



Up to **7,200**
professionals from the
electrical sector at your
disposal

Communicate your message

Share your expertise

Position your company

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

2020 MEDIA KIT

Depuis **70** ans
Corporation
des maîtres électriciens
du Québec
Votre référence en électricité

PRINT

p. 3



ÉLECTRICITÉ ÉCLAIRAGE QUÉBEC

7,211 copies



L'INFORMEL

3,600 copies

Exclusive to contractors

CIRCUIT CONTINU NEWSLETTER

4,262 subscribers

QUESTION OF THE DAY

5,045 subscribers

E-BLAST

3,250 email addresses

EMAIL

p. 7



WEB

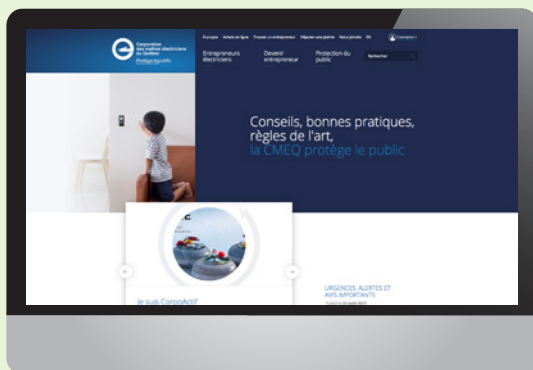
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WEBSITE

cmeq.org

1,531,795 visits *

1,166,452 unique visitors *



* Data for one year as of September 2019.

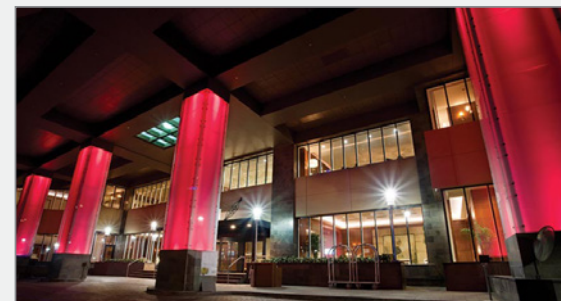
EVENT

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EXPOSHOW AT THE 70th CMEQ ANNUAL CONFERENCE

Westin Hotel, Montréal

October 23, 2020



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 electrical field.

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 electrical 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	3,539	49%
Basic industries and primary manufacturing * O.B.	1,728	24%
Utilities (public and privately owned) * O.B.	1,296	18%
Consulting engineers and engineers	648	9%
TOTAL AUDITED CIRCULATION	7,211	100%

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

ISSUE	CONTENT	DEADLINES
JANUARY/FEBRUARY 	DIRECTORY OF ELECTRICAL CONTRACTORS <ul style="list-style-type: none"> Electricity directory 2020 Training book Occupational health and safety 	Advertising space: January 10 Advertising material: January 17 Publication: February 14
MARCH/APRIL  <i>Lighting focus</i>	LIGHTING <ul style="list-style-type: none"> Transport and electric vehicles Lighting trends Renewable energies Recycling and lighting Human resource management 	Advertising space: February 21 Advertising material: February 28 Publication: March 27
MAY/JUNE 	CODE AND STANDARDS / SECURITY <ul style="list-style-type: none"> Smart home Industrial domotics Internet of Things (IoT) Emergency power Power distribution 	Advertising space: April 24 Advertising material: May 1st Publication: May 29
SEPTEMBER/OCTOBER 	4.0 DIGITAL CONSTRUCTION FEATURE <ul style="list-style-type: none"> New trends BIM Digital Twin Wires, cables and accessories Work team transformation 	Advertising space: August 21 Advertising material: August 28 Publication: September 25
NOVEMBER/DECEMBER  <i>Lighting focus</i>	LIGHTING <ul style="list-style-type: none"> Light pollution Code and standards in lighting Emergency power supply (UPS) Wires, cables and accessories Tools and measuring devices Business management Energetic efficiency 	Advertising space: October 23 Advertising material: October 30 Publication: December 4

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	6 ISSUES	11 ISSUES
Cover 2 or 3	\$2,150	\$2,000	\$1,900
1 page	\$1,650	\$1,575	\$1,500
1/4 page (horizontal)	\$750	\$700	\$675
1/6 page (horizontal)	\$675	\$650	\$600

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

2020 PRODUCTION SCHEDULE

ISSUE	BOOKING	ARTWORK	DISTRIBUTION
January	November 19, 2019	November 26, 2019	January 10
February	January 8	January 14	January 31
March	February 5	February 11	March 6
April	March 4	March 10	March 27
May	April 8	April 14	May 1 st
June	May 13	May 19	June 5
July/August	June 3	June 9	July 3
September	July 3	July 8	August 14
October	August 26	September 1 st	September 18
November	October 14	October 20	November 6
December	November 4	November 10	December 4

L'INFORMEL

3,600 copies per issue are sent via postal service 11 times a year. All previous issues are available online.

READERSHIP

- Electrical contractors
- Executives of the construction industry



WEB WEBSITE



With content updated daily, 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 Big Box 300 X 250	\$500
Other pages – Electrical contractors Section Big Box 300 X 250 Leaderboard 728 X 90 Skyscraper 160 X 600	\$350
Other pages of the website Big Box 300 X 250	\$200

Gross rates. Agency commission: 15%.

EMAIL CIRCUIT CONTINU NEWSLETTER



Position yourself with industry decision makers and buyers through a banner ad in the Circuit continu e-newsletter distributed twice per month to keep abreast of new trends and industry news.

CIRCUIT CONTINU

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

SUBSCRIBERS

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

2020 PRODUCTION SCHEDULE

ISSUE BOOKING ARTWORK DISTRIBUTION

January	January 7 January 16	January 9 January 21	January 14 January 28
February	January 30 February 12	February 4 February 17	February 11 February 24
March	February 25 March 9	February 28 March 12	March 6 March 19
April	March 23 April 6 20 avril	March 26 April 9 23 avril	April 2 April 16 April 30
May	May 4 May 18	May 7 May 21	May 14 May 28
August	August 3 August 17	August 6 August 20	August 13 August 27
September	August 31 September 14	September 3 September 17	September 10 September 24
October	September 28 October 19	October 1 st October 22	October 8 October 29
November	October 26 November 9	October 29 November 12	November 5 November 19
December	November 23 December 7	November 26 December 10	December 3 December 17



BANNER SIZE (in pixels)

	1 ISSUE	3 ISSUES	6 ISSUES	9 ISSUES
Skyscraper 160 X 600	\$500	\$475	\$450	\$425
Banner (horizontal) 560 X 90	\$375	\$350	\$335	\$320
Banner (vertical) 160 x 300	\$275	\$260	\$245	\$235
Banner (horizontal) 400 x 68	\$250	\$240	\$225	\$215
Button 160 X 135	\$225	\$215	\$200	\$190

Gross rates. Agency commission: 15%.

EMAIL QUESTION OF THE DAY & E-BLAST



QUESTION OF THE DAY

Every day, a technical question is emailed to all members of the CMEQ.

- 5,045 subscribers
- A technical question on Mondays, Tuesdays and Wednesdays
- A workplace health and safety question on Thursdays
- A legal question on Fridays

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 3,250 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.



FORMAT (in pixels)

Leaderboard (bottom) **600 X 90**

RATE/WEEK

\$400

Gross rates. Agency commission: 15%.

RATE:

\$1 / email address

EVENTS

ANNUAL CONFERENCE—EXPOSHOW



THE ANNUAL CONFERENCE

Westin Hotel, Montréal
October 23-24, 2020

This conference is the ideal opportunity for participants to learn new work techniques and marketing strategies, while checking out innovative products.

This is the perfect occasion for sponsors and exhibitors **to talk with electrical contractors and company managers**, as well as to present their products and services in a casual setting.

TARGET AUDIENCE



250 to 350 participants who are also active in their local chapters.



Nearly 75 % of conference participants employ fewer than 10 electrical workers (SMBs).



Some 35 % of participants constitute the new generation of electrical contractors.

THE EXPOSHOW (October 23)

This full-day exhibition is an excellent opportunity to forge a **network of contacts** by presenting your **wares, services, new products** and **innovative solutions** to a highly receptive audience.

The CMEQ will promote the ExpoShow among all electrical contractors through its various communications media. The Exhibition Hall is open to **all electricians and electric firms**.

BOOTH SPACE AT THE EXPOSHOW: \$3,250

SPONSORSHIPS FOR CONFERENCES AND CONVENTIONS ALSO AVAILABLE. CONTACT US FOR DETAILS.



CONTACT US TODAY!



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MÉDIA

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