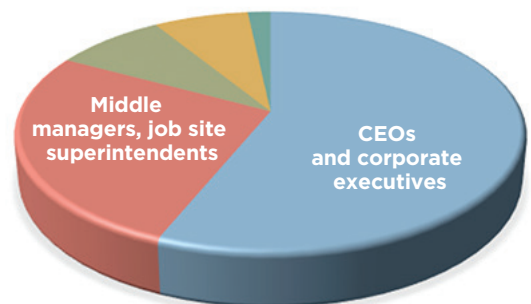
GEOGRAPHIC DISTRIBUTION

- 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

- Media partner with Ivanhoé Cambridge Real Estate Chair (UQAM) since 2012
- Media partner with BOMA Québec since 2012
- Work closely with the Commission de la construction du Québec, publishing since 2012 its annual ranking of the most active specialized contractors in Québec
- Media partner with Association des Maîtres Couvreur du Québec (AMCQ) since 2018
- Media partner with the Surety Association of Canada since 2020

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 AND PROMOTIONAL ISSUES

SPRING: ANNUAL RANKING OF THE MOST ACTIVE SPECIALIZED CONTRACTORS IN QUÉBEC
ROOFING: SPECIAL ISSUE

FALL: SPOTLIGHT ON SURETY
SPECIAL ISSUE - EMPLOYER AND BUILDING INDUSTRY ASSOCIATIONS

N.B. As of May 4, 2022. 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	12 - 1	12 - 2
Space reservation	May 19, 2022	September 23, 2022
Material to be produced	May 24, 2022	September 26, 2022
Material ready to print	May 26, 2022	September 28, 2022
Distribution	June 2022	October 2022

ADVERTISING RATES

FORMAT	2 ANS		
	1 x	2 x	4 x
Double page	\$6,675	\$6,450	\$5,675
Full page	\$4,500	\$4,275	\$3,580
2/3 page	\$3,900	\$3,700	\$2,980
1/2 page island	\$3,050	\$2,900	\$2,580
1/2 page	\$2,750	\$2,600	\$1,980
1/3 page square	\$2,150	\$2,000	\$1,480
1/3 page	\$1,700	\$1,600	\$1,180
1/4 page	\$1,500	\$1,425	\$980
C-2	\$5,000	\$4,750	\$3,980
C-3	\$4,800	\$4,550	\$3,680
C-4	\$5,500	\$5,225	\$4,480
Notice A (max. 150 words)	\$825	-	-
Notice B (max. 60 words)	\$625	-	-
SPONSORED CONTENT: FULL PAGE OR DOUBLE PAGE FORMATS ONLY + \$500 per page if we do the writing.			

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: PDF: PDF/X-1A or Presse

Images must be in CMYK at 300 ppp 100%.

Use ISO Coated v 300 % (ECI) print profile.

No RGB or PANTONE colours, no JPEGs.

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 in X 10 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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