

FORMES



Media kit

2021

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.**

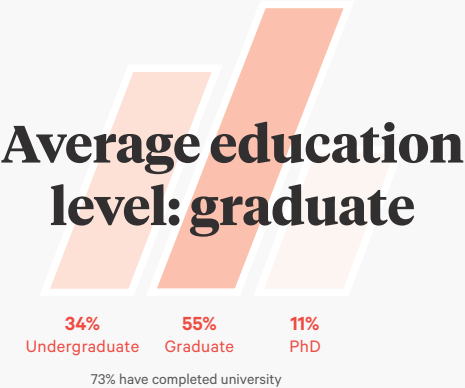
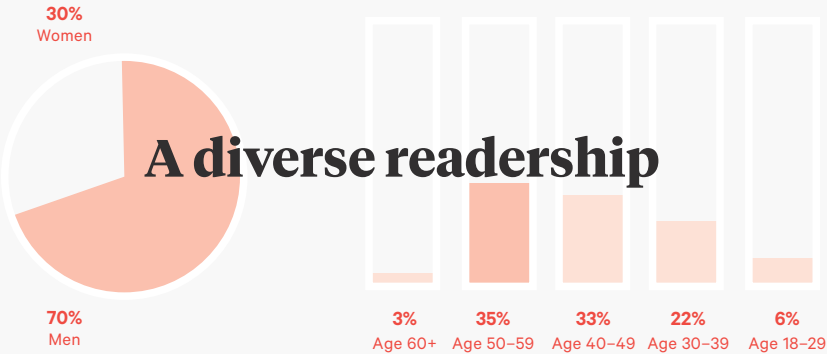
\$46.2 BILLION*

*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 (ADIO),
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.

Calendar

Issue date	Reservation	Materials
April-May	March 29	April 5
September	Sept. 10	Sept. 17
October	Oct. 11	Oct. 15
November	Nov. 8	Nov. 15

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



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



Mobile app

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)

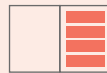
Advertisers – print

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.

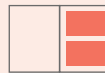
The publisher reserves the right to refuse any advertising.



1/4 page

5.5 x 1,75 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)

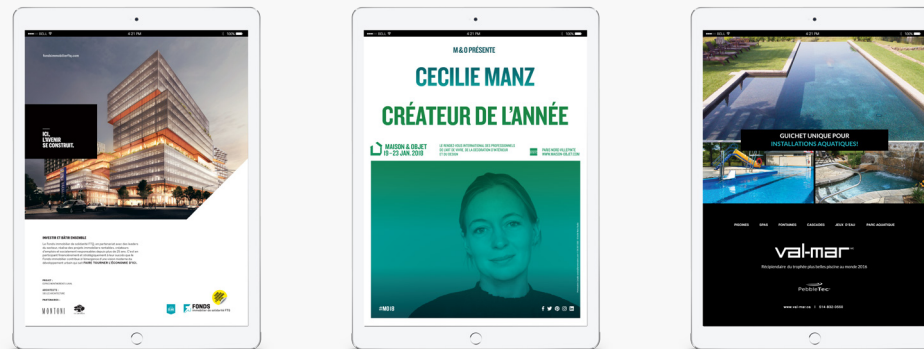
COPY

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.

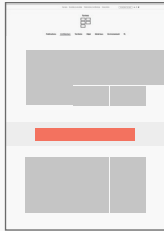
Technical specifications

ACCEPTED FILE FORMATS

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

Advertisers – Web

PRICE LIST AND FORMAT



Leaderboard
728 px x 90 px

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

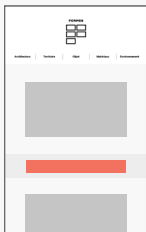
The number of words may vary depending on the description of the product.

Provide a web link.

Advertisers – e-newsletter, inserts and sponsorship

RATE CARD AND FORMAT

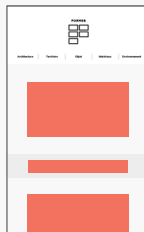
e-newsletter



Banner
728 px x 90 px

Per issue
\$900

4 issues
\$3,000



**Customized
e-newsletter**

Price on request

Insert



Insert

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.

ACCEPTED FILE FORMATS

JPG
GIF
ANIMATED GIF

RESOLUTION
72 dpi

SIZE
Max. 80 kb

MATERIALS
Five days before publication. Send to 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: 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, 2021,
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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**When
substance
influences
form**