



A Major Market

Did you know that Quebec's population is in excess of 8 million? That represents 24% of the entire country — and 81% of those are French-speaking.

Are you reaching them? We are — and you can.

Your customers already enjoy the professional technical content delivered by PCC in both print and digital formats. Our Montreal-based editorial team stays on top of Quebec's regional projects and local news while delivering the same top-notch technical content that you've come to expect from HPAC.

With almost 8000 magazine readers and 4000 e-newsletter subscribers, we deliver your message with maximum exposure and timely impact.

Who Reads PCC?

CIRCULATION ANALYSIS	
Business/Industry	Copies
Contractors	5,003
Wholesalers/Distributors	924
Specifiers/Engineers	650
ICI Facilities	1,289
TOTAL CIRCULATION	7,866



No-Charge Translation

PCC staff are happy to assist you. Simply send us your HPAC ad and we will have it translated to Québécois-French at no charge!

Do it all in a Single Call

Tell your **HPAC** sales rep that you want to reach **all** of Canada – in both national languages – we do the rest. It's that simple!

2016 Publication Schedule

ISSUE	Cover stories listed below. We always cover plumbing, heating, hydronics, refrigeration, ventilation and IAQ
February Sales Close: Jan 28 Material Close: Feb 4	<ul style="list-style-type: none"> • TRENDS & TROUBLESHOOTING
April Sales Close: Mar 21 Material Close: Mar 28	<ul style="list-style-type: none"> • ANNUAL COOLING REPORT – Radiant Cooling and Mini Splits
June Sales Close: May 13 Material Close: May 20	<ul style="list-style-type: none"> • ANNUAL SERVICE VEHICLE REPORT • MODERN HYDRONICS 2016
September Sales Close: August 12 Material Close: August 19	<ul style="list-style-type: none"> • ANNUAL HEATING REPORT – Electric, Hydronic, Radiant and Forced-air
November Sales Close: October 14 Material Close: October 21	<ul style="list-style-type: none"> • REFRIGERATION – Walk-in Coolers

PCC DIGITAL

Reach the in-boxes of 4000 mechanical trade professionals!

E-blasts

E-blasts are a great way to announce new products, special events, open houses, special promotions etc.

The cost is only \$1500.



E-newsletters



CyberBulletin publishes 24 times per year covering code updates, new products, special events and more.

Big Box ad \$400
300 pixels by 250 pixels

Leaderboard ad \$450
728 pixels by 90 pixels

Website

PCCMAG.CA is the place to go for the latest mechanical news and products and now hosts a searchable database of all the wholesalers in Quebec.



Big Box ad \$400/month

300 pixels by 250 pixels



All HPAC and PCC digital products are CASL compliant

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SPACE	SPECS		NET RATE	5X RATE
	width	depth		
Full Page	8.12"	10.87"	\$2295	\$2000
1/2 Page Island	4.79"	7.61"	\$1695	\$1525
1/2 Page Horizontal	7.30"	4.90"	\$1695	\$1525
1/2 Page Vertical	3.55"	10"	\$1695	\$1525
1/3 Page Square	4.79"	4.87"	\$1245	\$1120
1/4 Page Square	3.55"	4.90"	\$995	\$895

Reaching French-Speaking Mechanical Customers in Quebec