

# CHAMPIONS

DE LA CONSTRUCTION COMMERCIALE  
ET INDUSTRIELLE

2021 media kit

The magazine for leaders  
who create our cities and buildings,  
and the champions who build them

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*Because in advertising,  
you have to aim for the right target!*



Published for the past 10 years, the magazine *Champions de la construction commerciale et industrielle* is included in a combined distribution package, along with *Immobilier commercial*. A publication that focuses on real estate, the economy and urban development, it has established a solid reputation in Québec over the past 15 years and its 10,000 targeted copies reach 35,000 readers (on a basis of 3.5 readers per copy). That is an audience composed of leaders in the Québec commercial real estate and construction sectors, as well as the dominant construction contractors and engineering and architectural firms. In a word, the magazine reaches influential players in the property management ecosystem.

In advertising, it is important to select the right target and ensure a regular presence in order to be successful. Since *Champions de la construction commerciale et industrielle* is published twice a year, in the spring and fall, it is possible to have an annual presence with only two advertising placements.

The spring issue includes the highly regarded traditional annual ranking of the top general and specialized contractors in the construction industry, covering all categories and specialties, prepared by the Québec Construction Commission. The fall issue includes other rankings and articles of interest. In addition, a digital version is e-mailed to thousands of readers who subscribe to the digital newsletter *L'informateur Immobilier commercial*. Advertisements are clickable and lead readers to advertisers' websites. This print + Web combination has a resounding impact.

The magazine *Champions de la construction commerciale et industrielle* is owned by JBC Média.

## ► Published twice a year

### ► SPRING / SUMMER

- > Champions ranking
- > Special roofing report
- > Interview with a major private sector contractor
- > And even more!

### ► FALL

- > Bond report
- > Employer association report
- > Family businesses
- > Interview with a major private sector contractor
- > And even more!

## ► 10,000 subscribers

## ► Over 35,000 readers

## ► Print and digital editions

**Important message:** Update as of April 21, 2021.  
Please note it is possible that we make adjustments to dates or other during the year. Check the media kits on [jbcmedia.ca](http://jbcmedia.ca) to make sure you have the latest version.

## deadlines

### SPRING / SUMMER

#### vol. 11 n° 1

Space reservation: May 20, 2021  
Material to be produced: May 25, 2021  
Material ready to print : May 27, 2021  
Distribution: June 2021

### FALL

#### vol. 11 n° 2

Space reservation: September 30, 2021  
Material to be produced: October 4, 2021  
Material ready to print : October 7, 2021  
Distribution: October 2021

ADVERTISING RATES FORMAT	2 years		
	1 issue	2 issues	4 issues
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	\$1,425	\$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)	\$710	–	–
Notice B (max. 60 words)	\$510	–	–

**PRODUCTION FEES:** 10% supplement for us to produce your ad. Does not apply to Notices.

**PAYMENT TERMS:** Billing upon publication. Gross rates.\* Taxes extra.

Note that we check the technical specifications of all ads we receive.  
Ads are also revised by our linguistic team at no extra charge.  
If necessary, we will inform you of any technical problems or recommended wording.  
Just our way of giving you more!

\*Material from commissionable agencies must be ready to print.

**SOFTWARE:** InDesign, Photoshop or Illustrator (MAC)

**FILE FORMATS:** PDF: PDF/X-1A or Presse

Images must be in CMYK at 300 ppp 100%.

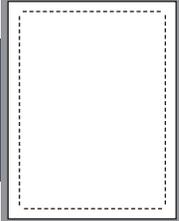
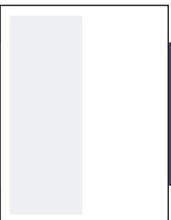
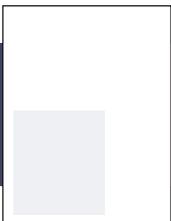
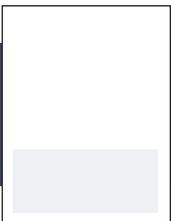
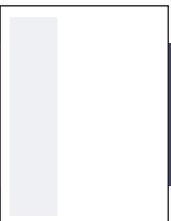
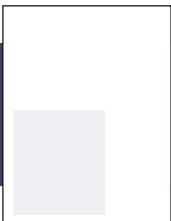
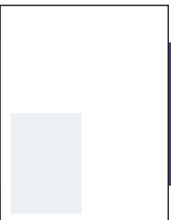
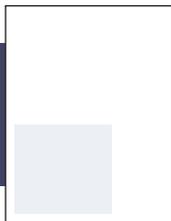
Use ISO Coated v 300% (ECI) print profile.

No RGB or PANTONE colours, no JPEGs.

**Make sure cut marks do not fall in lost margins.**

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<b>FULL PAGE</b>		<b>CUT</b> ■ Width Height 8,5 in X 11 in	<b>SAFETY</b> - - Width Height 7 in X 10 in	<b>LOST MARGINS</b> ■ Width Height 8,75 in X 11,25 in
<b>2/3 PAGE</b>		<b>VERTICAL FORMAT</b> Width Height 5 in X 9,65 in		
<b>1/2 PAGE</b>		<b>HORIZONTAL FORMAT</b> Width Height 7 in X 4,625 in		<b>VERTICAL FORMAT</b> Width Height 3,5 in X 9,65 in
				<b>ISLAND FORMAT</b> Width Height 4,75 in X 7,5 in
				<b>SQUARE FORMAT</b> Width Height 4,75 in X 4,625 in
<b>1/3 PAGE</b>		<b>HORIZONTAL FORMAT</b> Width Height 7 in X 3 in		<b>VERTICAL FORMAT</b> Width Height 2,33 in X 9,65 in
				<b>SQUARE FORMAT</b> Width Height 4,75 in X 4,625 in
<b>1/4 PAGE</b>		<b>HORIZONTAL FORMAT</b> Width Height 7 in X 2,25 in		<b>VERTICAL FORMAT</b> Width Height 3,375 in X 4,625 in
				<b>SQUARE FORMAT</b> Width Height 4,75 in X 4,625 in
<b>NOTICE</b>		<b>FORMAT A</b> MAX. 150 words Width Height 4,90 in X 4,50 in		<b>FORMAT B</b> MAX. 60 words Width Height 4,90 in X 2,45 in

## FOR FURTHER INFORMATION, CONTACT US.

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### **Do you have an interesting brief news item to pass on to our readers?**

Is it an innovative project, a nomination, a retirement announcement, a founding anniversary, a major event? If so, send us your text in Word format and a photo, if possible, to the following address: [nouvelles@jbcmedia.ca](mailto:nouvelles@jbcmedia.ca). Please specify in your message subject: Brief news item *Champions de la construction*. News items are printed in this section at no extra cost. However, unlike paid official notifications of appointment and ads, which are posted elsewhere in our magazine or on-line, there is no guarantee that items intended for this section will be published. Given the large number of news items being received, we just cannot print all of them. It is also important to mention that we do not publish these items in their entirety. Material is rewritten and revised to ensure consistency in the presentation. Short texts, not exceeding 50 words, are preferred. Please note that we do not return the final versions of written material for validation.

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