



REAL LIFE MADE SIMPLE

/2023

Canadian
Living

QUEBECOR
EXPERTISE | MEDIA

canadian living

/ offering the best ideas for simplifying your life!

With its tone that's at once accessible, simple, lively, experienced, and trustworthy, Canadian Living lends credibility and inspires trust.

BRAND OVERVIEW :



W35+

INDEX 135



Readers / copy

13.6



Newsletter subscribers

209,933



Male readership

38 %



Female readership

62 %



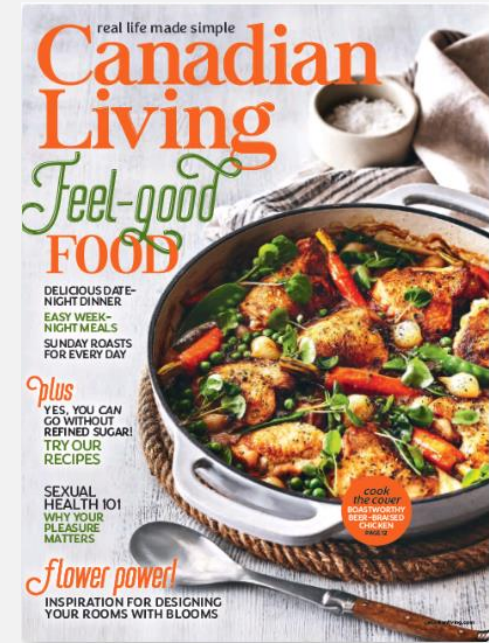
Ontario readership

50 %



Visitors

65 %



HIGHLIGHTS

- 3,356,000 multiplatform readers
- 2,156,000 print readers
- 136,820 copies (circulation)
- 100,765 subscribers

DIGITAL

- 700,000 page views per month
- 192,000 unique visitors per month
- 926,000 Pinterest followers
- 214,000 Facebook followers
- 162,000 Instagram followers



canadian living

/ easygoing lifestyle



MOPE women
128



Love to cook
103



Fans of shopping
113



Spend a lot
on cosmetics
106



Loyal to the brands
they love
108

readership in detail

/ Canadian living



A14-17

5 %



A18-34

30 %



A35-64

44 %



A65+

21 %

Québecor Insights

Source : Vividata Fall 2021, English Canada, 14+, print and digital readership.





canadian living

/ a readership engaged with the brand



Are owners

1.6M

1.0M



University degree

1.0M

0.6M



Love to cook

1.0M

0.6M



Loyal to brands

1.5M

0.9M

- Canadian Living
- Chatelaine

editor's note

CANADIAN LIVING IS THE GO-TO MAGAZINE IN CANADA FOR A SIMPLER LIFE!

A veritable personal assistant, Canadian Living assists its readers in every aspect of their life, compiling everything they need to know with regard to fashion, beauty, health, and home. The magazine's tried and tested recipes are in high demand from our readers.

Canadian Living's accessible, simple, energetic, seasoned, and credible tone inspires trust.

/ INSPIRING

/ ENTERTAINING

/ ACCESSIBLE

5 SECTIONS:

- FASHION & BEAUTY
- LIFE & COMMUNITY
- HEALTH & FITNESS
- HOME & GARDEN
- COOK & EAT



assertive association

Inspiring, entertaining, accessible

On the lookout for new things

Curious

Brand-loyal and very committed

Bold

Sensitive to social issues

Knows how to enjoy life, pursues hobbies

Gastronomes and foodies



content strategies in magazines

*content marketing is always subject to the editorial team's approval



SPONSORED CONTENT

Association with already available editorial content. Advertising placement in juxtaposition with the content.



EDITORIAL INTEGRATION

Integration of your product with photo in the editorial article. Text on the product near the photo.



CO-BRANDED CONTENT

Content created by the editorial team based on the advertiser's brief. Co-branded content must be of genuine interest to readers and consistent with the editorial brand's DNA



ADVERTORIAL

Advertising content provided by the advertiser that presents the features and benefits of a product or offer.



co-branded content

It's a content developed and endorsed by the editorial team, based on a brief from the advertiser. The editorial angle of the content takes into account the advertiser's communication objective.

BENEFITS

The Canadian Living team puts its expertise at your service for the creation and development of relevant content that will create engagement with a targeted clientele. This association with Canadian Living, a well-established brand, recognized and appreciated by its community, will also allow you to benefit from its credibility and notoriety.

VISIBILITY

Co-branded article, full page or double page, to promote a product

- Mention at the beginning of the article: Canadian Living x Advertiser
- The name of the product will be mentioned, and some attributes of the product will be integrated into the content in a natural way
- Product photos
- Client's right of review: 2 rounds of approval

Under approval of the editorial team

BABY FOOD
(finally)
made easy

Spend more time enjoying the fun parts of parenting with simplified food prep and easy cleanups.

Let's face it...parenting isn't easy. And when it comes to the challenging parts of it, like introducing solids to your baby, there's no denying the stress (and the mess!) that ensues. We know that providing fresh, healthy and tasty meals for your little one is top priority, but when it requires either heaps of prep and cleanup, or purchasing endless jars and pouches of baby food, the task becomes daunting or costly, and feels unsustainable in our busy lives. Enter Quark, a Vancouver-based parent-owned company focused on creating intelligent, high-quality products that make feeding your babe less stressful, easier on the wallet and environment and, of course, more fun!

The brand's Quark Baby Food Processor will be your new best friend, whether you're testing the waters with baby's first foods or routinely making homemade purées for a picky toddler. Not only does this sleek and stylish smart machine blend and cook fresh baby food, it also has self-cleaning and sterilizing capabilities. You'll have no trouble getting volunteers for dish duty!

Time is of the essence.
How many times have you heard a parent say there aren't enough hours in a day? If that's how you've been feeling lately, you can make better use of your time by easy steaming and blending with the Quark Baby Food Processor. It's as simple as adding fruits, veggies and even proteins like beans, meat and fish to create yummy, healthy meals that can be ready in as little as 10 minutes, leaving you with more time to spend with your kids.

Stay in control.
Quark's innovative design allows you to control your machine every step of the way, from cooking to blending to cleaning, and even bottle warming, with its technologically advanced digital touchscreen panel. It's got a low-water indicator and a timer so you can press start and step away from the kitchen until it's done. We love that the Quark is guaranteed to puree food to the perfect consistency for baby. Whether you choose the manual or auto-blend function, there'll be no choking hazards in sight!

Easy cleanup.
One of our favourite things about the Quark Baby Food Processor is its automatic cleaning cycle. Need we say more? Just fill up the blending cup with water and a pump of soap, and with the touch of a button, the machine's stainless steel blades will handle the cleaning from there. Want to take it one step further? Try the sterilizing option that disinfects the blending cup to ensure a safe, clean start the next time you use the machine. And for the toughest of messes, you'll be glad to know that all of the blending cup components are top-rack dishwasher safe.

Quark's products are free of harmful materials, including BPA, BPS, PVC, phthalates and lead. Safety first!

GOOD FOR THE SENSES
There's so much more to introducing solids than the classic spoon-feeding method. This is the perfect opportunity for your child to explore tastes and textures, and have an exciting sensory experience. For parents who are just starting their feeding journey, Quark's Fruit Fruit Feeder is the best tool for letting your babe have a hands-on experience with their food—easy, fun and stress-free for both of you! With its smart rotary propulsion design, the unique gadget wastes less food, dispenses it more effectively and stays cleaner, thanks to its sturdy base and ease of disassembly for sterilization.

Canadian Living & Quark Baby present

Quark's Quark BABY FOOD PROCESSOR, \$200, quarkbaby.com

Quark's Fruit Fruit FEEDER, \$20, quarkbaby.com

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Example : Quark Baby

co-branded content on the web

VISIBILITY

Adapting your co-branded print content for digital, hosted on canadianliving.com :

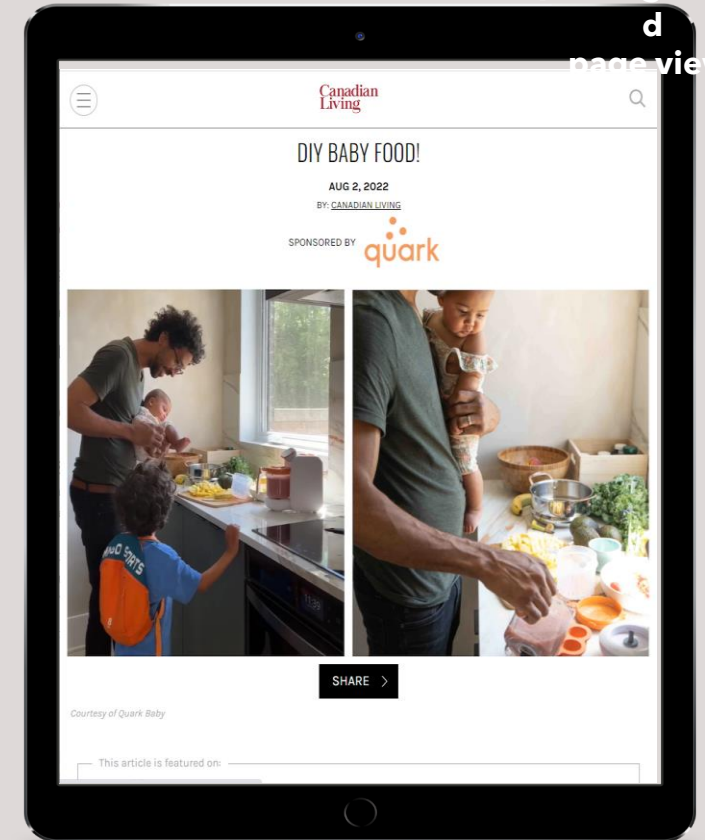
- Your advertising banners for 4 weeks around the content*.
- Your logo with association mention in the content header
- Footer at the bottom of the content including your logo and commercial offer redirecting to your site

HIGHLIGHTING YOUR CONTENT

- A Facebook post on our page, with handshake and amplification
- A swipe-up story on our instagram page
- Bank of native tile impressions
- Organic amplification in the content recommendation module
- 2,000 guaranteed page views

**Material provided by the advertiser*

2,000 guaranteed
page views





Canadian
Living

a successful campaign

/ print campaign

	People will be reached in Canada		Exposed to the campaign on average		Gross advertising impressions	
1 publication*	2,1 M	X	1 time	=	2,1 M	6.65 GRP
3 publications**	3,7 M	X	1.76 times	=	6,5 M	19.95 GRP
6 publications***	4,7 M	X	2.76 times	=	13 M	39.91 GRP

Québecor Insights :
Source : Vividata fall 2021 Canada, 14+, readership print only
*Estimation for 1 publication in Canadian Living
**Estimation for 3 publications in Canadian Living
***Estimation for 6 publications in Canadian Living

appendices





why choose magazines?

THEY'RE ALWAYS POPULAR

Over **half** of Canadians (53%) read print versions of magazines, and more than **1 in 2** look at digital magazines.

THEY'RE ADAPTABLE

Print version, **digital** version, **website**, **application**, and **social media**. The multiplatform format integrates magazines into readers' everyday habits.

THEY INCITE ACTION

36% of Canadians took some type of action after seeing an ad in a magazine.

THEY REACH EVERY GENERATION

44% of Generation **Z**, **47%** of **Millennials**, **51%** of Generation **X**, **61%** of **Baby Boomers**, and **68%** of the **Silent** generation read a print magazine sometime in the last month.

THEY'RE VALUABLE

At a time when so much is free, Canadians are still paying for their magazines. **21.4** million magazines were sold last year.

Québecor Insights

Sources: Vividata, Fall 2021, Canada total, 14+ (Gén Z_1966-2019, Milléniaux 1980-1995, Gen. X_1966-1979, Baby Boomers_1946-1965, Gen. Silencieuse avant 1946) / AAM: July 2020 – June 2021.

2023 editorial planning

JANUARY-FEBRUARY

Fashion : Cocooning fashion
Shopping for winter accessories
Beauty : We take a closer look at the latest body care products

We love : Turmeric

Weekend menu : Our mothers' cooking

Article 1 : Multicoloured soups with original toppings

Article 2 : Irresistible cheesy melts

Closing November 8 / Material November 14 / Kiosk December 12

MARCH

Fashion : The art of layering
Beauty : The return of the blond bombshell
Finances : Credit vs. debit

We love : Chickpeas

Weekend menu : Friendly menu for sports/TV evenings

Article 1 : Tofu

Article 2 : Healthy desserts

Closing January 10 / Material January 16 / Kiosk February 13

APRIL

EASTER

Summer fashion trends
Beauty : Beauty ritual, a moment for yourself
Finances : Savings: countering inequities

We love : Canned tuna

Weekend menu : An Easter menu ready in advance

Article 1 : Hidden vegetables (dumplings, pasta sauce, gnocchi, etc.)

Article 2 : Spoon desserts (panna cotta, cream, mousse, pudding, etc.)

Closing February 7 / Material February 13 / Kiosk March 13

MAY

Fashion : Colour
Beauty : Beauty challenge: dream legs
Finances : Controlling expenses after a raise
Deco : The kitchen gets a colourful makeover

We love : Mango

Weekend menu : A picnic for Mother's Day

Article 1 : An effortless gourmet brunch

Article 2 : Quiches and savory pies

Closing March 14 / Material March 20 / Kiosk April 17

JUNE + GETAWAY SPECIAL (TO BE CONFIRMED)

FATHER'S DAY

Fashion : Swimsuit special
Beauty : Cryotherapy to the rescue

We love : Celery

Weekend menu : Father's Day

Article 1 : BBQ - hot dog party!

Article 2 : BBQ - salad-grill duo or grilled vegetables

Closing April 11 / Material April 17 / Kiosk May 15

JULY / AUGUST

Fashion : Dresses
Beauty : Find the right sunscreen for you
Finances : Home ownership

We love : Blueberries

Weekend menu : Summer menu

Article 1 : Summer aperitif (cocktails and snacks for backyard get-togethers)

Article 2 : Our favourite desserts reinvented as popsicles (s'mores, strawberry shortcake, peaches and cream, berry crisp, etc.)

Closing May 23 / Material May 29 / Kiosk June 26

2023 editorial planning

SEPTEMBER

BACK TO SCHOOL

Fashion : a style exercise

Beauty : Colour happiness

Finances : Helping our parents with power of attorney

We love: The green bean

Weekend menu: Tomatoes, from appetizer to dessert

Article 1: 1 dinner = 1 lunch

Article 2: Muffins (sweet recipes)

Closing July 11 / Material July 17 / Kiosk August 14

OCTOBER

THANKSGIVING

Fashion : Fall's top trends

Beauty : Spa getaway: how to get the most bang for your buck

Finances: 6 things you should know about liquidating an estate

We love : Sweet potatoes

Weekend menu : An autumn barbecue

Article 1: Pan sheet recipes

Article 2 : Pasta sauces (tomato, pesto, etc.)

Closing August 15 / Material August 21 / Kiosk September 18

NOVEMBER

COMFORT FOOD

Fashion : A tailor in action

Beauty : How to fix your beauty blunders?

We love : Garlic

Weekend menu : A tex mex menu

Article 1 : Mushrooms, the star of Fall cooking

Article 2 : Comforting cheesy dishes

Closing September 12 / Material September 18 / Kiosk October 16

DECEMBER

CHRISTMAS

Fashion : 7 chic pieces

Shopping : Underwear: back to basics

Beauty : Pro tips for perfect holiday skin or Beauty countdown

Arts and crafts : Centrepieces

We love : Vanilla

Weekend menu : A retro Christmas

Article 1 : Christmas

Article 2 : Christmas recipes you can freeze

Article 3 : Cocktails and sweet bites (cosmo + cranberry bars, white Russian + coffee biscotti, etc.)

Closing October 10 / Material October 16 / Kiosk November 13