



THE FASHION AND BEAUTY REFERENCE

/2023

Clin d'œil

QUEBECOR
EXPERTISE | MEDIA

clin d'œil

/ trendy source of inspiration for the curious & passionate!

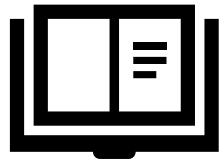
Clin d'œil is the fashion and beauty reference in Québec and has been for the past 40 years! Whether on print or on the Web, this multiplatform brand is a close friend to all its readers ... and it goes everywhere with them!

BRAND OVERVIEW :



W18-34

INDEX 169



Readers / copy

14



Newsletter subscribers

10,882



Male readership

27 %



Female readership

73 %



Quebec readership

92 %



Visitors

72 %



HIGHLIGHTS

- 659,000 multiplatform readers
- 424,000 print readers
- 30,287 copies (circulation)
- 14,945 subscribers

DIGITAL

- 2,100,000 page views per month
- 457,000 unique visitors per month
- 85,000 Facebook followers
- 22,000 Twitter followers
- 25,000 Instagram followers



clin d'œil

/ for all fashion and beauty addicts



Are women aged
18 and over

135



Really love
to shop

124



Enjoy looking at
decoration ideas

141



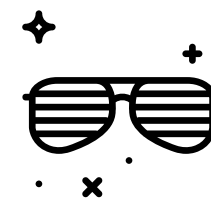
Women
MOPE*

143



Never leave the house
without makeup

129



I enjoy being
extravagant

153

Québecor Insights :

Sources: Vividata, Fall 2021, Province of Québec, 14+, print readership.

*MOPE: Managers, owners, professionals and entrepreneurs.



clin d'œil

/ the leading fashion and beauty reference



Owners

250K

185K



Love to cook

206K

172K



Fitness buffs

191K

164K



Renovation in
the last 2 years

210K

177K



enjoy entertaining
at home

171K

145K

- Clin d'œil
- Elle Québec

a word from the editor

CLIN D'ŒIL IS THE FASHION AND BEAUTY REFERENCE IN QUEBEC !

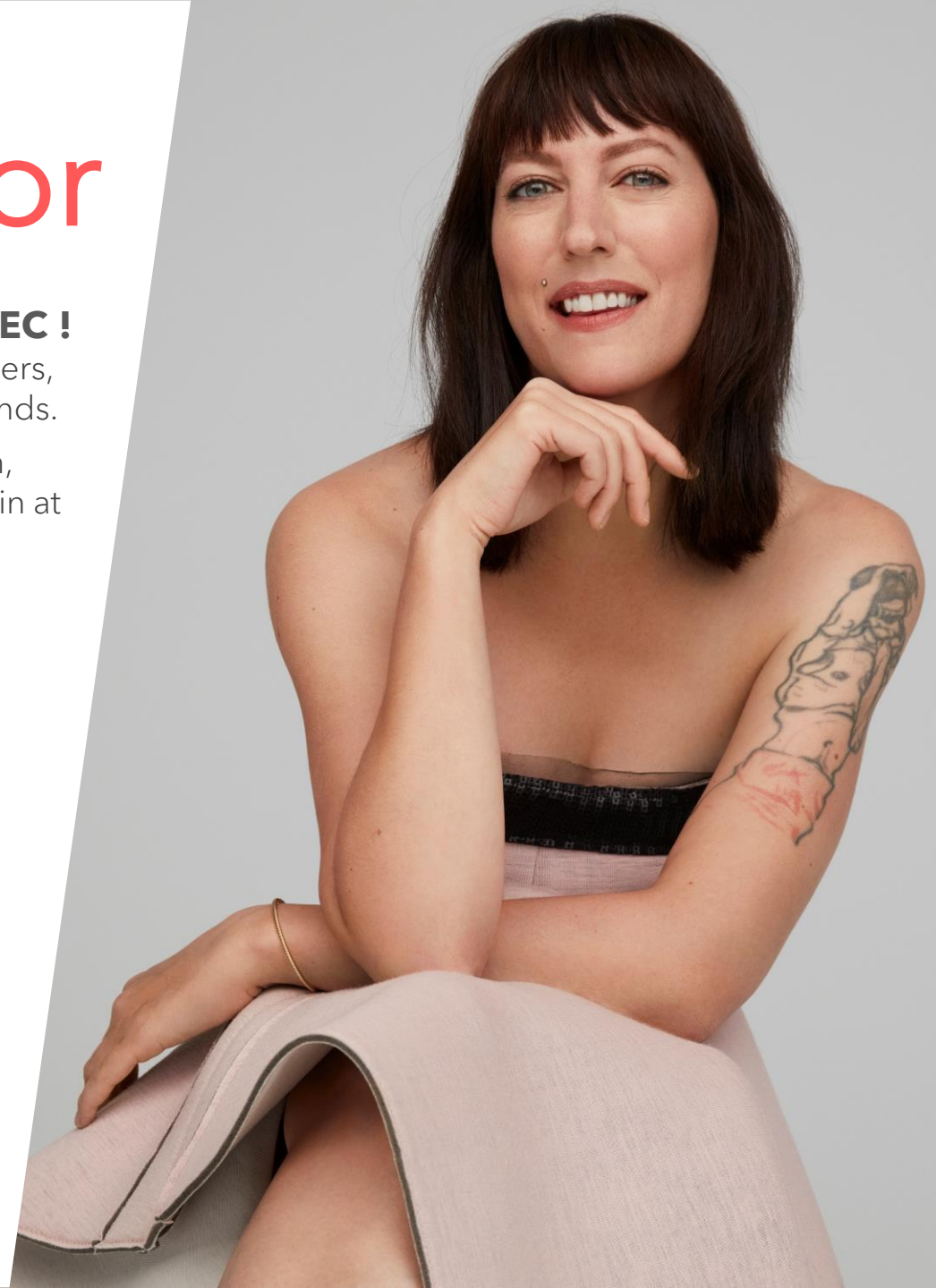
Clin d'Œil is not only a magazine that is accessible to and supportive of its readers, but it also presents fashion and beauty content that is in tune with the latest trends.

It also features in-depth reports on culture and society, approached with a fresh, optimistic and sometimes even humorous tone that aims to inform and entertain at the same time.

/ TRENDY AND BOLD

6 SECTIONS:

- RADAR
- CULTURE
- BEAUTY
- FASHION
- SOCIETY
- AND ALSO...





key attributes

Addicted to fashion and beauty

In search of novelty

Modern, sophisticated

Curious

Sensitive to issues about women

Know how to enjoy life, enjoy hobbies

Ambitious, driven

Cultivate friendships, always the first to propose a new activity

Recognize good things...but know how to laugh about the
bad ones !

In charge of their friend's wedding playlist

content strategies

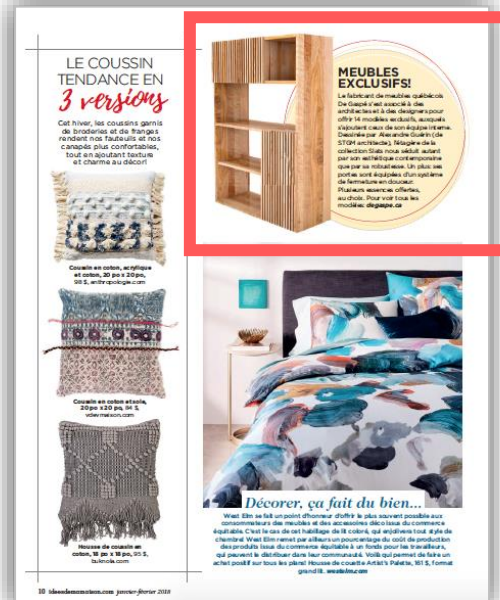
Clin d'œil

*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.

LEVEL OF CONTROL OF THE ADVERTISER

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

Clin d'oeil's team offers its expertise in the creation and development of relevant content that will create engagement with a targeted clientele. This association with Clin d'oeil, 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: Clin d'oeil 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

Clin d'œil



Ex : Jean Coutu, ad + co-branded page



Ex : Lancôme, co-branded page
(declined on the web, see next page)

co-branded content on the web

Clin d'œil

8,000
guaranteed
page views

VISIBILITY

Adapting your co-branded print content for digital, hosted on clindoeil.ca:

- 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



Ex : Lancôme

*Material provided by the advertiser



Clin d'œil

an effective campaign

/ print campaign

	People reached in Canada	Average exposure to the campaign			Gross advertising impressions
1 insert*	424 K (1,31%)	X	once	=	424 K
3 inserts**	759 K (2,34%)	X	1.68 times	=	1.3 M
6 inserts***	1 M (3,08%)	X	2.54 times	=	2.5 M

1.31
GRP

3.92
GRP

7.85
GRP

Québecor Insights
Source : Vividata Fall 2021, Canada, 14+, print readership.
*Estimate made for 1 publication in Clin d'œil. **Estimate made for 3 publications in Clin d'œil. ***Estimate made for 6 publications in Clin d'œil.

appendices



readership breakdown

/ Clin d'œil



A14-17

6 %



A18-34

31 %



A35-64

39 %



A65+

24 %





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

Clin d'œil

**For editorial planning, please contact
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