

# +Plumbing +HVAC

THE VOICE  
OF CANADA'S  
MECHANICAL INDUSTRY

# IMB

INTER-MECANIQUE DU BÂTIMENT

# 2017

Advertising Rates  
& Editorial Calendars

Cover the Entire Canadian Market



+



=

Total  
Market  
Coverage



## January/February

### Hot Water Heating Issue

*Advertising Close: Jan. 9*

*Material Deadline: Jan. 23*

**Feature:** Tank type DHW update

**HVAC:** Forced air zoning

**Hydronic Heating:** Snow melting Part I

**Refrigeration:** Supermarket strategies

**Plumbing:** DHW technologies

**SIGNET** AD STUDY  
 RESEARCH INC. ISSUE

## July/Aug

### The Training Issue

*Advertising Close: June 19*

*Material Deadline: July 3*

**Features:** Canada training overview

**HVAC:** Wholesaler HVAC training

**Hydronic Heating:** Hydronic training

**Refrigeration:** Refrigeration training

**Plumbing:** Learning the basics

**TRAINING  
 SUPPLEMENT!**

## March

### Commercial Projects Issue

*Advertising Close: Feb. 13*

*Material Deadline: Feb. 27*

**Feature:** MCEE show preview

**HVAC:** UV duct disinfection

**Hydronic Heating:** Snow Melting Part II

**Refrigeration:** Reclaiming refrigerants

**Plumbing:** Septic/well systems

**SIGNET** AD STUDY  
 RESEARCH INC. ISSUE

## September

### Fall Heating Issue

*Advertising Close: Aug. 14*

*Material Deadline: Aug. 30*

**Features:** Heating tighter homes

**HVAC:** Air intake venting

**Hydronic Heating:** Radiant floor options

**Refrigeration:** Ammonia DX systems

**Plumbing:** Water treatment

## April:

### MCEE Show Issue\*

### Spring Air Conditioning Issue

*Advertising Close: March 20*

*Material Deadline: April 3*

**Feature:** Efficient air conditioning

**HVAC:** Ventilation & IAQ

**Hydronic Heating:** DHW options

**Refrigeration:** Refrig. system integrity

**Plumbing:** Push connect piping

**\*Bonus show distribution**

## October

### The Hydronic Heating Issue

*Advertising Close: Sept. 18*

*Material Deadline: Oct. 4*

**Features:** Combo heating update

**HVAC:** Controls

**Hydronic Heating:** Heating with radiators

**Refrigeration:** Refrigeration controls

**Plumbing:** Macerating pumps

## May/June

### Kitchen & Bath Issue

*Advertising Close: May 12*

*Material Deadline: May 26*

**Features:** Bath/shower options

**HVAC:** Air conditioning

**Hydronic Heating:** Loop length and sizing

**Refrigeration:** Refrig. system integrity

**Plumbing:** Drain inspection, cleaning

## November/December

### Tools & Trucks Issue

*Advertising Close: Nov. 10*

*Material Deadline: Nov. 28*

**Features:**

**HVAC:** Specialized HVAC tools

**Hydronic Heating:** Boiler technology update

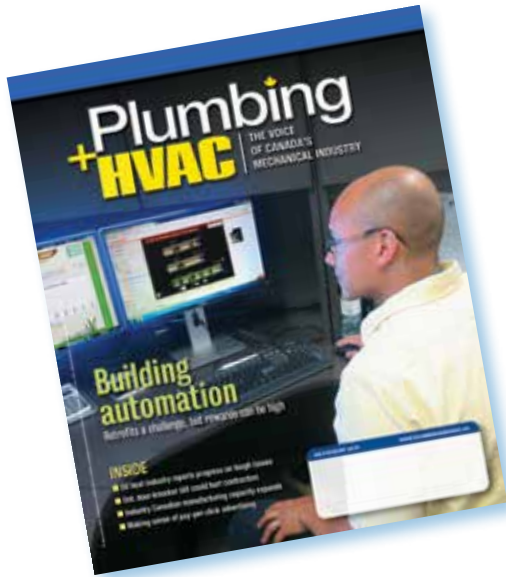
**Refrigeration:** Flammable refrigerants

**Plumbing:** Effective drain design

In addition to these special features, Plumbing & HVAC includes regular features on all aspects of plumbing, heating, hydronic heating, refrigeration, geothermal, solar thermal, air conditioning, heat pumps, ventilation, pipes, valves and fittings, pumps, controls, drain inspection and cleaning, tools, trucks, software and shop management.

*For more information contact: Mark Vreugdenhil (416)996-1031, Mark Mierkalns (647)501-0535, Simon Blake (416)614-5820.*

We just don't say we have  
the best magazine,  
**we prove it!**



*Plumbing & HVAC is the only magazine that:*

- proves every recipient has purchasing authority
- proves how many locations we reach
- proves with 3rd party study that your ads are working

Don't just pay and pray  
your ad is working!  
**Let us prove to you the  
impact of your investment**

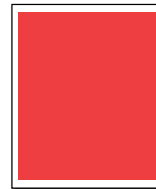
# Plumbing + HVAC

THE VOICE OF CANADA'S MECHANICAL INDUSTRY

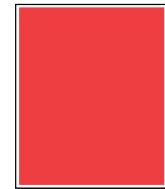
Prices include 4 color Rates Effective January 1, 2017

	1x	3x	6x	8x
<b>Full Page</b>	\$4,999	\$4,899	\$4,800	\$4,386
<b>2/3 Page</b>	\$4,155	\$4,067	\$3,982	\$3,649
<b>1/2 Island</b>	\$3,749	\$3,675	\$3,603	\$3,294
<b>1/2 Page</b>	\$3,252	\$3,184	\$3,121	\$2,854
<b>1/3 Page</b>	\$2,452	\$2,400	\$2,352	\$2,154
<b>1/4 Page</b>	\$2,003	\$1,960	\$1,919	\$1,756
<b>1/6 Page</b>	\$1,400	\$1,370	\$1,343	\$1,234

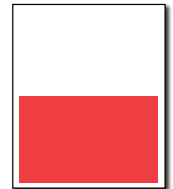
### Trim Size: 9 x 10 7/8



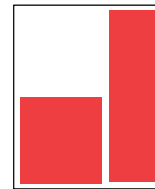
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No Bleed**  
8 x 9-7/8



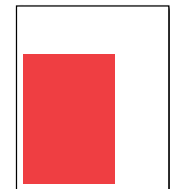
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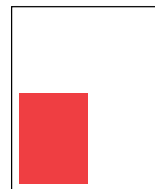
**1/2 Page  
Horizontal**  
8 x 5



**1/3 Page**  
5 1/4 x 5  
**1/3 Page Vert.**  
2 1/2 x 9-7/8



**1/2 Page Island**  
5-1/4 x 7



**1/4 Page**  
3-7/8 x 5



**1/6 Page 1/6 Vertical**  
8 x 2 2-1/2 x 7

### Electronic File Delivery

#### PDF files Required

#### Accepted Modes of Delivery

- Compress all files (.sit or Zip) before e-mailing, and uploading to the FTP site.
- Name files to indicate client or product for ad being transmitted.
- E-mailed files should be sent to [production@plumbingandhvac.ca](mailto:production@plumbingandhvac.ca)
- FTP files should be sent using a web browser to:  
**http://64.40.248.245:8000 / Name: phvac / Password: phvac1**

### Contract and Copy Conditions

1. The advertiser agrees to protect publisher against legal action based upon libelous statements, false or misleading statements or unauthorized use of photographs or other material in connection with advertisements placed.

2. All advertising copy is subject to approval of the publisher.
3. The word "Advertisement" will be placed above copy that in our opinion resembles editorial material.
4. Production costs incurred on behalf of advertisers will be charged to them.
5. Cancellations are not accepted after closing date.
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8. The advertiser and the advertising agency agree that **PLUMBING & HVAC** magazine shall be under no liability for failure to insert any advertisement.
9. The advertiser and advertising agency assume a joint liability for payment of all advertising placed via the agency, in the event that one or the other should cease business prior to payment of outstanding invoices.

*NB: IMB reserves the right to modify, suppress or move themes according to circumstances.*

Space Close: 5th of previous month  
Material Close: 12th of previous month

Directory: Space Close: June 13,  
Material Close: June 27

### In every issue...

President's Editorial • News • Industry News • Calendar of Events • New Products  
• Welcoming New Members • Management or Motivation • Best Practices tear off cards, etc.



### February

- Centralized Multi-system (Domestic Hot Water, Heating, Air Conditioning)
- Impacts of Accessories on Air Velocity and Distribution



### August

- 2017-2018 Building Mechanicals Resource Book
- The Most Complete Directory in Quebec



### March

- Mistakes to Avoid when Balancing Air Flow
- Waste Water Heat Recovery System



### September

- New Trucks
- Air Pressure Differences and Implications in Communal Dwelling



### April

- MCEE 2017 Official Show Guide



### October

- High Efficiency Gas Boilers
- Building Information Modeling (BIM)



### May

- Sustainable Development and Energy Efficiency (Solar Energy, Net-Zero Energy Housing)



### November

- How to Prevent Noise in Residential Ventilating System
- Hydronic Heating Systems



### June

- Kitchen and Bathroom Annual Showcase
- MCEE New Products Contest Winners



### December

- The Pro's Toolbox
- Oil Heating Systems

Plus, in each issue: **Best Practices tear-off cards**

*Subjects may vary depending on circumstances, emerging technologies, etc.*



**B&W Rates**

effective January 01, 2015 (\$CAD)

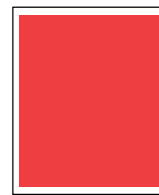
Frequency	1 x	3 x	6 x	10 x
<b>1 page</b>	\$1600	\$1425	\$1300	\$1245
<b>2/3</b>	1375	1235	1140	1070
<b>1/2 island</b>	1125	1005	915	865
<b>1/2 h./v.</b>	1035	935	845	800
<b>1/3</b>	800	715	665	625
<b>1/4</b>	645	575	530	490
<b>Business card</b>	275	255	225	200

**4-Colour Rates**

Frequency	1 x	3 x	6 x	10 x
<b>1 page</b>	\$2595	\$2420	\$2295	\$2240
<b>2/3</b>	2370	2230	2135	2065
<b>1/2 island</b>	2120	2000	1910	1860
<b>1/2 h./v.</b>	2030	1930	1840	1795
<b>1/3</b>	1795	1710	1660	1620
<b>1/4</b>	1640	1570	1525	1485

Inserts 1 pg.+ flap \$1770, 11 x 17 : \$1995    Polybag outserts \$1600

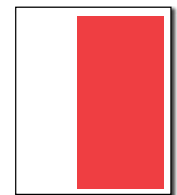
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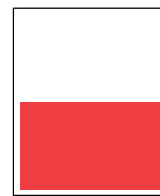
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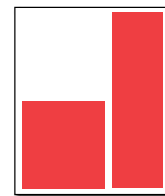
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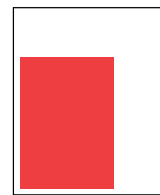
2/3 Page  
4-5/8 x 10



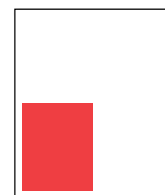
1/2 Page  
Horizontal  
7 x 4-7/8



1/3 Page  
4-5/8 x 4-7/8  
1/3 Page Vert.  
2 1/8 x 10



1/2 Page Island  
4-5/8 x 7



1/4 Page  
3-3/8 x 4-7/8

Additional Sizes available on request

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Every licensed mechanical contractor in Quebec receives a copy of IMB.

**PUBLISHED 10 TIMES A YEAR**

by the CMMTQ, the Corporation of Plumbing and Mechanical Contractors of Quebec.

**FREE TRANSLATION** provided by the editor guarantees any technical terms are translated properly.

To reach all of Canada, you must **INCLUDE FRENCH CANADA!**  
To reach French Canada, you need IMB!

**LEADER BOARD** | 728 x 90px

**BIG BOX** | 300 x 250px

- ✓ Regularly updated editorial
- ✓ Fully linked Digital Editions
- ✓ New Training calendar!
- ✓ Leaderboard or Big Box

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## 2016 Rate Card • Gross

	RUN-OF-SITE (Based on 9,000 impressions)			
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Big Box	\$650	\$600	\$575	\$500
Leader Board	\$650	\$600	\$575	\$500

▲ Prices include video/flash options.

\* Big Box ad positions include mobile platforms.

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**LEADER BOARD** | 728 x 90px

\$1,500 per month

**BIG BOX** | 300 x 250px

\$1,500 per month

## 2016 Rate Card • Gross

	P&HVAC Product News 12, 247 subscribers			
	1x	3x	6x	12x
Big Box	\$1500	\$1450	\$1400	\$1250
Leader Board	\$1500	\$1450	\$1400	\$1250

	P&HVAC Industry News 12, 247 subscribers			
	1x	3x	6x	12x
Big Box	\$1500	\$1450	\$1400	\$1250
Leader Board	\$1500	\$1450	\$1400	\$1250

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## Eblast 2017 Rate Card

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# +Plumbing HVAC

THE VOICE  
OF CANADA'S  
MECHANICAL INDUSTRY

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