



CANADA'S GO-TO RESOURCE FOR HOME DECORATION

/ 2023

style at home

/ inspiring, accessible, cheerful interiors from across Canada !

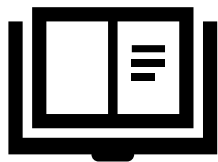
Featuring tips from experts who are always on top of the latest trends and inspiring designs that allow readers to create their own dream homes.

BRAND OVERVIEW :



W25-54

INDEX 120



Readers / copy

15.8



Newsletter subscribers

75,197



Male readership

33 %



Female readership

67 %



Ontario readership

47 %



Visitors

59 %



HIGHLIGHTS

- 2,352,000 multiplatform readers
- 1,191,000 print readers
- 76,090 copies (circulation)
- 27,003 subscribers

DIGITAL

- 100,000 page views per month
- 10,000 unique visitors per month
- 493,000 Pinterest followers
- 376,000 Instagram followers
- 213,000 Facebook followers

Québecor Insights

Sources: Vividata, Fall 2021, Canada total, 14+ / Profile: anglophone Canada, 14+, print version / Circulation: internal data, June 2022 / Social media: November 2022 / Digital: Google Analytics, monthly average - May 1st, 2022 - October 31, 2022, Comscore, unique visitors, monthly average, May 1st, 2022 - October 31, 2022 / Newsletters, November 2022



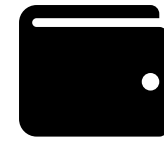
style at home

/ the leading reference for interiors across Canada



MOPE women

155



Household income

\$150 K +

126



Mortgage

117



Is
extravagant

125



Enjoy looking at
decoration ideas

121



style at home

/ Canada's go-to resource for home decoration



Women
18-34

143
121



Always on the
lookout for new
decorating ideas

132
127



Enjoy
entertaining
at home

109
105



Particularly
interested in the
arts

101
96

- Style at Home
- House & Home



editor's note

STYLE AT HOME IS CANADA'S GO-TO RESOURCE FOR HOME DECORATION!

Style at Home presents the most beautiful home decors throughout the entire country. The content is inspiring and affordable, and presents the latest trends and the most sought-after products. Our team of designers and collaborators come from every province, helping to build a strong, credible Canadian home-decoration brand.

/ CREDIBLE

/ AFFORDABLE

/ TRUSTWORTHY

4 SECTIONS:

- HOMES
- COLUMNS
- DECORATING
- FOOD



A top-down view of a breakfast table. In the bottom left, a pink and white striped plate holds several golden-brown waffles. To its right, another similar plate holds waffles topped with sliced red and green apples. Above the waffles, a small pink mug with a black rim contains a frothy coffee drink. To the right of the coffee, a small glass pitcher is filled with white milk. The table surface is a light grey, textured material. A white cloth with a frayed edge is partially visible at the bottom left.

key attributes

Like to surround themselves with beauty

Are inspired by trends

Have favourites

Spend on home decoration

Curious and creative

Aware of new products

Like to make changes to their decor

Elegant and sophisticated

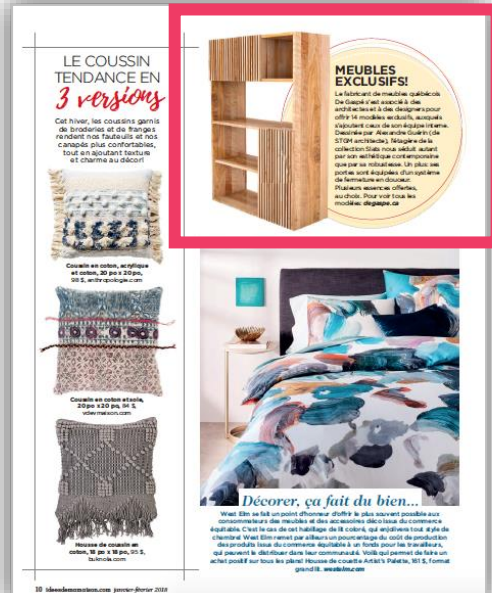
content strategies in magazines

*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 Style at Home 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 Style at Home, 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: Style at Home 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 : Canvas

co-branded content on the web

VISIBILITY

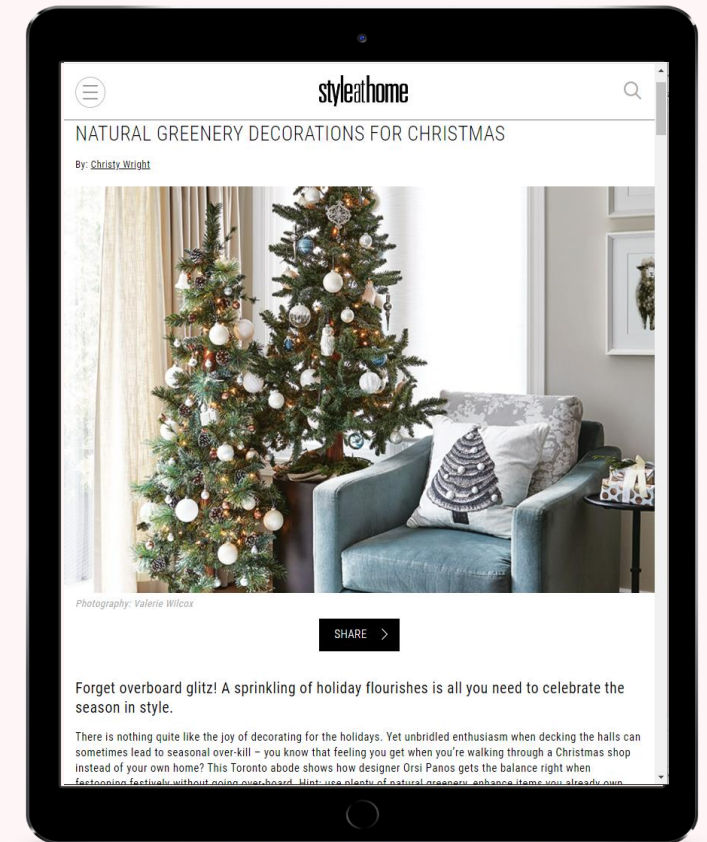
Adapting your co-branded print content for digital, hosted on styleathome.com :

- 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*





CANADA'S
styleat home

a successful campaign

/ print campaign

	People will be reached in Canada	Exposed to the campaign on average	Gross advertising impressions	
1 publication*	1.2 M	X 1 time	= 1.2 M	3.67 GRP
3 publications**	2 M	X 1.72 times	= 3.6 M	11.02 GRP
6 publications***	2.7 K	X 2.65 times	= 7 M	22.04 GRP

Québecor Insights :
Source : Vividata fall 2021 Canada, 14+, readership print only.
*Estimation for 1 publication in Style at Home
**Estimation for 3 publications in Style at Home
***Estimation for 6 publications in Style at Home

appendices



readership breakdown



A14-17

4 %



A18-34

38 %



A35-64

46 %



A65+

12 %





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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