

2023

# Partnership Program



**CMMTQ**

Corporation des maîtres  
mécaniciens en tuyauterie  
du Québec

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## DESCRIPTION

### Master Pipe-Mechanics

Master pipe-mechanics design, install, repair and maintain all the systems that make a construction a habitable building, i.e.:

- plumbing systems;
- forced-air heating systems;
- hydronic heating systems;
- natural gas burner systems;
- oil burner systems;
- Refrigeration systems (air conditioning);
- automatic sprinkler systems.

More than **2,700** members

The Corporation des maîtres mécaniciens en tuyauterie du Québec (CMMTQ) was created in 1949 by the *Loi sur les maîtres mécaniciens en tuyauterie*, and brings together more than 2,700 specialized contractors working in the field of building mechanics, particularly in plumbing and heating.


Over the years, technological advances have led to the integration of mechanical systems and master pipe mechanics became one of the most important cogs in the construction industry. Eager to support its members and proactively contribute to the evolution of the profession, CMMTQ has established itself as a driving force in the construction industry.



# CMMTQ

Corporation des maîtres  
mécaniciens en tuyauterie  
du Québec





**+2,700**  
members

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## Members Profile

### Distribution of License Subcategories

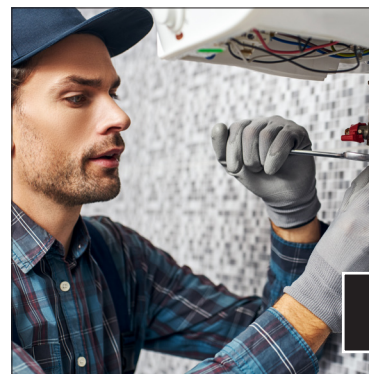
Specialty	Number of members
Plumbing	2,178
Natural gas burner systems	1,414
Oil burner systems	1,125
Hydronic heating systems	1,162
Forced-air heating systems	1,102
Refrigeration	811
Fire extinguishing	320

Here are four personas that have the potential to be reached by your sponsorship endeavour:



MICHEL

Michel works mainly in the residential sector. He is a hands-on kind of man who manages his business the traditional way—he does everything with the help of his two employees. He is rather reactive: he wants to save time and lighten the administrative burden of his business, and CMMTQ's consulting services perfectly meet those needs.



PIERRE-LUC

Pierre-Luc owns a plumbing and heating company that employs three people. Everything is in the trailer behind his truck. He called on the support offered by the CMMTQ to set up his business and implement the relevant regulations within his company. He also closely follows all of the online training offered by the CMMTQ.



SYLVIE

Sylvie is a mechanical contractor. As the president and owner of a company with 20 employees, she uses technology to better manage her business. She is connected to the CMMTQ for technical issues, she attends training sessions and assiduously follows the CMMTQ's online as well as print communications.



FRANÇOIS

François is an engineer who is up-to-date on the latest technologies. President and owner of a large building mechanicals enterprise, he is supported by over 75 qualified employees. François understands the role of the CMMTQ in terms of representation with the government and participates in events. In addition to being watchful of the CMMTQ's interventions, he carefully reads the corporation's online and print communications.



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**IMB  
MAGAZINE**

## Advertise in the magazine for the industry of building mechanicals professionals

Published by the Corporation of Master Pipe-Mechanics of Québec (CMMTQ), IMB covers all building mechanicals specialties: plumbing, heating, ventilation, air conditioning, refrigeration, fire protection and industrial piping.

IMB provides complete and current information regarding technical issues, new working methods and future trends.

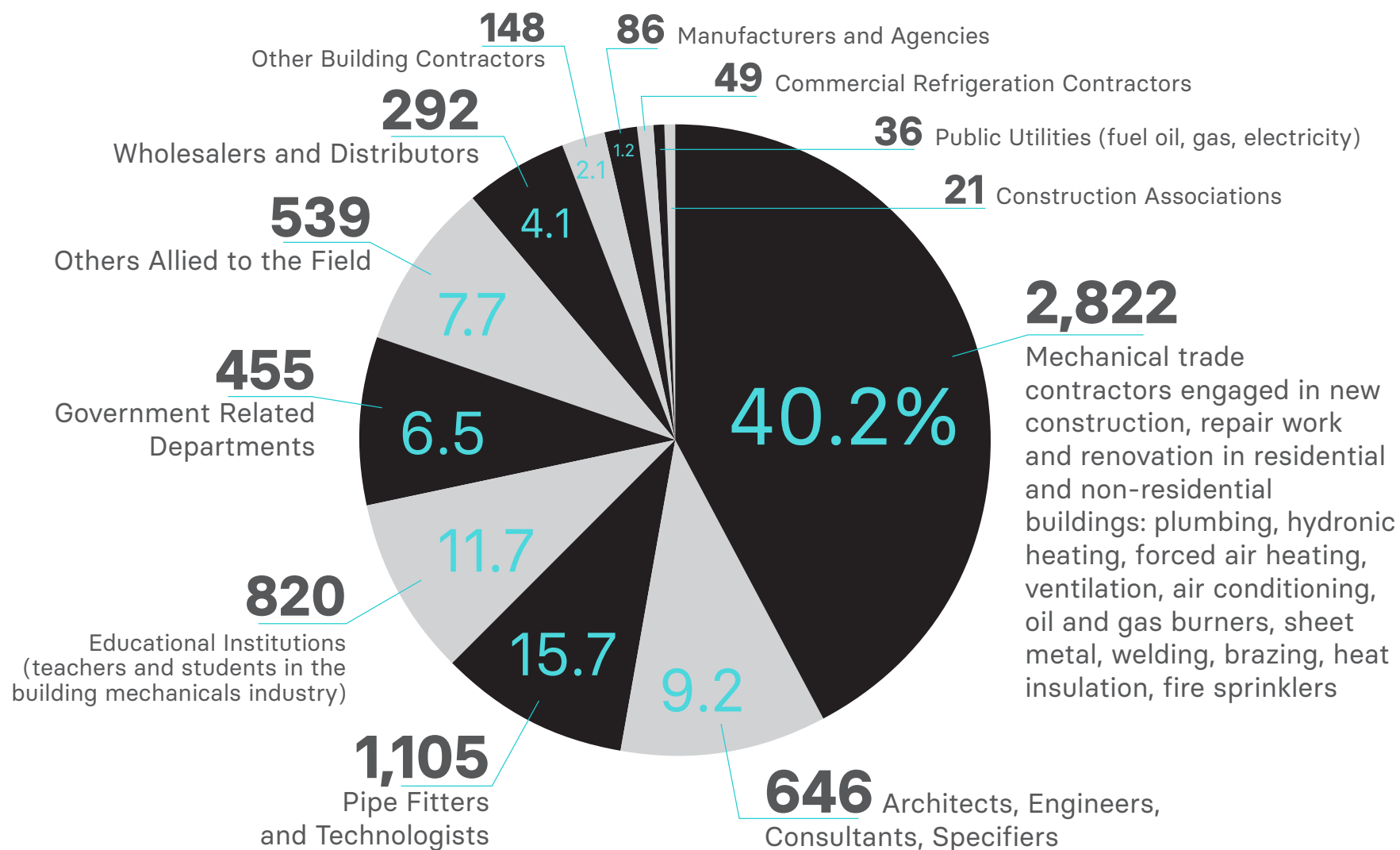
**+7,000** subscribers

**10 issues per year**

including the annual Building Mechanicals Resource Guide

# IMB is the go-to reference tool in the building mechanicals industry

## Circulation Breakdown (October 2022)







CMMTQ is a professional corporation that includes all licensed plumbing and heating contractors operating in Québec. Its expertise in all building mechanical specialties enables IMB to be the reference for industry professionals in Québec.



Magazine format: 8.125" x 10.875"

#### Guaranteed Positions

Space rate: +15%

Covers: Inside +20%, Back + 25%

Circulation **7,000** copies

## ADVERTISING RATES

Format	1 issue	3 issues	6 issues	10 issues
2 pages	\$4,840	\$4,590	\$4,480	\$4,400
1 page	\$2,595	\$2,420	\$2,295	\$2,240
2/3 page	\$2,370	\$2,230	\$2,135	\$2,065
1/2 square	\$2,120	\$2,000	\$1,910	\$1,860
1/2 horizontal or vertical	\$2,030	\$1,930	\$1,840	\$1,795
1/3	\$1,795	\$1,710	\$1,660	\$1,620
1/4	\$1,640	\$1,570	\$1,525	\$1,485
1/6	\$1,500	\$1,435	\$1,395	\$1,360

## EDITORIAL CALENDAR

Issue	Theme	Reservation	Artwork	Release
<b>February</b>	Thermal comfort concepts, debate over the quality of the air in schools/Expansion tanks	Dec. 7, 2022	Dec. 14, 2022	Jan. 30, 2023
<b>March</b>	Gas and pollutant detection/Women in building services	Feb. 1, 2023	Feb. 8, 2023	March 6, 2023
<b>April</b>	Official guide of the 2023 MCEE exhibition	Feb. 23, 2023	March 8, 2023	April 3, 2023
<b>May</b>	Sustainable Development and Energy Efficiency	March 29, 2023	April 5, 2023	May 1, 2023
<b>June</b>	Annual showcase: kitchen and bathroom/ City of Montréal Bylaws 20-030 and 11-010	May 3, 2023	May 10, 2023	June 5, 2023
<b>August</b>	Building Mechanics Resource Guide 2022-2023	June 16, 2023	June 26, 2023	August 10, 2023
<b>September</b>	New trucks/New hospital centre on the site of the Enfant-Jésus hospital	July 5, 2023	July 12, 2023	August 28, 2023
<b>October</b>	Geothermal energy: deep direct well/ Turnkey design build	Aug. 30, 2023	Sep. 6, 2023	Oct. 2, 2023
<b>November</b>	Rainwater harvesting systems: uses and precautions/Radon	Sep. 27, 2023	Oct. 4, 2023	Oct. 30, 2023
<b>December</b>	Pro Toolbox (New Tools)/Over 100% efficiency and zero emissions	Oct. 25, 2023	Nov. 1, 2023	Nov. 27, 2023

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## EVENTS AND MEDIA:

- E-blast
- E-newsletter
- Website
- MCEE Trade Show
- Golf Tournament
- Annual Convention
- wall Calendar

The CMMTQ organizes several events, including the MCEE trade show and its golf tournament. Take advantage of exclusive visibility by sponsoring one of these activities organized for master pipe-mechanics. CMMTQ also uses various other channels to communicate with its members. Advertising is a great way for you to directly reach your target audience.



## E-Blast

Distributed to more than  
**2,700** contractors

**\$1 by email address**

## INFO weekly newsletter

An effective way to engage members.

Average opening rate: 50%.

BANNER WITH HYPERLINK	RATE
564 x 180 pixels Banner	\$425
273 x 192 pixels Big Box	\$350

## Website

Advertising space available soon.  
Stay tuned for this new showcase!



## [ Events and media ]

### MCEE Trade Show

With its 400 exhibitors, the MCEE is the largest trade show for the building services, electrical and lighting industry in Canada. It brings together approximately 6,000 visitors interested in discovering new products, learning about the latest technologies and developing their network of contacts with various stakeholders. With free conferences and a contest for new products, this event is designed for contractors, manufacturers, distributors, engineers and other industry professionals.

Date: April 19 & 20, 2023

Location: Palais des congrès de Montréal

### Annual Convention

During this federating outreach event, some 300 participants will enjoy conferences, workshops and networking activities with leading industry partners. This is a not-to-be-missed opportunity to position your company with building mechanics decision-makers and professionals.

Date: September 14 to 16, 2023

Location: Fairmont Le Manoir Richelieu, La Malbaie

### Golf Tournament

Stands and tastings, golf balls, water bottles, games and entertainment are just some of the ways you can stand out to the nearly 300 participants present that day. In addition to the golf game, a networking cocktail and conversations over a meal will mean that everyone will enjoy themselves. Don't miss this long awaited event!

Date: May 25, 2023

Location: Club de golf Summerlea, Vaudreuil-Dorion

#### Contact us to learn more!

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450-227-8414, ext. 311

1-866-227-8414

### Wall Calendar

It's everywhere, from offices to trucks! Excellent and lasting visibility with industry stakeholders.

MONTHLY BANNER	RATE
7.875 in x 2 in	\$1,700







## Reservation and information

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