



# THE COOLEST MAGAZINE FOR TEENS

/ 2023

**Cool!**

QUÉBECOR  
EXPERTISE | MÉDIA

# cool!

/ the women's magazine for teens

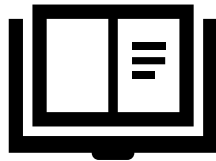
Cool! reaches out to teenage girls all across Quebec with the latest in: Fashion, beauty, reading, social media, TV, movies, current affairs, and more. It also provides them with multiple spin-offs, such as Special Posters, Cool TESTS, and "Méga Surprises" bags featuring popular items that are sure to please our readers.

## BRAND OVERVIEW:



14-17 Y.O.

**INDEX 577**



Readers / copy

**7,6**



Male readers

**35 %**



Female readers

**65 %**



Quebec readership

**96 %**



## HIGHLIGHTS

- **356,000** readers across all platforms
- **289,000** readers (print)
- **30,669** copies (circulation)
- **24,577** subscribers

## DIGITAL

- **190,000** Facebook followers
- **23,000** Instagram followers
- **11,000** TikTok likes

Québecor Insights

Sources : Vividata Spring 2020, Total Canada, 14+ / Profile : French Canada, 14+, printversion/ Circulation : Internal data, June 2022 / Social media : November 2022





# cool!

/ for all Quebec teens



Love music

**119**



Addicted to their  
cellphone

**127**



Like to follow  
fashion trends

**144**



Participate in sports in a  
regular basis

**114**



Interested  
in the arts

**108**



# curious, vivacious and interested

/ in everything trendy



**54 %**

Plan to travel in the  
next year



**64 %**

Are willing to change  
their lifestyle to help  
the environment



**73 %**

Love spending  
time as a family





# a word from the editor

## **COOL! IS THE FAVOURITE MAGAZINE OF QUEBEC TEENS!**

For more than 20 years, *Cool!* has been on the lookout for everything that interests teens, deciphering fashion and beauty trends as well as delving deeper into topics such as social media, the environment and mental health.

Every month, *Cool!* offers its readers articles that are not only fun and entertaining, but also aim to be informative and promote teen awareness about the issues that concern them.

/ INFORMATIVE

/ ENTERTAINING

/ VIVACIOUS

### 7 SECTIONS:

- STARS
- MUSTS
- FASHION
- BEAUTY
- INSPO
- FUN
- PSYCHO







# key attributes

Fans of fashion and beauty

Follow the latest trends

Big music and TV fans

Curious, vivacious, resourceful, trendy

Loyal to brands they love

Feminists, sensitive to issues affecting  
their generation

Close to their friends and family

Environmentally conscious

# content strategies

**Cool!**

\* 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

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

**STARS**

La rentrée scolaire approche à grands pas! Que tu sois excitée de retrouver les amies ou stressée à l'idée de retourner derrière les bancs d'école, Cool! a fait appel à Catherine Francoeur pour t'aider à rester organisée toute l'année.

PAR AUDREY CHAMPOUX

**ÉTAS-TU UNE FILLE ORGANISÉE QUAND TU ÉTAIS PLUS JEUNE?**

Plus ou moins. Je n'utilisais jamais mon agenda. J'ai réalisé plus tard à quel point c'était utile. Quand j'étais plus jeune, j'étais certaine que je pourrais me souvenir de tous mes devoirs. Ce n'était pas le cas, parce que j'oubliais toujours quelque chose, comme de faire signer un travail à mes parents!

**SI TU DEVAIS RETOURNER À L'ÉCOLE, QUELS TROIS ARTICLES RETROUVERAIS-TU ASSURÉMENT DANS TON SAC À DOS?**

Tout d'abord: un agenda. J'ai appris de mes erreurs (ries) Ensuite, des crayons-léutres de plein de couleurs différentes. Mes prêts en ce moment, ce sont les marqueurs Flair de Papermate. Et finalement, des cahiers de notes. Plus ils sont cute, mieux c'est. On dirait que c'est plus motivant!

**ES-TU DU GENRE À PRENDRE DES NOTES DANS UN CAHIER OU SUR UN ORDI?**

J'aime les deux. Prendre des notes à l'ordinateur, c'est plus rapide, mais il n'y a rien comme de prendre des notes dans un beau cahier. Quand j'étais à l'école, j'étais du genre à prendre mes notes en classe avec un crayon à la mine, et quand j'arrivais chez moi, je passais des heures à tout retranscrire au propre avec des crayons-léutres et des surliigneurs.

**QUELLE ÉTAIT TA JOIE DE RÊVE QUAND TU ÉTAIS ADOS?**

J'ai eu plusieurs phases. Quand j'étais au primaire, je rêvais de devenir chanteuse... Je ne chante pas très bien, alors j'ai rapidement changé de rêve. (ries) J'ai longtemps voulu être actrice, puis vétérinaire, mais c'est lorsque j'ai commencé mes études en communication que

J'ai découvert ma passion pour la vidéo, et que j'ai lancé ma chaîne YouTube. L'année dernière, je suis officiellement devenue auteure. J'ai toujours été une grande lectrice, et je disais à ma mère qu'un jour, j'écrirais un livre. C'est un énorme rêve qui est devenu réalité!

**QUEL ARTICLE T'EST INDISPENSABLE PENDANT TES SESSIONS D'ÉCRITURE?**

Un immense tableau blanc effaçable J'utilise mon tableau blanc tous les jours. C'est le meilleur outil pour déconstruire toutes mes idées et me

permettre de les voir, en gros, tout le temps. Aussi, j'ai toujours été une grande fan de listes fudo. Ça fait partie intégrante de mon processus d'écriture!

**LA REINE DE LA RENTRÉE**

Catherine Francoeur

**Les musts de Catherine**

- Marqueur Flair: 1,49 \$, Hamster
- Agenda: 15,99 \$, Hamster
- Cahiers de l'été, 5,99 \$ chacun, Hamster

Hamster est LA destination parfaite pour la rentrée! Tu y trouveras tout ce qui est sur ta liste d'articles scolaires.

Puut! tu peux même commander en ligne!

**biendici**

16 COOL! Août 2020

Ex : Hamster



# additional opportunities

**Cool!**

The heart of the Cool! brand lies where young people are...  
on social media.

Main themes: Fashion & Beauty | Entertainment

## VISIBILITY ON OUR SOCIAL MEDIA PLATFORMS



Our team delivers native campaigns on Cool! magazine's social platforms, including Facebook, Instagram and TikTok:

- A social media post : text with photos, videos or contests
- Client handshake or partner tag
- Product integration (or logo)

*Subject to editorial team approval*

Ex : Alloprof



Ex : Hamster



**Cool!**

# an effective campaign

/ targeting teeanged girls aged 14 to 17

**TARGET : FEMALES 14-17, PROVINCE OF QUEBEC, FRANCOPHONE, POPULATION 152,000**

	Number of F14-17 reached in Quebec (francophones)		Average exposure to the campaign		Gross advertising impressions	F14-17 exposed to this campaign	
1 insert*	51 K	X	once	=	51 K	34 %	<b>33.79</b> GRP
3 inserts**	62 K	X	2.47 times	=	154 K	41 %	<b>101.38</b> GRP
6 inserts***	68 K	X	4.52 times	=	307 K	45 %	<b>202.76</b> GRP

Québecor Insights

Source : Vividata Spring 2020, Quebec, Francophone, Females aged 14-17, print readership.

\*Estimate for 1 ad in Cool!. \*\*Estimate for 3 ads in Cool!. \*\*\*Estimate for 6 ads in Cool!.



# appendix





# 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.



# 2023 editorial planning

## JANUARY

New year, new me! Let's start fresh !

**Psychology** : Performance anxiety, perfection seeking, the importance of setting ourselves realistic life goals...

**Fashion** : Warm, soft, fluffy clothing for the cold season

**Beauty** : Cocooning, self-care bath essentials, creams, masks

**Freebie** : 2023 calendar

**Closing** November 2 / **Material** November 9 / **Kiosk** December 8

## FEBRUARY

It's Valentine's Day, so what ?

**Psychology** : Being single is great ! The importance of loving yourself before wanting to be in a relationship + what are the signs of a toxic or one-sided relationship ?

+ **Love is love** feature about inspiring queer stars.

**Fashion** : Pyjamas galore

**Beauty** : All about acne + the best acne and breakout solutions  
What to do, what not to do...

**Closing** December 5 / **Material** December 12 / **Kiosk** January 12

**Co-branded content**, brief reception : November 22

## MARCH

The Green Issue

**Psychology** : Tips for overcoming seasonal depression and let's set "simple pleasures" goals while waiting for spring

+ **Green** features : How to be a more conscious consumer, how you can do your part.

**Fashion**: Advice on thrift stores shopping !

**Beauty** : Eco-friendly beauty care, good products for both your skin and the planet

**Closing** January 4 / **Material** January 11 / **Kiosk** February 9

**Co-branded content**, brief reception : December 29

## APRIL

Keep it up, spring is almost here !

**Psychology** : Summer jobs, how to look for a job, what type of job is best for you. How to save up

**Fashion** : Spring fashion trends

**Beauty** : "Spring cleaning... of our skin !" Homemade facial care and exfoliation, hair masks

**Closing** February 1st / **Material** February 8 / **Kiosk** March 9

**Co-branded content**, brief reception : January 26

## MAY

Let's get ready for prom !

**Psychology** : The pressures of the first times (and last times also), how to manage expectations and enjoy life's surprises.

**Fashion** : Prom dresses, fabulous outfits at low prices

**Beauty** : Out-of-the-box makeup ideas for prom

**Closing** March 8 / **Material** March 15 / **Kiosk** April 13

**Co-branded content**, brief reception : March 2

## JUNE

Summer vacation, at last !

**Psychology** : How to overcome challenges you might have to face this summer, self-care, friends, jobs, travelling with family...

**Fashion** : Summer fashion trends

**Beauty** : Let's put away our make-up + sunscreen products + bright nail polish

**Closing** April 5 / **Material** April 12 / **Kiosk** May 11

**Co-branded content**, brief reception : March 30

# 2023 editorial planning

## JULY

Summer is awesome !

**Psychology** : How to get rid of your complexes and negative body image, misconceptions about weight, physical appearance, hair.  
Tips to boost your self-confidence.

**Fashion** : Swimwear

**Beauty** : All about hair, we test the best (and low-priced) shampoos and hair products

**Closing** May 3 / **Material** May 10 / **Kiosk** June 8

**Co-branded content**, brief reception : April 27

## AUGUST

Summer is not over yet !

**Psychology** : Loneliness can be great, the importance of spending time by yourself and enjoying being alone.

**Fashion** : Affordable clothing and accessories

**Beauty** : Budget-friendly beauty products

**Closing** June 7 / **Material** June 14 / **Kiosk** July 13

**Co-branded content**, brief reception : June 1st

## SEPTEMBER

Back to school !

**Psychology** : How to manage stress related to back to school. How to be more organized and create a great working method.

**Fashion** : Perfect outfits for school days

**Beauty** : Quick and easy hairstyles and makeup ideas

**Closing** July 5 / **Material** July 12 / **Kiosk** August 10

**Co-branded content**, brief reception : June 22

## OCTOBER

It's Halloween, let's fight seasonal depression by having fun !

**Psychology** : Tips to boost your energy and improve your mood.

**Fashion** : Addicted to sweaters and hoodies

**Beauty** : Goth makeup looks just in time for Halloween !

**Closing** August 9 / **Material** August 16 / **Kiosk** September 14

**Co-branded content**, brief reception : August 3

## NOVEMBER

All about books and reading/ Focus on the Salon du livre de Montréal

**Psychology** : "I lack motivation, nothing interests me, I don't want to do anything..." How to get motivated and develop interests and passions.

**Fashion** : Trendy outfits for the Fall

**Beauty** : Warm-toned makeup ideas perfect for Fall

**Closing** September 6 / **Material** September 13 / **Kiosk** October 12

**Co-branded content**, brief reception : August 31

## DECEMBER

The Holiday Issue !

**Psychology** : All about hypersensitivity

**Fashion** : Stylish (but not too chic) outfits for the holidays

**Beauty** : Elaborated makeup ideas to shine at Christmas !

**Closing** October 4 / **Material** October 11 / **Kiosk** November 9

**Co-branded content**, brief reception : September 28

*Subject to change*



# 2023 SIP

**Cool!**

## COOL TEST

Spring

**Closing** January 16 / **Material** January 23 / **Kiosk** February 9

## COOL TEST

Summer

**Closing** June 19 / **Material** June 27 / **Kiosk** July 13

## COOL TEST

Fall

**Closing** September 18 / **Material** September 26 / **Kiosk** October 12

## COOL HORS-SÉRIE

Special Posters

**Closing** August 14 / **Material** August 21 / **Kiosk** September 7

Subject to change

