



More than **6,000**  
electricity professionals  
at your fingertips

**Communicate your message**

**Share your expertise**

**Position your company**

**The reference in electricity  
and lighting in Quebec**

**2021 MEDIA KIT**



Corporation  
des maîtres électriciens  
du Québec

*Protège le public*

# PRINT

p. 3



## ÉLECTRICITÉ ÉCLAIRAGE QUÉBEC

More than 6,000 copies



## L'INFORMEL

Published in digital and print versions

3,600 copies

Exclusive to contractors

## CIRCUIT CONTINU & TRAINING NEWSLETTERS

3,012 subscribers

## WEEKLY QUIZ

3,073 subscribers

## E-BLAST

3,250 email addresses

# EMAIL

p. 7



# WEB

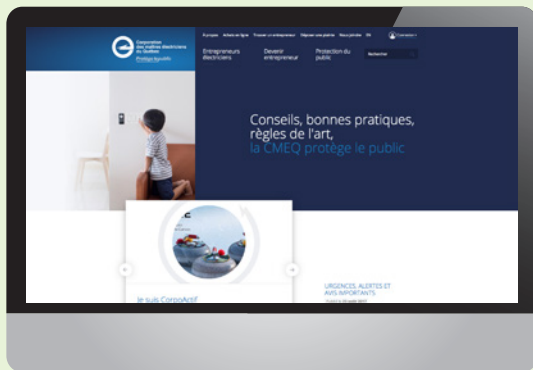
p. 6

## WEBSITE

cmeq.org

1,531,795 visits \*

1,166,452 unique visitors \*



\* Data for one year as of September 2019.

Offering print and digital mix of marketing channels, we work with you to create a 360° marketing campaign designed to help your company gain presence on the platforms where your clients are spending their time.

Engaging your target audience with your brand's content on their preferred media and in ways that are meaningful and relevant to them can help your company grow customer trust and loyalty.

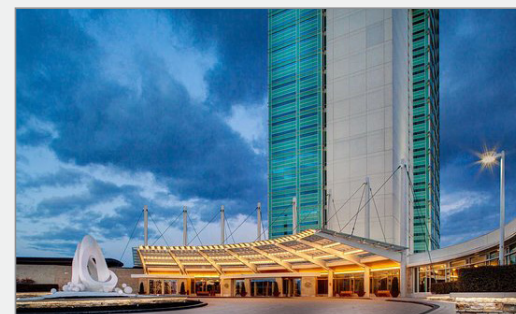
Members perceive and rely on the CMEQ to be the authoritative, independent voice in the electricity field.

# EVENTS

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Be a partner in the success of our corporate activities: conferences, symposiums, ExpoShow, CorpoActif and benefit from exceptional visibility.

Details concerning 2021 will be coming soon





# PRINT

Reach your target audience through the Électricité Éclairage Québec magazine



93%

Satisfaction rate of our readers

73%

appreciate the ads

71,2%

reading of the 5 yearly publications

74%

refer to the Électricité Éclairage Québec magazine again after reading it

51%

keep their copy of the magazine for more than a year, and 31% for more than 2 years

45,2%

spend more than 30 minutes reading the magazine

## É²Q: A MUST

### ITS CONTENTS ARE:

- Relevant and specialized
- Varied in its subject matters
- Consistently interesting stories
- Offers a thorough summary of the industry's hot topics

## ÉLECTRICITÉ ÉCLAIRAGE QUÉBEC

The only French-language printed magazine specialized in electricity in North America

It is THE reference of the electricity and lighting industry in Québec.

É²Q loyal subscribers are specifiers and buyers of electrical products and are on the front line to recommend, sell and install your products.

**Twice a year**, the magazine publishes a special issue dedicated to **LIGHTING** which is addressed to professionals and lighting specialists, specifiers and buyers of lighting products.

É²Q is an essential consultation tool to discover the evolution of lighting, to unveil novelties, challenges and innovative projects in lighting.

### DISTRIBUTION

|   |              |             |
|---|--------------|-------------|
| Electrical contractors                            | 3,504        | 58%         |
| Basic industries and primary manufacturing * O.B. | 1,128        | 19%         |
| Utilities (public and privately owned) * O.B.     | 819          | 14%         |
| Consulting engineers and engineers                | 559          | 9%          |
| <b>TOTAL AUDITED CIRCULATION</b>                  | <b>6,010</b> | <b>100%</b> |

\* O.B.: Owner builders (Maintenance and MRO Market) 10%

| ISSUE  | CONTENT   | DEADLINES   |
|--|---|---|
| <b>JANUARY/FEBRUARY</b><br><b>G<sup>2</sup>Q</b>                           | <b>DIRECTORY OF ELECTRICAL CONTRACTORS</b> <ul style="list-style-type: none"> <li>Electricity directory</li> <li>2021 Training book</li> </ul>  | Advertising space: <b>January 8</b><br>Advertising material: <b>January 15</b><br>Publication: <b>February 12</b> |
| <b>MARCH/APRIL</b><br><b>G<sup>2</sup>Q</b><br><i>Lighting focus</i>       | <b>GREEN BUILDINGS/ENERGY EFFICIENCY</b> <ul style="list-style-type: none"> <li>Electrical transportation and vehicles</li> <li>Home automation, building automation</li> <li>Trends in lighting</li> <li>Recycling and lighting</li> </ul>         | Advertising space: <b>February 19</b><br>Advertising material: <b>February 26</b><br>Publication: <b>March 26</b> |
| <b>MAY/JUNE</b><br><b>G<sup>2</sup>Q</b>                                   | <b>CODE AND STANDARDS/SAFETY</b> <ul style="list-style-type: none"> <li>New products</li> <li>Telecommunications</li> <li>Tools and measuring devices</li> <li>Emergency power</li> <li>Power distribution</li> </ul>                               | Advertising space: <b>April 23</b><br>Advertising material: <b>April 30</b><br>Publication: <b>May 28</b>         |
| <b>SEPTEMBER/OCTOBER</b><br><b>G<sup>2</sup>Q</b>                          | <b>HEATING</b> <ul style="list-style-type: none"> <li>New trends</li> <li>Tools and measuring devices</li> <li>Wires, cables and accessories</li> <li>Instrumentation and controls</li> <li>Industrial power</li> <li>Renewable energies</li> </ul> | Advertising space: <b>August 20</b><br>Advertising material: <b>August 27</b><br>Publication: <b>September 24</b> |
| <b>NOVEMBER/DECEMBER</b><br><b>G<sup>2</sup>Q</b><br><i>Lighting focus</i> | <b>STREET AND SAFETY LIGHTING</b> <ul style="list-style-type: none"> <li>Light pollution</li> <li>Lighting codes and standards</li> <li>Emergency power (UPS)</li> <li>Home automation, building automation</li> <li>Energy efficiency</li> </ul>   | Advertising space: <b>October 22</b><br>Advertising material: <b>October 29</b><br>Publication: <b>December 3</b> |

## REGULAR ISSUES RATES

| AD SIZE             | 1 ISSUE | 3 ISSUES | 5 ISSUES |
|---------------------|---------|----------|----------|
| <b>Double page</b>  | \$4,350 | \$4,050  | \$3,750  |
| <b>1 page</b>       | \$2,700 | \$2,550  | \$2,400  |
| <b>2/3 page *</b>   | \$2,000 | \$1,825  | \$1,675  |
| <b>1/2 page *</b>   | \$1,700 | \$1,525  | \$1,375  |
| <b>1/3 page *</b>   | \$1,175 | \$1,075  | \$925    |
| <b>1/4 page *</b>   | \$875   | \$825    | \$750    |
| <b>Cover 4</b>      | \$3,900 | \$3,700  | \$3,500  |
| <b>Cover 2 or 3</b> | \$3,500 | \$3,300  | \$3,100  |

\* Horizontal or vertical.

Gross rates. Agency commission: 15%. 4-colour process.



All content can be changed without notice. The Corporation of Master Electricians of Québec cannot guarantee the exact date as to the receipt of Électricité Québec magazine among its members.

# PRINT & DIGITAL



L'informel is the official technical bulletin of electrical contractors. It is a privileged monthly link between the Corporation and its members, as all subclass 16 holders are subscribers.

| AD SIZE               | 1 ISSUE | 3 ISSUES+ |
|-----------------------|---------|-----------|
| Cover 2 or 3          | \$2,150 | \$2,000   |
| 1 page                | \$1,650 | \$1,575   |
| 1/4 page (horizontal) | \$750   | \$700     |
| 1/6 page (horizontal) | \$675   | \$650     |

Maximum of one advertisement per page.  
Gross rates. Agency commission: 15%.

## 2021 PRODUCTION SCHEDULE

| ISSUE       | BOOKING           | ARTWORK        |
|-------------|-------------------|----------------|
| January     | November 26, 2020 | December, 2020 |
| February    | January 9         | January 13     |
| March       | January 28        | February 3     |
| April       | February 25       | March 3        |
| May         | April 1           | April 7        |
| June        | May 6             | May 12         |
| July/August | May 27            | June 2         |
| September   | June 24           | June 30        |
| October     | August 19         | August 25      |
| November    | October 7         | October 13     |
| December    | October 28        | November 3     |

## L'INFORMEL

3,600 copies per issue are sent in print and digital version 11 times a year. All previous issues are available online. You have the possibility to include a hyperlink in your ad or to have an animated file (GIF) for the web version.

## READERSHIP

- Electrical contractors
- Executives of the construction industry



# WEB WEBSITE



With content updated daily, [www.cmeq.org](http://www.cmeq.org), is the one-stop shop for relevant information and industry news.



**1,531,795 visits \***  
**1,166,452 unique visitors \***

\* Data for one year as of September 2019.

## CMEQ.ORG

- 30 000 visitors per month
- A reference tool for electrical contractors
- An effective way to reach the CMEQ

## USERS

- Electrical contractors
- Electricity professionals
- Electricians
- Electrical students
- Industry partners
- General public

| BANNER SIZE (in pixels)   | RATE/MONTH |
|---|------------|
| Home – Electrical contractors Section<br>Big Box 300 X 250  | \$500      |
| Other pages – Electrical contractors Section<br>Big Box 300 X 250<br>Leaderboard 728 X 90<br>Skyscraper 160 X 600 | \$350      |
| Other pages of the website<br>Big Box 300 X 250   | \$200      |

Gross rates. Agency commission: 15%.

# EMAIL CIRCUIT CONTINU AND TRAINING E-NEWSLETTERS



Position yourself with industry decision makers and buyers through a banner ad in the *Circuit continu* e-newsletter distributed once a month. Le Circuit continu informs industry professionals of the professional development opportunities available to them.

## 2021 PRODUCTION SCHEDULE

| ISSUE     | BOOKING     | ARTWORK      | RELEASE      |
|-----------|-------------|--------------|--------------|
| February  | January 14  | January 21   | January 28   |
| March     | February 11 | February 18  | February 25  |
| April     | March 11    | March 18     | March 25     |
| May       | April 8     | April 15     | April 22     |
| June      | May 6       | May 13       | May 20       |
| September | August 12   | August 19    | August 26    |
| October   | September 9 | September 16 | September 23 |
| November  | October 7   | October 14   | October 21   |
| December  | November 4  | November 11  | November 18  |
| January   | December 2  | December 9   | December 16  |

## CIRCUIT CONTINU

- 3,700 subscribers
- Two mailings per month
- Direct communication

## SUBSCRIBERS

- Electrical contractors
- Industry stakeholders interested in the training offered by the CMEQ



## TRAINING NEWSLETTER

Similar to Le Circuit continu, this weekly newsletter is distributed to members to promote CMEQ's professional development activities by featuring a training opportunity.

## TRAINING NEWSLETTER

Size in pixels

## RATE

Banner (horizontal) **600 X 90** \$300

Gross rates. Agency commission: 15%.



## BANNER SIZE (in pixels)

## 1 ISSUE

## 3 ISSUES

## 6 ISSUES+

Skyscraper **160 X 600** \$500 \$475 \$450

Banner (horizontal) **560 X 90** \$375 \$350 \$335

Banner (vertical) **160 X 300** \$275 \$260 \$245

Banner (horizontal) **400 X 68** \$250 \$240 \$225

Button **160 X 135** \$225 \$215 \$200

Gross rates. Agency commission: 15%.

# EMAIL WEEKLY QUIZ & E-BLAST



## WEEKLY QUIZ

A weekly quiz is sent to CMEQ members to test their knowledge. The quiz is interactive and participants receive a score.

- 3,073 subscribers
- Three questions per quiz
- A different theme each week: technical, OHS, legal, and much more

### SUBSCRIBERS

- Electrical contractors
- Electricity professionals
- Any other person who wishes to subscribe



### FORMAT (in pixels)

Leaderboard (bottom) **600 X 90**

### RATE/WEEK

\$525

Gross rates. Agency commission: 15%.

## E-BLAST

Set your company apart and position it as a leader by sharing premium quality content with the targeted CMEQ audience via dedicated email blast. Custom E-Blast is one of the best ways to reach your niche audience and build a lasting and trusted relationship between our influential audience and your brand.

- Nearly 3,250 email addresses
- Direct communication
- Possibility of severing the subscriber list by region

### GUIDELINES AND SPECS

- All submissions must be educational in nature. Content deemed "overtly promotional" will not be accepted.
- CMEQ has full editing rights as well as the right of refusal on all content deemed not appropriate for its audience.
- A limit of one custom E-Blast per month is allowed on a first-come, first-served basis.
- Reservations are suggested 30 days prior to E-Blast deployment date.
- The advertiser has to provide email content (250 words max) and subject line (50 characters max), as well as links and images.
- The advertiser must have rights to the images supplied.
- CMEQ will include information adherent to Federal and Provincial guidelines, including unsubscribe instructions.
- CMEQ can be in charge of writing the content, additional fees will apply.



### RATE:

\$1 / email address



# CONTACT US TODAY!



 **CPS**

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