



REAL LIFE MADE SIMPLE

/2023

Canadian
Living

QUEBECOR
EXPERTISE | MEDIA

canadian living

/ offering the best ideas for simplifying your life!

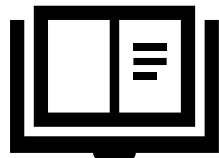
With its tone that's at once accessible, simple, lively, experienced, and trustworthy, Canadian Living lends credibility and inspires trust.

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





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 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. 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



Example : Quark Baby

co-branded content on the web

VISIBILITY

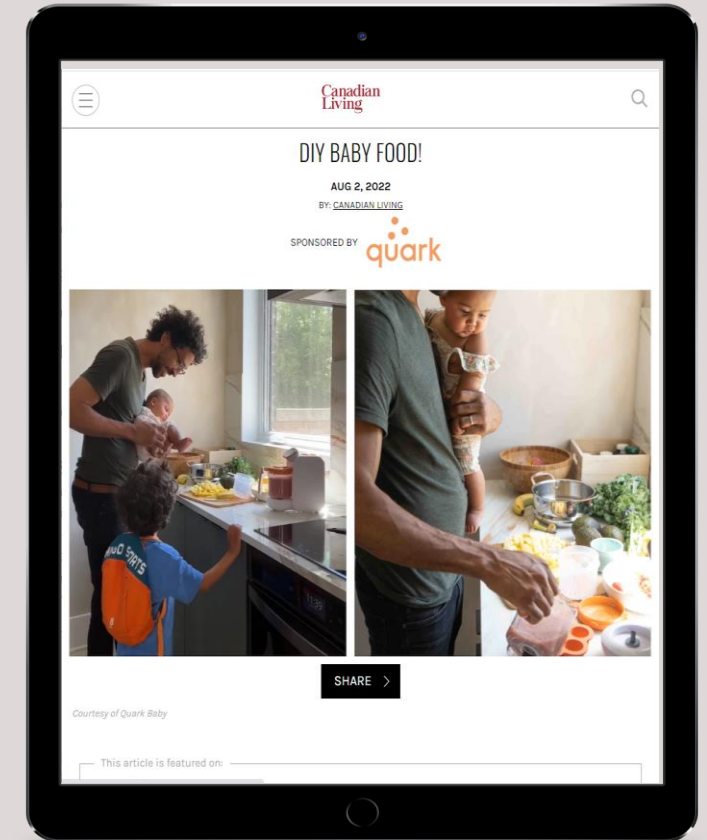
Adapting your co-branded print content for digital, hosted on canadianliving.com :

- 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
- 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

	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



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.





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

Canadian
Living

**For editorial planning, please contact
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