



YOUR GO-TO HOME DECORATION GUIDE

/2023

les idées de ma maison

/ a source of friendly, trustworthy advice

Guides readers through their decorating projects through content featuring a lot of tips and actionable solutions, enabling them to make their homes more beautiful.

BRAND OVERVIEW :



W35+

INDEX 135



Readers / copy

8.2



Newsletter subscribers

20,265



Male readership

37 %



Female readership

63 %



Quebec readership

92 %



HIGHLIGHTS

- **704,000** multiplatform readers
- **429,000** print readers
- **52,688** copies (circulation)
- **35,205** subscribers

DIGITAL

- **684,000** Facebook followers
- **8,766** Instagram followers
- **4,300** Pinterest followers

Québecor Insights

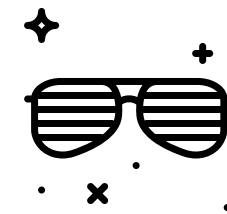
Sources: Vividata, Fall 2021, Canada total, 14+ / Profile: francophone Canada, 14+,
print version / Circulation: Internal data, June 2022 / Social media: November 2022 / Newsletter : November 2022

les idées de ma maison

/ the leading reference for interiors



MOPE
women
141



Is
extravagant
119



Enjoy looking at
decor ideas
148



Love
cooking
114



Promotes local
purchases
116



editor's note

LES IDÉES DE MA MAISON IS QUEBEC'S PREMIER MAGAZINE FOR HOME DECORATION IDEAS!

A pioneering brand that has been popularizing trends for more than 35 years, *Les Idées de ma Maison* is Quebec's premier source for home decoration ideas – a magazine with a wealth of tips and practical solutions for all who delight in making their own little worlds more beautiful. A friendly, accessible magazine produced with the help of renowned experts.

/ TRUSTED

/ ACCESSIBLE

/ HELPFUL

2 MAIN THEMES:

- DECO IDEAS
- INSPIRATION





key attributes

Loves surrounding him/herself with beautiful things

Inspired by trends

Often buys things on impulse

Willing to spend money on home decoration

Resourceful and creative

Loyal to favourite brands

On the lookout for new things

Enjoys change

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 *Les idées de ma Maison* 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 *Les idées de ma Maison*, 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: *Les idées de ma Maison* 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

Les
idées
de ma MAISON



Exemple : Hilo

co-branded content on the web

6,000
guaranteed
page views

VISIBILITY

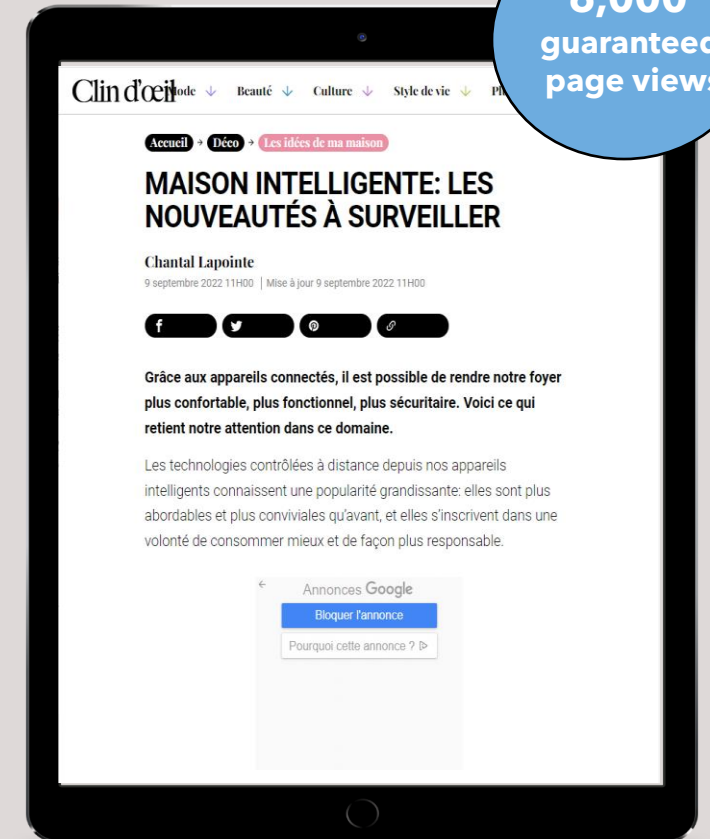
Adapting your co-branded print content for digital, hosted on coupdepouce.com/section/maison :

- 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





Les
idées
de ma **MAISON**

a successful campaign

/ print campaign

	People will be reached in Canada		Exposed to the campaign on average		Gross advertising impressions	
1 publication*	429 K	X	1 time	=	429 K	1.32 GRP
3 publications**	698 K	X	1.85 times	=	1.3 M	3.97 GRP
6 publications***	877 K	X	2.94 times	=	2.6 M	7.95 GRP

Québecor Insights :

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

*Estimation for 1 publication in Les idées de ma Maison

**Estimation for 3 publications in Les idées de ma Maison

***Estimation for 6 publications in Les idées de ma Maison

appendices



readership breakdown

/ print + digital



A14-17

3 %



A18-34

31 %



A35-64

46 %



A65+

20 %

Québecor Insights

Source : Vividata Fall 2021, Total Canada, 14+, multiplatform 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

**For editorial planning, please contact
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