

A top-down view of five ice cream scoops on a light pink marble surface. The scoops contain different colored ice creams: dark purple, yellow, pink, and two yellow ones. A small white bowl with a radial pattern contains brown crumbles. Several fresh green mint leaves are scattered around the scoops. The scoops have various handles, including a yellow one and a white one. The background has some light brown crumbs scattered on it.

REAL LIFE MADE SIMPLE

/ 2026

editor's note

CANADIAN LIVING IS THE GO-TO MAGAZINE IN CANADA FOR A SIMPLER LIFE!

A veritable personal assistant, *Canadian Living* assists its readers in every aspect of their life, compiling everything they need to know with regards to fashion, beauty, health, and home. The magazine's tried and tested recipes are in high demand from our readers.

Canadian Living's accessible, simple, energetic, seasoned, and credible tone inspires trust.

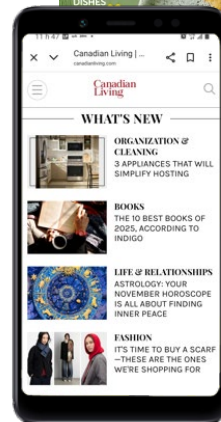
/ INSPIRING

/ ENTERTAINING

/ ACCESSIBLE

5 SECTIONS:

- FASHION & BEAUTY
- LIFE & COMMUNITY
- HEALTH & FITNESS
- HOME & GARDEN
- COOK & EAT

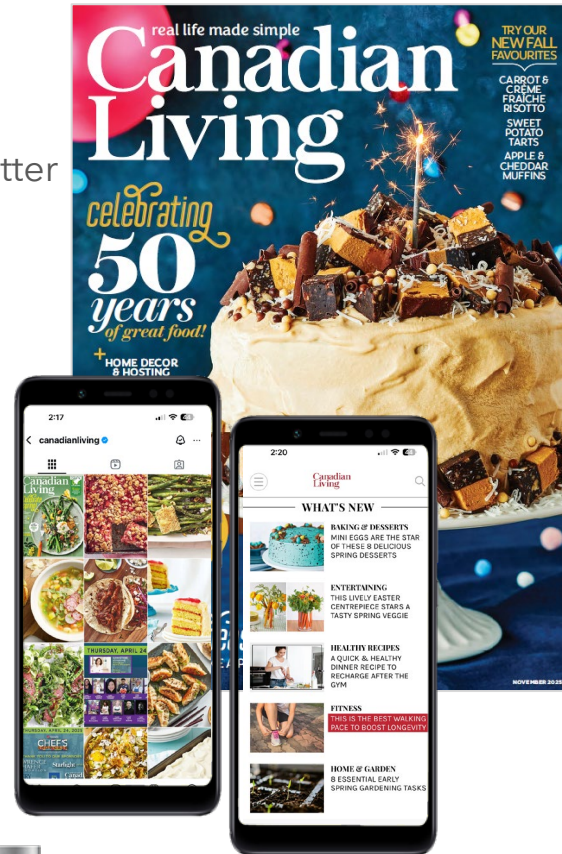
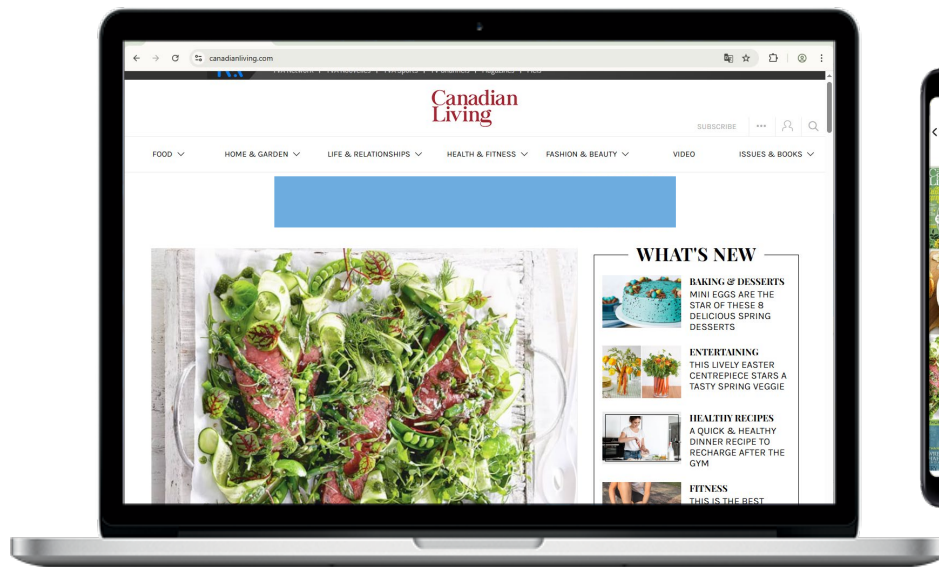


canadian living

/ offering the best ideas for simplifying your life!

HIGHLIGHTS

- **4.24 M** multiplatform readers
- **2.6 M** readers per issue (print magazine)
- **192 K** copies in circulation
- **83 K** subscribers to the "What's New" newsletter
- **22 K** subscribers to the "Health & Wellness" newsletter
- **100 K** unique visitors per month*





canadian living

/ easygoing lifestyle



MOPE* women
115



Household income
\$200 K +
136



Love to cook
115



Passionate
about travelling
127



Fans of shopping
121



Spend a lot
on cosmetics
155

Source:
Vividata, Fall 2024, English Canada, 14+, print readership.
*MOPE: Managers, owners, professionals and executives.

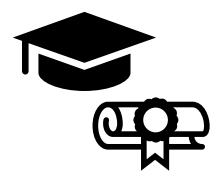


canadian living

/ a readership engaged with the brand



Owners
1.5 M
914 K



University degree
(Bachelor's degree +)
964 K
551 K



Love to
cook
1.6 M
919 K



Belong to Customer
Reward Programs
2.1 M
1.2 M



- **Canadian Living**
- Chatelaine

Quebecor Insights | Sources:
Vividata, Fall 2024, Total Canada, 14+, print readership.

canadianliving.ca

/ offering the best ideas for simplifying your life!

745 K

page views
per month

463 K

sessions
per month

100 K

unique visitors
per month

61 K

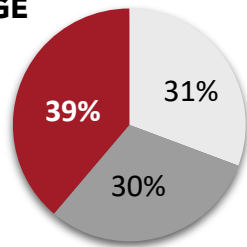
video views
per month

DEMOGRAPHIC PROFILE



Women
IND. 136

AGE



■ 18-34 ■ 35-54 ■ 55+

SOURCE

Search engine : 39%
Direct access : 20%
Social media : 4%

DEVICE



57 %
Mobile



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/ social platforms

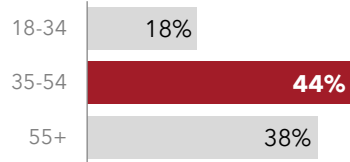
SOCIAL MEDIA



120 K

Monthly reach

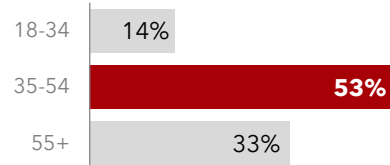
@canadianliving



59 K

Monthly reach

@canadianliving



AUDIENCE INSIGHTS

Index 133

Ads influence my buying choices.

Index 241

I like to live a lifestyle that impresses others

Index 241

It is important that my household be equipped with the latest technology.





key attributes

Inspiring, entertaining, accessible

On the lookout for new things

Curious

Brand-loyal and very committed

Bold

Sensitive to social issues

Knows how to enjoy life, pursues hobbies

Gastronomes and foodies

content expertise

/ in association with brands



Creating associations with well-established brands that are recognized and appreciated by their communities, so as to benefit from their credibility and positive reputation.



Content developed and endorsed by the editorial team based on the advertiser's brief and aligned with its communications goals.

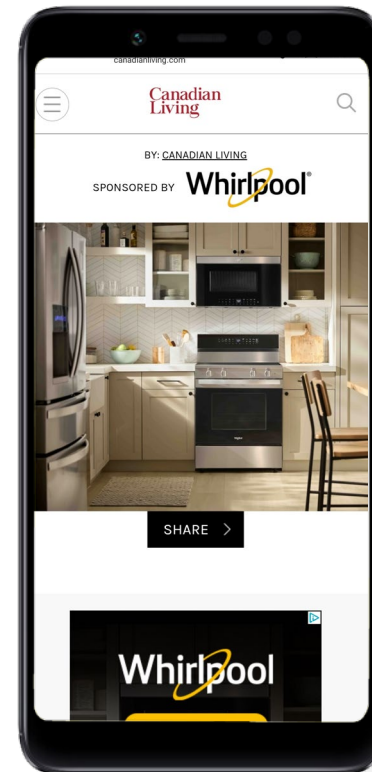


Expertise in creating and developing meaningful content to engage with targeted customers.



A variety of formats to energize site content, and videos on TikTok, Instagram and Facebook to optimize audience engagement.

With editorial team approval, details regarding digital content visibility and showcasing are appended.



real life made simple
Canadian Living

Canadian Living & Whirlpool present

Go Go gadgets

Hosting just got a whole lot easier! These three appliances bring a touch of holiday magic to cooking, cleaning and everything in between. You can eat, drink and be merry—and be the host with the most, too.

Have you ever wished for Santa's elves to take a day off and come help you prepare for your holiday dinner? Because, let's face it, hosting at this time of year is no easy feat. It's a job in itself just to make the checklist! But this holiday season, Whirlpool® Kitchen Appliances have you covered with three high-quality appliances that'll make food prep, baking and cooking, as well as clean-up, a total breeze, meaning you'll be spending less time in the kitchen, and more time enjoying the festivities.

COOL When you're hosting a crowd, it's important to have a refrigerator that's up to the task of holding your pre-prepped dishes, plus drinks, snacks and all your regular essentials. Get family-sized capacity with the Whirlpool® 30 cu. ft. French Door Refrigerator. Not only does it have an in-door filtered water dispenser and ice maker with large capacity storage (a definite must-have when it's a full house!), but this fridge is also huge. Need to store a cake or bowl of punch? It'll fit. Large trays of prepared food? They'll fit. Six bottles of wine? They'll fit! Simply adjust the shelving in the 30 cubic foot space to suit your needs, then let the party begin.

CLEAN When things start to wind down at the end of the night, there's nothing worse than facing a house full of dishes when all you'd really like to do is become one with your couch. Getting the job done will be a whole lot easier if you let Whirlpool® 24-inch Dishwasher with Total Coverage Wash Action and Auto Open Air Dry in Fingerprint Resistant Stainless Steel take the wheel. Yes, you still need to gather and load the dishes, but this dishwasher will save you the hassle of rinsing or rewashing items with stuck-on grime—they'll come clean the first time! This Whirlpool® appliance offers targeted, corner-to-corner cleaning on all racks, including the brand's largest capacity 3rd Rack equipped with 13 spray jets. ** Now if that isn't the real MVP of the holiday hustle, we don't know what is.

COOK If you can't stand the thought of cooking up Christmas dinner on your old stove for yet another year, now's the time to install the Whirlpool® 30-inch Smart Electric Smart Range with WipeClean™ Coating and Air Cooking Technology. Along with Rapid Preheat, updated smart Features and oven Steam and Self-Cleaning cycles, this sleek appliance boasts the brand's new WipeClean™ Coating—forget using harsh cleaners or scraping and scrubbing your cooktop. Simply wet the surface with water, wait and wipe away everyday spills with a soft cloth. You know this remarkable range is a winning choice because it was voted product of the year by the Canadian Consumer Survey of Product Innovation 2023.*

Whirlpool® 30-inch Smart Electric RANGE with WipeClean™ and Air Cooking Technology, \$1,999.99, whirlpool.ca.

Whirlpool® 24-inch DISHWASHER with Total Coverage Wash Action and Auto Open Air Dry, \$999.99, whirlpool.ca.

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*VOTED PRODUCT OF THE YEAR. SURVEY OF 4000 HOMEOWNERS BY NPD.

Canadian Living X Whirlpool

email marketing

/ new!

WHY EMAIL MARKETING?

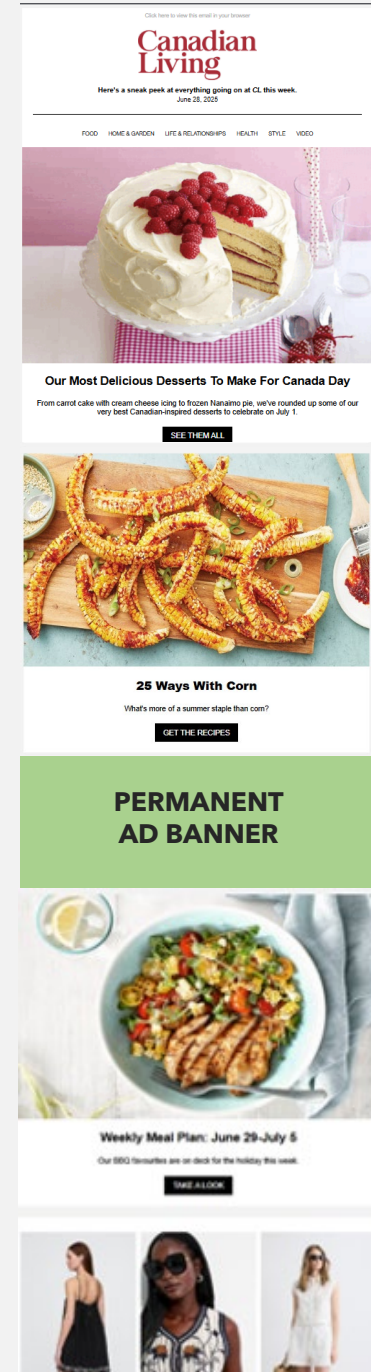
- Generate conversions and sales
- Communicate events, offers and news
- Promote contests and generate sign-ups
- Build customer loyalty and maintain the relationship

TYPES OF FORMATS

- **Integration in Canadian Living's editorial newsletter – *What's New or Health & Wellness* – with the purchase of a co-branded article on the website.**
 - Image + co-branded text block, in the same formats as the brand's newsletter editorial blocks
 - Advertiser's association logo
 - Link to co-branded content hosted on *Canadian Living's* website
- **Permanent advertising banner in the *What's New or Health & Wellness* newsletter from Canadian Living, for a duration of 4 weeks.**
 - Permanent, static, clickable advertising banner redirecting to the client's website, included in each weekly newsletter. A total of 12 sends.



Example of integration in an editorial newsletter





opportunities

/ overview



Content marketing opportunities

Sponsored content



Advertorials



Editorial integrations



Co-branded content



Native campaigns on social media



Commercial opportunities

Permanent theme-based in fashion & beauty environments



Creative high-impact formats



Contests



Commercial campaigns



appendices





real life made simple
Canadian Living

an effective campaign

/ print campaign

	People reached in Canada		Average exposure to the campaign		Gross advertising impressions	
1 insert*	2.6 M	×	once	≡	2.6 M	7.29 GRP
3 inserts**	4.6 M	×	1.68 times	≡	7.7 M	21.87 GRP
6 inserts***	6 M	×	2.56 times	≡	15.3 M	43.74 GRP

Quebecor Insights | Source:
 Vividata | Fall 2024, Canada, 14+, print readership only
 *Estimation for 1 publication in Canadian Living
 **Estimation for 3 publications in Canadian Living
 ***Estimation for 6 publications in Canadian Living.