



Québec
Vert
The magazine for ornamental
horticulture professionals

**THE TRADE
MAGAZINE**
THAT REACHES OUT TO THE
DECISION-MAKERS OF QUEBEC'S
HORTICULTURAL INDUSTRY

2018 MEDIA KIT

THE TRADE MAGAZINE

THAT REACHES OUT TO
THE DECISION-MAKERS
OF QUEBEC'S
HORTICULTURAL
INDUSTRY



Québec Vert®

The magazine for
the horticulture professionals

Owned by the industry, **Québec Vert®** is designed for retailers (garden centers, florist boutiques and workshops), greenhouses, nurseries and sod growers, landscape architects, landscape contractors, green space maintenance companies and experts (municipal green space officials, arborists, maintenance and irrigation companies, golf course superintendents) and municipalities.

Québec Vert®
is published
6 times
a year.

February-March

April-May

June-July

August-September

October-November

December-January



With over 10,000 readers, **Québec Vert®** is the must-read media that links decision-makers and influential people in an industry that generates 40,000 jobs and registers annual sales revenues that exceed \$2.3 billion.

6,500

Copies
for Regular Issues

9,000

Copies
for the Municipal Issue

To Book
your Advertising
Space:

Tel: 450 774-2228

Fax: 450 774-3556

In each
issue...
or nearly all



Québec Vert express

News about organizations & businesses in the horticultural industry

News flash

A lot of new information in a wink !

Trends

New plants and products, emerging markets

Technique

Plant production, maintenance and landscaping, equipment and machinery, research and development

Design

Inspiring ideas, landscaping concepts, floral arrangements, decorative products, plant design

Human Resources

Recruiting, motivation, retention, training and business succession

Management

Entrepreneurial vision, business practices, financial, communication and risk management

Environment

Green space management, green infrastructures and phytotechnologies, good practices, phytoprotection, climate change

Merchandising

Consumer surveys, new clientele, new markets, merchandising, marketing ideas, promotion and advertising

The Annual Buyer's Guide

The reference tool of ornamental horticulture buyers and decision-makers
4,000 copies

Distributed at Expo-FIHOQ, the **Annual Buyer's Guide** has been the favorite reference tool of ornamental horticulture buyers and decision-makers for several years. With its hundreds of novelties and practical sections, it is the must-have work tool for industry owners and managers when it comes to making purchases.



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2018 RATES

Effective as of January 1st, 2018

NET ADVERTISING RATES

C2	\$3,175
C3/p4/Divider	\$3,085
C4	\$3,385
Double page	\$4,490
1 page	\$2,860
1/2 island	\$2,140
1/2 page	\$1,720
1/3 page	\$1,180
1/4 page	\$945
1/6 page	\$645

INSERTS

Max size and weight
Printing not included.
Call for details.

\$1,885

Positioning: plus 20%

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Closing Dates

Closing Dates	Space Booking	Final Material Delivery	Canada Post Reception
February-March 2018	January 26	February 14	March 8
April-May 2018	March 16	April 5	April 27
June-July 2018	May 25	June 11	July 5
August-September 2018	July 4	July 25	August 17
October-November 2018	September 13	October 1 st	October 23
2019 Annual Buyer's Guide	September 13	October 1 st	—
December 2018-January 2019	November 20	December 10	December 28

Ad Sizes

Québec Vert® and Annual Buyer's Guide



DOUBLE PAGE
15,66" X 10,75"
+ Bleed



FULL PAGE
7,83" X 10,75"
+ Bleed



1/2 VERTICAL
3,83" X 10,75"
+ Bleed



1/2 HORIZONTAL
7,83" X 5,41"
+ Bleed



1/2 ISLAND
5" X 7,25"
+ Bleed



1/3 VERTICAL
2,66" X 10,75"
+ Bleed



1/3 HORIZONTAL
7,83" X 3,61"
+ Bleed



1/4 HORIZONTAL
7,83" X 2,70"
+ Bleed



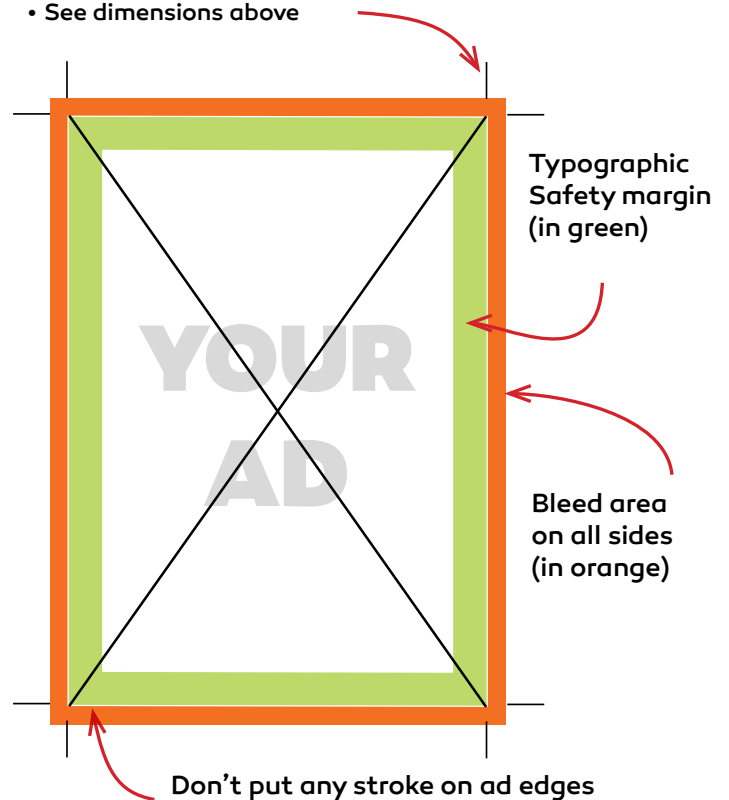
1/6 VERTICAL
2,66" X 5,42"
+ Bleed

Technical Specs

- Magazine trim size: 7,83" x 10,75"
- Add a bleed area of 0,25" on all sides for ad in **Québec Vert®**
- Add a bleed area of 0,5" on all sides for ad in **Annual Buyer's Guide**
- Allow a Safety margin area of 0,375" all around (with no type)
- 4 color process advertisement
- Image resolution: 300 ppi (points per inch)

Advertising dimensions with crop mark

- See dimensions above



NEWSLETTER

Electronic Newsletter (E-blast)

2018 Québec Vert®



Advertise in the **Québec Vert®** newsletter and take advantage of the most complete database in the industry!

- Ad provided by the advertiser (600 x 600 pixels, jpg format, high resolution)
- Flexible service, allows you to target your desired clientele from Québec Vert's database
- A unique opportunity to present your new products and to gain notoriety among new customers
- Hypertext links included

More than
10,700
businesses and
municipalities

2018 Schedule **2 ADVERTISERS MAX PER NEWSLETTER!**

MAGAZINE EDITION	Newsletter mailing date
December 2017-January 2018	February 22 and March 15, 2018
February-March 2018	April 17 and May 8, 2018
April-May 2018	June 19 and July 10, 2018
June-July 2018	August 1 st and September 5, 2018
August-September 2018	October 9 and November 1 st , 2018
October-November 2018	December 11, 2018 and January 10, 2019

Target clienteles

SECTOR	Number of contacts
Production (nurseries, greenhouses and lawns)	1,031
Commercialization (suppliers, garden centres and floristry)	3,005
Service (landscaping, landscape maintenance and architecture, arboriculture, irrigation and golf)	2,450
Municipalities and organizations	4,221

Rates

OPTION	PRICE
Mailing by target clientele	\$400 + \$0,25/ contact
Mailing to all contacts (10,700 businesses and municipalities)	\$2,000



Advertisers

Advertising Sales

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FÉDÉRATION INTERDISCIPLINAIRE
DE L'HORTICULTURE
ORNEMENTALE
D U Q U É B E C

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