





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+



Readers / copy



Newsletter subscribers 209,933



38 %



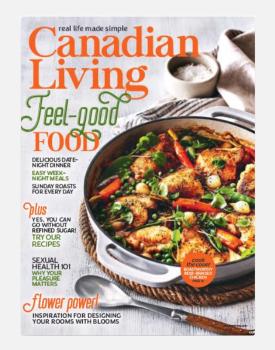
Female readership **62 %**



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

Québecor Insights

Sources: Vividata, Fall 2021, Canada total, 14+ / Profile: anglophone Canada, 14+, print version / Circulation: Internal data, June 2022 / Social media: November 2022 / Digital: Google Analytics, monthly average - May 1st, 2022- October 31, 2022, Comscore, unique visitors, monthly average May 1st, 2022- October 31, 2022/ Newsletters, November 2022



canadian living / easygoing lifestyle



128

MOPE women

Love to cook

103



Fans of shopping **113**



Spend a lot on cosmetics **106**



Loyal to the brands they love **108**



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

Québecor Insights: Sources: Vividata, Fall 2021, Canada total, T14, print readership.

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 existing editorial content. Advertising placement in juxtaposition with the content.

EDITORIAL INSERT

Insert 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. Cobranded 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		nadian Living & Quark Baby presen
(finally) made easy	N.C.	
pend more time enjoying he fun parts of parenting with simplified food prep and easy cleanups.		Ourie's products are fires of
et's face itparenting isn't easy. and when it comes to the challenging parts of it, like introducing solids to your aby, there's no denying the stress (and he mess!) that ensues. We know that providing fresh, healthy and tasty meals for your little one is top priority, but		A BARNET AND
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 unsustain- able in our busy lives. Enter Quark, a Vancouver-based parent-owned com-	Guerk Frout RRUT FREDERS, 220, concentrations are and the second	introducing solids than the classic spoon-feeding method. This is the perfect opportunity for your child to explore tastes and tex- tures, and have an exciting
valid of the state of the term of term of the term of term of the term of	leaving you with more time to spend with your kids. Stay in control.	sensorial experience. For parents who are just starting their feeding jour- ney, Quark's Fruut Fruit Feeder is the best tool for
The brand's Quook Baby Food Processor will be your new best friend, whether you're testing the waters with baby's first foods or routinely making	Quark's innovative design allows you to control your machine every step of the way, from cooking to blending to clean- ing, and even bottle warming, with its technologically advanced digital touch-	letting your babe have a hands-on experience with their food—easy, fun and stress-free for both of you! With its smart rotary pro- oulsion desian, the unlaue
homemade purées for a picky toddler. Not only does this sleek and stylish smart machine blend and cook fresh oaby food, it also has self-cleaning and sterilizing capabilities. You'll have no	screen panel. It's got a low-water indica- tor and a timer so you can press start and step away from the kitchen until it's done. We love that the Quook is guaran- teed to purée food to the perfect consis-	gadget wastes less food, disperses it more effectively and stays cleaner, thanks to its sturdy base and ease of disassembly for sterilization.
rouble getting volunteers for dish duty! Fime is of the essence. How many times have you heard a par- ent say there aren't enough hours in a	tency for baby. Whether you choose the manual or auto-blend function, there'll be no choking hazards in sight! Easy cleanup.	blades will handle the cleaning from there. Want to take it one step further? Try the sterilizing option that disinfects
lay? If that's how you've been feeling ately, you can make better use of your time by easy steaming and blending with the Quook Baby Food Processor. It's as simple as adding fruits, veggies	One of our favourite things about the Quook Baby Food Processor is its auto- matic cleaning cycle. Need we say more? Just fill up the blending cup with water and a pump of soap, and with the touch	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 dish-
nd even proteins like beans, meat and	of a button, the machine's stainless steel	Washer safe. Canadian Living July/August 2022 93

co-branded content on the web

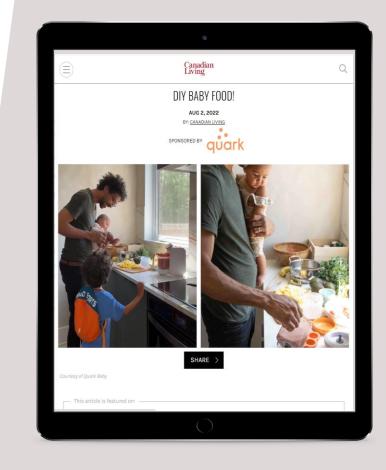
VISIBILITY

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
- Bank of native tile impressions
- Organic amplification in the content recommendation module
- 2,000 guaranteed page views



*Material provided by the advertiser



Canadian Living

a successful campaign / print campaign

Exposed People will be Gross advertising to the campaign reached in Canada impressions on average publication 6.65 \mathbf{X} 1 time 2.1 M 2.1 M GRP -19.95 3.7 M 6.5 M GRP publications** 39.91 4.7 M X 2.76 times ⊨ **13 M** GRP

Québecor Insights :

9

Source : Vividata fall 2021 Canada, 14+, readership print only

*Estimation for 1 publication in Canadian Living

**Estimation for 3 publications in Canadian Living

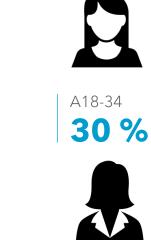
***Estimation for 6 publications in Canadian Living

appendices

readership in detail

/ Canadian living





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A35-64





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



For editorial planning, please contact kimberley.rouse@quebecormedia.com