



# YOUR DOSE OF DESIGN INSPIRATION

/ 2023

# editor's note

## **DÉCORMAG IS ONE OF THE MOST WELL-KNOWN DECOR MAGAZINES IN QUÉBEC.**

Since its foundation in 1972, it's been inspiring readers by featuring special reports on local creators and innovative businesses. The magazine offers exclusive access to luxurious homes, design icons, and some of the industry's most high-end products.

/ EXTRAVAGANT

/ TRENDY

/ STUNNING



# content that's diverse and 100% luxurious



**INDUSTRY**  
trends



**SHOPPING**  
for high-end  
products



**FEATURES**  
on renowned  
creators and  
businesses



**TOURS**  
of luxurious homes



**INFORMATIVE**  
reports



# 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 *décormag* 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 *décormag*, 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: *décormag* 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*

décormag



Example : Tanguay

# co-branded content on the web

décormag

6,000  
guaranteed  
page views

## VISIBILITY

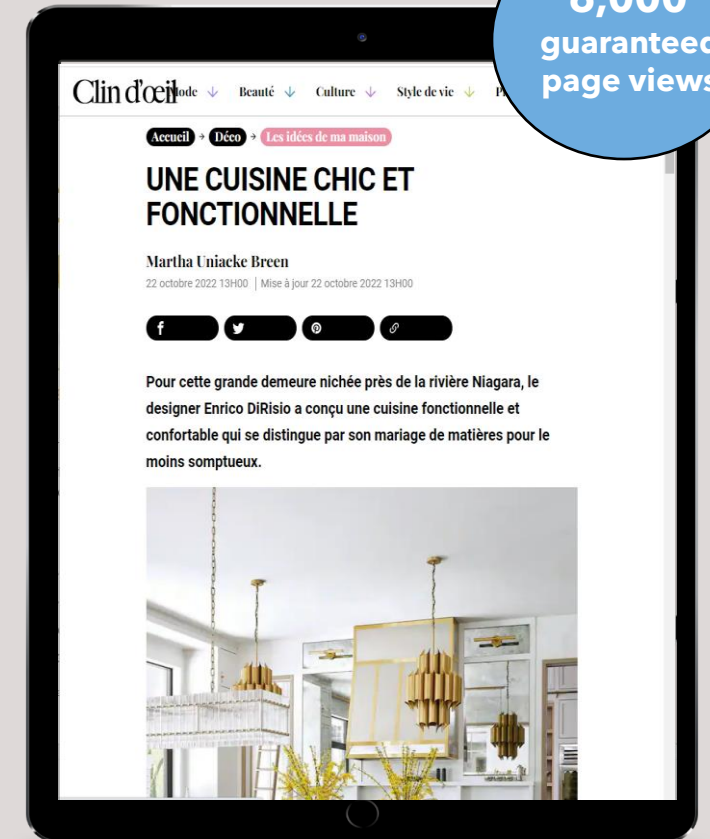
Adapting your co-branded print content for digital, hosted on [coupdepouce.com/section/maison](https://coupdepouce.com/section/maison):

- 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

*\*Material provided by the advertiser*





# appendices





# why choose magazines?

## THEY'RE ALWAYS POPULAR

Over **half** of Canadians (57%) 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

**39%** of Canadians took some type of action after seeing an ad in a magazine.

## THEY REACH EVERY GENERATION

**47%** of Generation **Z**, **52%** of **Millennials**, **56%** of Generation **X**, **63%** 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. **21.6** million magazines were sold last year.

Québecor Insights

Sources: Vividata, Spring 2021, Canada total, 14+ (Gén Z\_1966-2019, Milléniaux 1980-1995, Gen. X\_1966-1979, Baby Boomers\_1946-1965, Gen. Silencieuse avant 1946) / AAM: January–December 2020



# 2023 editorial planning

**For editorial planning, please contact  
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