

FORMES



# Media kit

## 2019

Architecture

Territory

Object

Materials

Environment

# 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.

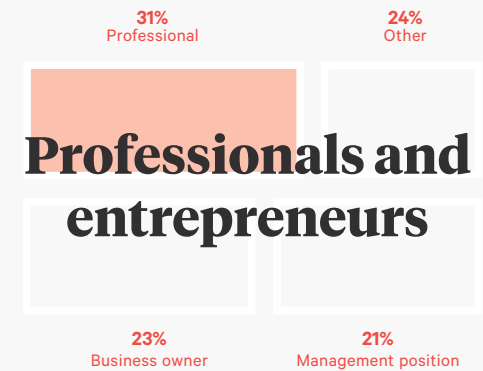
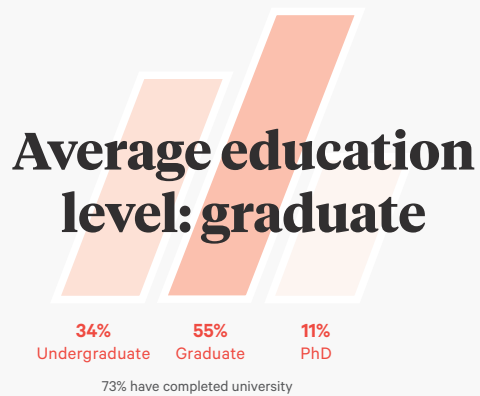
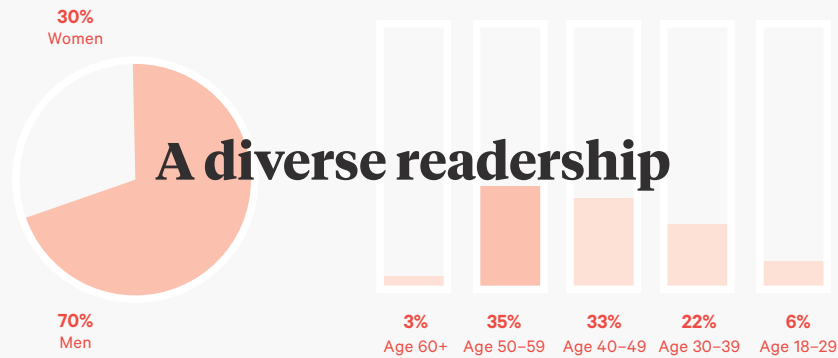
**\$46.2 BILLION\***

\*These capital investments in construction in Quebec represent 12% of GDP. Construction is a lever of economic growth.

\*Source: CCQ, 2016

# Readership

SOME STATISTICS



# 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 (AAPPO),  
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 (SDGO)

**990**

### Manufacturers, wholesalers and service companies

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

**155**

### Property managers

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

**130**

### Media and communications

**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.

**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.

**140**

### Educational institutions

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

**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.

**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.**

# Editorial framework<sup>1</sup>

FORMES OBSERVES THE INDUSTRY VIA FIVE KEY AREAS

| Our subject<br><i>ATOME</i>                  | Dec.18/Jan.19                            | March/April  | May  | June  | August  | October   | December  |
|--|--|--|--|---|---|---|---|
| <b>Architecture</b>                          | Architecture Policy                      | Architectural Heritage   | Prefabrication, creativity and performance   | Sustainable architecture                                    | Architectural design efficiency                                       | Design tools  | Architecture and materials<br>Wood-Steel-Concrete-Alu           |
| <b>Territory</b>                             | National Policy<br>Territory Development | Public Art   | Public/active Transport                      | Sustainable cities<br>Smart cities                          | The landscape   | The problem of urban sprawl<br><br>Eco-district                                     | Requalification of territories                                  |
| <b>Object</b>                                | Narrative cartography                    | Visual identity  | Street furniture                             | Ecodesign   | Design objects<br><br>Sustainable creation                            | Adapted furniture<br><br>Bathroom/kitchen<br>Ergonomics                             | Lighting  |
| <b>Materials</b>                             | Fibers and residues<br><br>Ecomaterials  | Burnt wood vs<br>Torrefied wood<br><br>What lives for the wood | Building envelope                            | Int./Ext. coverings<br><br>Innovations<br>Doors and windows | Structural elements and<br>constructive systems<br><br>Building codes | Industrial cluster<br>"Construction"<br><br>Finishing materials<br>Interior systems | Ecomaterials<br><br>Acoustic systems<br><br>Materials and tools |
| <b>Environment</b>                           | High performance housing                 | Ecoconstruction<br><br>Rethinking schools                      | Certifications                               | Energy efficiency<br><br>Recycling / Reuse                  | Energy transition<br><br>Electric vehicles                            | Water management /<br>Air treatment<br><br>Phytotechnologies                        | Alternative energy systems<br><br>Slowtech movement             |
| <b>FORMES<br/>lecture series<sup>2</sup></b> |  | <b>Public art</b>  | <b>Certifications:<br/>myths and reality</b> | <b>CEBQ symposium<br/>Building envelope</b>                 | <b>Heritage<br/>architectures and<br/>territories</b>                 | <b>Industrial cluster<br/>"Construction"</b>  | <b>The ecomaterials<br/>rendez-vous</b>                         |

<sup>1</sup> For other content, visit [formes.ca](http://formes.ca) and watch for our upcoming communications.

<sup>2</sup> Alongside the magazine's main editorial features, FORMES offers opportunities for exchange and debate. Further events will be announced. Keep a close eye on the lectures calendar at [formes.ca](http://formes.ca).

The publisher reserves the right to modify and add to editorial content.

# Calendar

| <b>Issue date</b>  | <b>Reservation</b> | <b>Materials</b>  |
|--------------------|--------------------|-------------------|
| <b>March/April</b> | <b>March 22</b>    | <b>March 29</b>   |
| <b>May</b>         | <b>April 15</b>    | <b>April 22</b>   |
| <b>June</b>        | <b>May 20</b>      | <b>May 27</b>     |
| <b>August</b>      | <b>June 28</b>     | <b>July 5</b>     |
| <b>October</b>     | <b>August 23</b>   | <b>August 30</b>  |
| <b>December</b>    | <b>October 21</b>  | <b>October 28</b> |



# 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



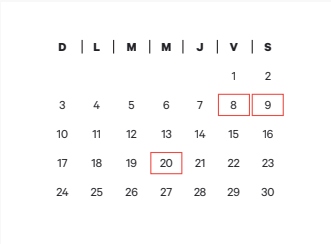
Insert



e-newsletter



Webinar/podcast



Events



Website



Mobile app

# Advertisers – Print

## RATE CARD AND FORMAT



### C2

**9 in. x 12 in.**

9.25 in. x 12.25 in. (bleed)  
8 in. x 11 in. (text space)

---

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

**3 x**  
**\$4,575**

**6 x**  
**\$4,200**



### C3

**9 in. x 12 in.**

9.25 in. x 12.25 in. (bleed)  
8 in. x 11 in. (text space)

---

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

**3 x**  
**\$4,350**

**6 x**  
**\$4,000**



### C4

**9 in. x 12 in.**

9.25 in. x 12.25 in. (bleed)  
8 in. x 11 in. (text space)

---

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

**3 x**  
**\$5,000**

**6 x**  
**\$4,600**



### 1/2 page

#### Title block section

**3.625 in. x 10.5 in.**

Beside the title block section, at the beginning of the magazine.

**1 x**  
**\$3,035**

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

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



### DPS

**18 in. x 12 in.**

18.25 in. x 12.25 in. (bleed)  
17 in. x 11 in. (text space)

---

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

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

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



### 1 page

**9 in. x 12 in.**

9.25 in. x 12.25 in. (bleed)  
8 in. x 11 in. (text space)

---

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

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

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



### 1/2 page

**8 in. x 5.5 in.**

---

**1 x**  
**\$2,890**

**3 x**  
**\$2,700**

**6 x**  
**\$2,450**

## 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)

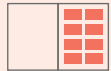
# Advertisers – print

## 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.

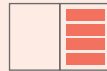
The publisher reserves the right to refuse any advertising.



#### 1/8 page

3,625 in. x 2,5 in.  
40 words max.  
+ photo + logo

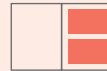
1 x  
\$900  
3 x  
\$835  
6 x  
\$765



#### 1/4 page

7,5 in. x 2,5 in.  
45 words max.  
+ photo + logo

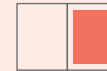
1 x  
\$1 685  
3 x  
\$1,560  
6 x  
\$1,430



#### 1/2 page

7,5 in. x 5,125 in.  
120 words max.  
+ photo + logo

1 x  
\$2 750  
3 x  
\$2,575  
6 x  
\$2,330



#### 1 page

7,5 in. x 10,5 in.  
200 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)

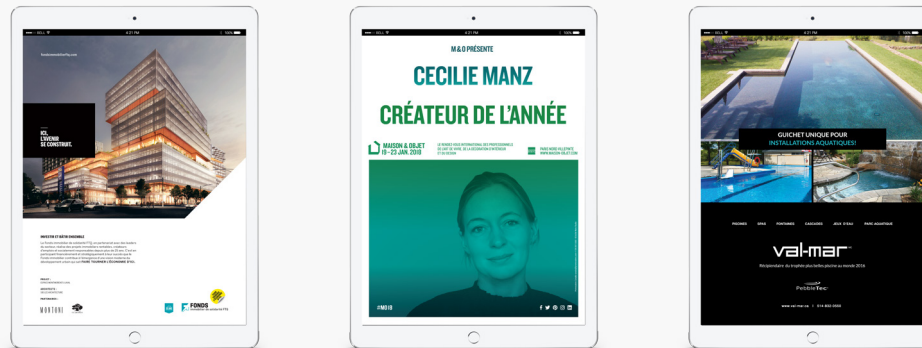
#### COPY

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.

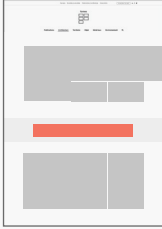
## Technical specifications

### ACCEPTED FILE FORMATS

Mp4  
HTML  
GIF  
Animated GIF  
Video link (YouTube, Vimeo)

# Advertisers – Web

## PRICE LIST AND FORMAT



**Leaderboard**  
728 px x 90 px

### 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

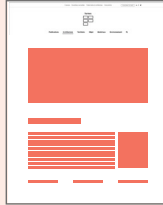
#### SIZE

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

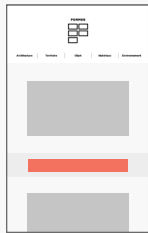
*The number of words may vary depending on the description of the product.*

*Provide a web link.*

# Advertisers – e-newsletter, inserts and sponsorship

## RATE CARD AND FORMAT

### e-newsletter



#### Banner

728 px x 90 px

Per issue  
\$900

4 issues  
\$3,000

#### Customized e-newsletter

Price on request

### Insert



#### Insert

9 in. x 12 in. max.  
9.25 in. x 12.25 in. (bleed)

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

#### CLOSED FORMAT

9 in. x 12 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.

#### ACCEPTED FILE FORMATS

JPG  
GIF  
ANIMATED GIF

#### RESOLUTION

72 dpi

#### SIZE

Max. 80 kb

#### MATERIALS

Five days before publication. Send to [info@formes.ca](mailto:info@formes.ca).

# 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: 9 x 12 in.**

Bleed: 0.125 inch

**FOUR-COLOUR PRINTING  
WITH 20-MICRON STOCHASTIC SCREEN (300 DPI).**

**RATES (\$ CDN)**

in effect until December 31, 2018,  
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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FORMES.CA

**When  
substance  
influences  
form**