FORMES

# Media kit

## 2027

**Architecture** | Territory | Object | Materials | **Environment**

**info@formes.ca** **FORMES.CA** **514 256-1230**

# Positioning

**WHEN SUBSTANCE INFLUENCES FORM**

***FORMES*** **is an active player in conversations with members of the various design disciplines, as well as an influencer when it comes to improving exemplary practices and implementing well-considered and sustainable approaches. Since the magazine's founding in 2004,** ***FORMES*** **has been pushing the frontiers of information, exploring the worlds of the built environment and land use at home and abroad. An independent, innovative publication, it highlights exemplary practices in the fields of architecture, territory (land use), objects, materials and environment.**

**The magazine stands out for the depth of its content and its ability to unpack trends.** ***FORMES*** **engages readers. Its contributors, both local and foreign, come from multiple backgrounds: advanced research, teaching, centres of excellence, and professional associations. The result is a multidisciplinary, multisectoral product with an intersection of skills that help forge promising links between research, action, training, and dissemination of knowledge.**

***Its mission: to inform via newsworthy topics, debate industry issues and challenges, advise on techniques and products, identify trends, and spark conversation.***

# Readership

OUR 40,000 READERS' BUYING POWER

## The great advantage of a magazine with content like *FORMES* is that it delivers excellent visibility with a multidisciplinary, interprofessional readership.

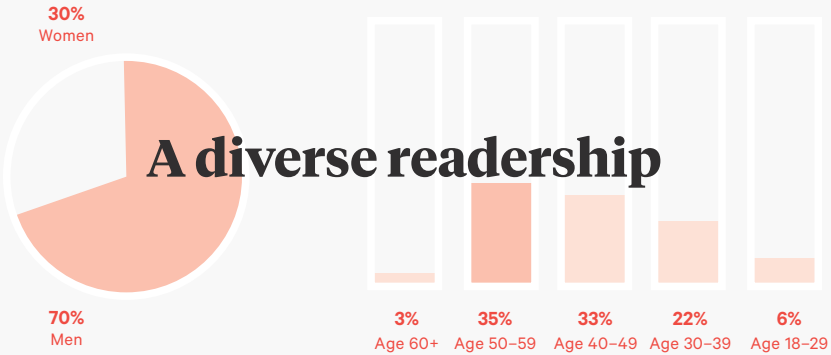
## $90 BILLION*

*These capital investments in construction in Quebec represent 17% of GDP. Construction is a lever of economic growth.

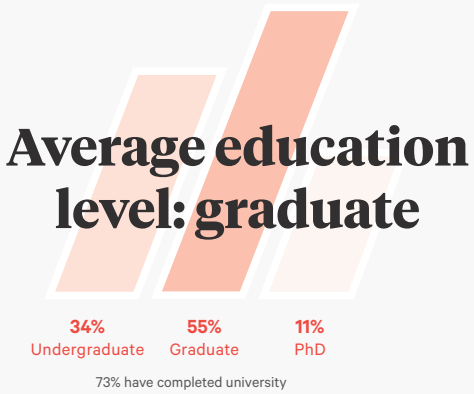
*Source: CCQ, 2025

# Readership

**SOME STATISTICS**




## A diverse readership




## Average education level: graduate

73% have completed university

## Higher income

## Professionals and entrepreneurs

# Breakdown of readership

**DISTRIBUTION**

## 12,500 copies

**6,000**

**The only French-language multidisciplinary publication in Canada, *FORMES* is aimed at the full spectrum of professionals and designers active in object design, building construction and land-use planning.**

**1,555**
Architects

**1,090**
Landscape architects

**530**
Interior designers

**250**
Graphic designers

**390**
Industrial designers

**610**
Engineers/Technologists

**1,575**
Urban planners

***FORMES* is distributed to members of the following professional groupings, among others:**
Association des architectes en pratique privée du Québec (AAPPQ),
Association des architectes paysagistes du Québec (AAPQ),
Association des designers industriels du Québec (ADIQ),
Association professionnelle des designers d'intérieur du Québec (APDIQ),
Ordre des urbanistes du Québec (OUQ),
Société des designers graphiques du Québec (SDGQ)

**990**

**Manufacturers, wholesalers and service companies**

*FORMES* distribution targets building-material manufacturers and distributors as well as service companies.

**130**

**Media and communications**

**455**

**Public and para-public government organizations, lawmakers**

*FORMES* also reaches the machinery of government, that is, public and para-public organizations, including Canada Mortgage and Housing Corporation, the Régie du bâtiment du Québec, the Institute for Research in Construction, the Commission de la construction du Québec, the Société québécoise des infrastructures, the Société d'habitation du Québec, as well as lawmakers.

**2,830**

**General and trade contractors**

The construction industry isn't neglected: the magazine is distributed to the most active general and specialized contractors, i.e., those with more than 70% of hours worked in the residential, industrial, commercial, and institutional sectors.

**155**

**Property managers**

The magazine also reaches the largest associations of property managers and owners.

**1,290**

**Municipalities and MRCs (regional county municipalities)**

Distributed to the general management, urban planning, public works, and permit departments of Quebec municipalities, *FORMES* is also of great interest to city managers.

**140**

**Educational institutions**

*FORMES* is also distributed to the major educational institutions, including schools of architecture, engineering and design.

**210**

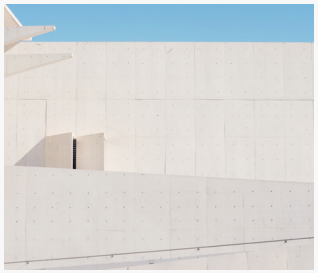
**Other organizations**

*FORMES* is also read by members of construction industry associations and public and private research and promotion organizations involved in building management, land-use planning, and other related areas of activity.

# Editorial framework

***FORMES* OBSERVES THE INDUSTRY VIA FIVE KEY AREAS**

**A** Architecture

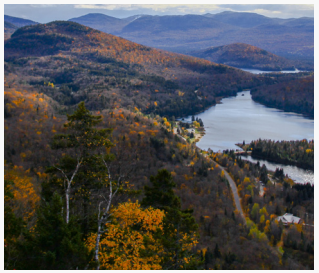


**T** Territory

**O** Object

**M** Materials

**E** Environment



**The magazine studies the industry in light of the five elements comprising our *ATOM(E)*: Architecture, Territory, Object, Materials, Environment. They encompass all of the sectors and professions involved in the design, construction and management of objects, buildings and land-use planning.**

# Calendar

| Issue date | Reservation | Materials |
|---|---|---|
| Spring | March 15 | March 22 |
| Summer | June 7 | June 14 |
| Autumn | September 10 | September 17 |
| Winter | November 29 | December 6 |

# Advertisers

MULTIPLATFORM

## Visibility in all forms

***FORMES'*** **diverse content-delivery platforms (print, digital and events) ensure optimum visibility for you across multiple forums.**

**Special rates for distribution of your advertising materials on multiple platforms. Consult us: 514 256-1230.**

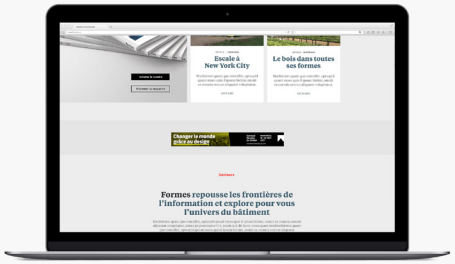
**Print magazine**

**Insert**

**e-newsletter**

**Webinar/podcast**

**Mobile app**




**Website**

| D | L | M | M | J | V | S |
|---|---|---|---|---|---|---|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

**Events**

# Advertisers – Print

**RATE CARD AND FORMAT**

## C2

**6.6 x 9.6 in.**
6.85 in. x 9.85 in. (bleed)
5.6 in. x 8.6 in. (text space)

**1 x**
**$4,920**

**2 x**
**$4,575**

**4 x**
**$4,200**

## C3

**6.6 x 9.6 in.**
6.85 in. x 9.85 in. (bleed)
5,6 in. x 8.6 in. (text space)

**1 x**
**$4,690**

**2 x**
**$4,350**

**4 x**
**$4,000**

## C4

**6.6 x 9.6 in.**
6.85 in. x 9.25 in. (bleed)
5.6 in. x 8.6 in. (text space)

**1 x**
**$5,410**

**2 x**
**$5,000**

**4 x**
**$4,600**

## 1/2 page

### Title block section

**2.725 in. x 8.5 in.**
Beside the title block section, at the beginning of the magazine.

**1 x**
**$3,050**

**2 x**
**$2,835**

**4 x**
**$2,575**

## DPS

**13.2 x 9.6 in.**
13.45 x 9.85 in. (bleed)
12.2 x 8.6 in. (text space)

**1 x**
**$7,315**

**3 x**
**$6,800**

**6 x**
**$6,200**

## 1 page

**6.6 X 9.6 in.**
6.85 in. x 9.85 in. (bleed)
5.6 x 8.6 in. (text space)

**1 x**
**$3,850**

**3 x**
**$3,580**

**6 x**
**$3,270**

## Technical specifications

**ACCEPTED FILE FORMATS**
PDF (Press Quality)
Illustrator .EPS or .AI
InDesign
Photoshop .TIFF or .PSD
*(300 dpi, CMYK)*

**VECTORIZED FONTS**

**PHOTO**
*(300 DPI, CMYK)*

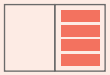
# Advertisers – print

**RATE CARD AND FORMAT**

## Promotional section – *product descriptions*

**This section showcases your product and service offering. You provide the visual materials (photo and logo) and copy to match the technical parameters defined by the format. Our team takes care of page design in a dynamic graphic environment.**

**The publisher reserves the right to refuse any advertising.**



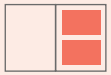
### 1/4 page

**5.5 x 1,8 in.**
40 words max.
+ photo + logo

**1 x**
**$1 685**

**3 x**
**$1,560**

**6 x**
**$1,430**



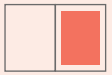
### 1/2 page

**5.5 x 4 in.**
155 words max.
+ photo + logo

**1 x**
**$3,050**

**3 x**
**$2,835**

**6 x**
**$2,575**



### 1 page

**5.5 x 8,5 in.**
120 words max.
+ photo + logo

**1 x**
**$3,670**

**3 x**
**$3,400**

**6 x**
**$3,110**

## Technical specifications

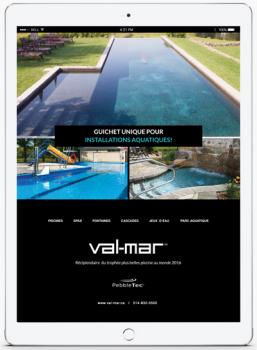
**ACCEPTED IMAGE FILE FORMATS**
Photoshop (.TIFF ou .PSD)
*(300 dpi, CMYK)*

**COPY**
*The maximum number of words must be respected for the selected format.*

*Provide a web link.*

# Advertisers – Mobile app

**RATE CARD AND FORMAT**




**The mobile app edition of the magazine is the digital complement to the print version. Advertisements inserted in the print magazine are also included in the digital version, with a hyperlink to your organization's website. Additions of links are possible to allow interactivity, such as explanatory video, TV ads, animated GIFs, etc.**

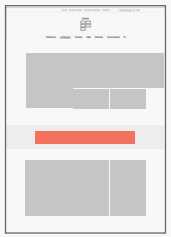
**Price upon request.**

## Technical specifications

**ACCEPTED FILE FORMATS**
Mp4
HTML
GIF
Animated GIF
Video link (YouTube, Vimeo)

# Advertisers – Web

PRICE LIST AND FORMAT



## Leaderboard

**728 px x 90 px**

**300 px x 250 px**

## Home page

**Top third**
Monthly $980
Annual $9,800

**Middle third**
Monthly $930
Annual $9,300

**Bottom third**
Monthly $880
Annual $8,800

## Other pages

**Top third**
Monthly $930
Annual $9,300

**Middle third**
Monthly $880
Annual $8,800

**Bottom third**
Monthly $840
Annual $8,400

## Technical specifications

**ACCEPTED FILE FORMATS**
JPG
GIF, ANIMATED GIF

**RESOLUTION**
72 dpi

**SIZE**
Max. 80 kb

## Promotional section – *product descriptions*

**This section showcases your product and service offering. You provide the visual materials (photo and logo), copy and hyperlink.**

**Price upon request.**

## Product description

## Technical specifications

**ACCEPTED IMAGE FILE FORMATS**
Photoshop (.TIFF ou .PSD)
*(300 dpi, CMYK)*

**COPY**
*The number of words may vary depending on the description of the product.*

*Provide a web link.*

# Advertisers – e-newsletter, inserts and sponsorship

RATE CARD AND FORMAT

## e-newsletter

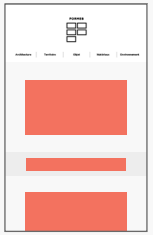
### Banner

**728 px x 90 px**

**300 px x 250 px**

**Per issue**
$900

**4 issues**
$3,000



### Customized e-newsletter

**Price on request**

**ACCEPTED FILE FORMATS**
JPG
GIF
ANIMATED GIF

**RESOLUTION**
72 dpi

**SIZE**
Max. 80 kb

**MATERIALS**
Five days before publication. Send to info@formes.ca.

## Insert

### Insert

**6.6 in. x 9.6 in. max**
6.85 in. x 9.85 in. (bleed)

**Leverage our extensive distribution: insert your flyer, brochure, catalogue, etc., in an issue of *FORMES* magazine.**

**CLOSED FORMAT**
6.6 in. x 9.6 in. max.

**RATE**
On request, variable according to weight

**MATERIALS**
Two weeks before issue distribution.

## Sponsorship

Webinar

**Sponsor a *FORMES* training module.**

Event

**Sponsor a *FORMES* event or lecture.**

White paper

**Sponsor a product study, technical text, solution to a problem, or other relevant text to be downloaded directly from the *FORMES* website.**

Social networks

**Share and post your event on our social networks.**

**FORMAT**
On request

**RATE**
On request

**MATERIALS**
To be determined according to the calendar of events.

# File preparation

**PRACTICAL AND TECHNICAL INFORMATION**

## Specifications

**ADVERTISING DESIGN**
Entrust your ad creation, writing or translation to us: we'll take care of everything from the concept to graphic production. The advantage for you: advertising that matches the mind-set of the magazine and its readers. Price on request.

**MATERIALS**
Info@formes.ca
for file sizes under 12 Mb.
For sizes of 12 Mb or more, please use a file transfer service such as We Transfer.

## Information about the magazine

**FINAL SIZE: 6.6 x 9.6 in.**
Bleed: 0.25 inch

**FOUR-COLOUR PRINTING**
**FILE WITH 300 DPI. RESOLUTION**

**RATES ($ CDN)**
in effect until December 31, 2027,
four-colour printing included.

**TAXES NOT INCLUDED**

**15% COMMISSION TO RECOGNIZED AGENCIES**

**GUARANTEED POSITION: +15%.**

*All advertising is subject to the publisher's approval.*

FORMES

***FORMES* magazine**

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**514 256-1230**
**FORMES.CA**

# When substance influences form