



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**

2022 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 NEWSLETTER

3,600 subscribers

WEEKLY QUIZ

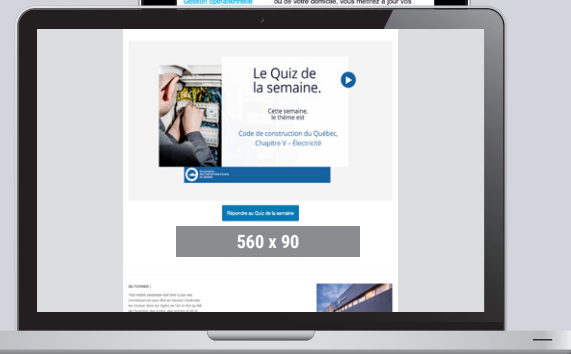
5,950 subscribers

E-BLAST

3,600 email addresses

EMAIL

p. 7



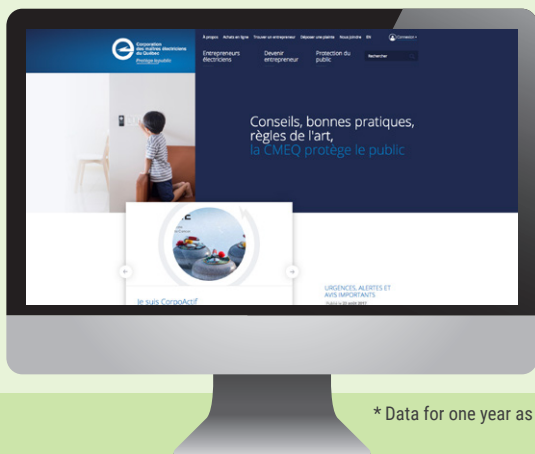
WEB

p. 6

WEBSITE

cmeq.org

30,000 yearly visits on Electrical contractors section



* Data for one year as of 2021.



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

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

72th CMEQ Convention: ExpoShow 2022
October 21-22
Hilton & Centre des congrès de Québec

Ask for our partnership program for more information!

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	3,600	59%
Basic industries and primary manufacturing * O.B.	1,128	19%
Utilities (public and privately owned) * O.B.	819	13%
Consulting engineers and engineers	559	9%
TOTAL AUDITED CIRCULATION	6,106	100%

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

ISSUE	CONTENT	DEADLINES
JANUARY/FEBRUARY EQ	DIRECTORY OF ELECTRICAL CONTRACTORS <ul style="list-style-type: none"> Electricity directory 	Advertising space: January 7 Advertising material: January 14 Publication: February 11
MARCH/APRIL EQ <i>Lighting focus</i>	GREEN BUILDINGS/ENERGY EFFICIENCY <ul style="list-style-type: none"> Electrical transportation and vehicles Home automation, building automation Trends in lighting Recycling and lighting 	Advertising space: February 18 Advertising material: February 25 Publication: March 25
MAY/JUNE EQ	CODE AND STANDARDS/SAFETY <ul style="list-style-type: none"> New products Telecommunications Tools and measuring devices Emergency power Power distribution 	Advertising space: April 22 Advertising material: April 29 Publication: May 27
SEPTEMBER/OCTOBER EQ	HEATING <ul style="list-style-type: none"> New trends Tools and measuring devices Wires, cables and accessories Instrumentation and controls Industrial power Renewable energies 	Advertising space: August 19 Advertising material: August 26 Publication: September 23
NOVEMBER/DECEMBER EQ <i>Lighting focus</i>	STREET AND SAFETY LIGHTING <ul style="list-style-type: none"> Light pollution Lighting codes and standards Emergency power (UPS) Home automation, building automation Energy efficiency 	Advertising space: October 21 Advertising material: October 28 Publication: December 2

REGULAR ISSUES RATES

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



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	\$2,250	\$2,000
1 page	\$1,750	\$1,575
1/4 page (horizontal)	\$800	\$700

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

2022 PRODUCTION SCHEDULE

ISSUE	BOOKING	ARTWORK
January	November 24, 2021	December 1, 2021
February	January 7	January 12
March	January 26	February 2
April	February 23	March 2
May	March 30	April 6
June	May 4	May 11
July/August	May 25	June 1
September	August 3	August 10
October	August 31	September 7
November	October 5	October 12
December	October 26	November 2

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



Implantation de la formation continue obligatoire : État de la situation

En mai 2020, la CMEQ informait ses membres de l'adoption par le Gouvernement du Québec du Règlement sur la formation continue obligatoire (FCO) et de son entrée en vigueur le 1^{er} avril 2022. Mais depuis, qu'en est-il de l'implantation de la formation continue obligatoire (FCO) pour les entrepreneurs électriciens du Québec? Une chose est certaine, ce projet d'envergure mobilise la CMEQ de façon transversale comme l'avait fait l'implantation de la Qualification en 2001.

Première phase

Depuis l'automne dernier, la CMEQ travaille de concert avec la CMMTQ et la HMQ - qui sont aussi des organismes réglementaires dans le cadre de la FCO - à l'élaboration de processus et au développement d'outils informatiques qui permettront de traiter les demandes de reconnaissance d'admissibilité d'activités de formation continue afin de les reporter à l'attention des répondants ou exécution de travaux qui seront soumis à l'obligation de formation pour le maintien de leur licence.

Il faut savoir que les répondants pourront suivre des formations auprès des dispensateurs de formation (opérateurs de fournisseurs de formation) de leur choix pourvu que les dispensateurs ainsi que les formations qu'ils offrent aient été préalablement reconnus admissibles par la CMEQ, la CMMTQ ou la HMQ pour les formations non spécifiques et uniquement par la CMEQ pour les formations spécifiques à la sous-catégorie 16.

Deuxième phase

La CMEQ, à l'instar de la CMMTQ et de la HMQ, lancera un appel à toutes les associations, écoles, centres de formation, fabricants, distributeurs et autres conférences au Québec à présenter des demandes de reconnaissance. L'objectif est de permettre aux répondants d'avoir accès à un vaste choix d'opportunités de formations reconnues admissibles dès le début de la première période de référence de 18 mois débutant le 1^{er} avril 2022 et se terminant le 31 mars 2024.

Information importante aux répondants

Comme mentionné plus haut, l'entrée en vigueur de la FCO aura lieu le 1^{er} avril 2022. Pour le répondant, cela implique que toute formation suivie AVANT l'entrée en vigueur de la FCO ne sera pas reconnue admissible aux 18 heures de formation continue obligatoire.

Très prochainement, le site Web de la CMEQ sera doté d'un Espace formation où les dispensateurs et les répondants trouveront les informations les concernant. Des FAQ seront aussi disponibles.

Informel est un bulletin d'information de la CMEQ. Les contenus sont en vertu d'un droit de reproduction accordé par la CMEQ. Ils ne représentent ni la CMEQ ni ses membres. Ils sont destinés à être utilisés par les membres de la CMEQ pour de plus amples informations. Reproduction partielle ou totale sans autorisation de la CMEQ est interdite.

POSTE PUBLICATIONS No 4002293

WEB WEBSITE



With content updated daily, www.cmeq.org, is the one-stop shop for relevant information and industry news.



30,000 visits *
20,000 unique visitors *

* Data for one year as of 2021 on Electrical contractors section.

CMEQ.ORG/ENTREPRENEURS-ELECTRICIENS

- 2,000 visits per month on average
- 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

Electrical contractors section

Big Box 300 X 250

Leaderboard 728 X 90

\$500

Continuing education section

Big Box 300 X 250

Leaderboard 728 X 90

\$450

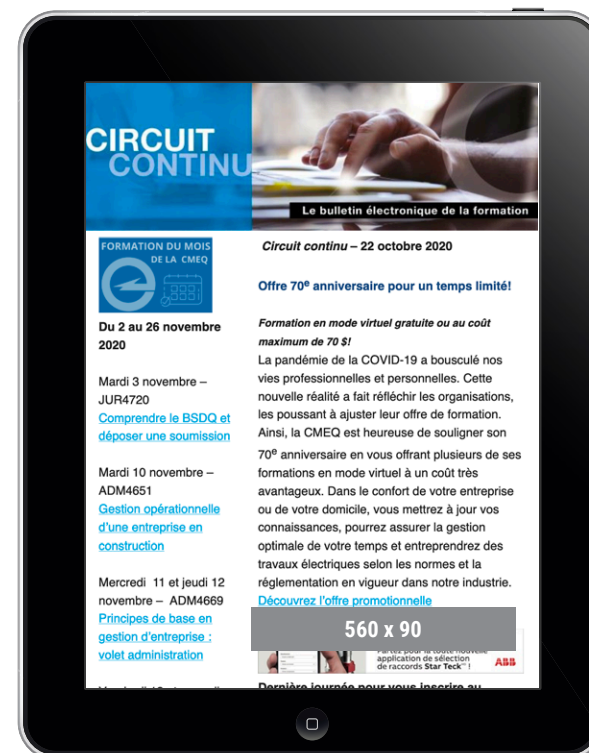
Gross rates. Agency commission: 15%.

EMAIL CIRCUIT CONTINU E-NEWSLETTER



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.

ISSUE	BOOKING	ARTWORK	RELEASE
January	Dec. 9, 2020	Dec. 16, 2020	Dec. 23, 2021
February	January 13	January 20	January 27
March	February 10	February 17	February 24
Video clips	February 24	March 3	March 10
Fiers & Compétents	March 10	March 17	March 24
April	March 17	March 24	March 31
May	April 14	April 21	April 28
June	May 12	May 19	May 26
September	August 11	August 18	August 25
October	September 15	September 22	September 29
November	October 13	October 20	October 27
December	November 10	November 17	November 24



CIRCUIT CONTINU

Pixels size

	1 ISSUE	3 ISSUES	6 ISSUES+
Banner 1 560 x 90	\$450	\$350	\$335
Banner 2 560 x 90	\$450	\$350	\$335
Big Box 1 300 x 250	\$500	\$450	\$425
Big Box 2 300 x 250	\$500	\$450	\$425
Vertical banner 160 x 300	\$325	\$260	\$245

Gross rates. Agency commission: 15%.

CIRCUIT CONTINU

- 3,600 subscribers
- Two mailings per month
- Direct communication

SUBSCRIBERS

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

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.

- 5,950 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



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 3,600 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.



FORMAT (in pixels)

Leaderboard (bottom) **560 X 90**

Gross rates. Agency commission: 15%.

RATE/WEEK

\$625

RATE: \$1.50 / email address

The rate includes the option of re-mailing to those who did not open the email the first time, a week later.

CONTACT US TODAY!



CPS

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