



THE COOLEST MAGAZINE FOR TEENS

/2026

Cool!

QUEBECOR
EXPERTISE | MEDIA

cool!

/ the magazine for teens

Cool! reaches out to teenage girls 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.

YOUTH MAGAZINE READERS PROFILE* :

192K Quebecers read youth magazines



14-17 Y.O.
INDEX 266



Female readership
61 %



Male readership
39 %



COOL!

- **34 K** copies in circulation

DIGITAL

- **184 K** Facebook followers
- **21 K** Instagram followers

editor's note

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





Youth Magazines*

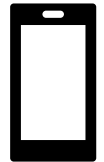
/ for all Quebec teens



Love reading books
120



Love music
210



Addicted to their cellphone
128



Like to follow fashion trends
160



Participate in sports on a regular basis
134



Interested in the arts
133

Curious & interested

/ **75%** say there are not enough hours in the day to do everything they want. (indice **150**)



57 %

Intend to travel in the next year
index 104



50 %

Are prepared to make lifestyle compromises to benefit the environment
indice 105



57 %

Trust the content they read in magazines
indice 153





Photo credit : Karine Lévesque

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

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.



CONTENT INTEGRATION

Integration of your product with photo in the editorial article. Text about the product placed 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 considers 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 positive reputation.

VISIBILITY

Co-branded article, full page or double page, to promote a product or service.

- 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

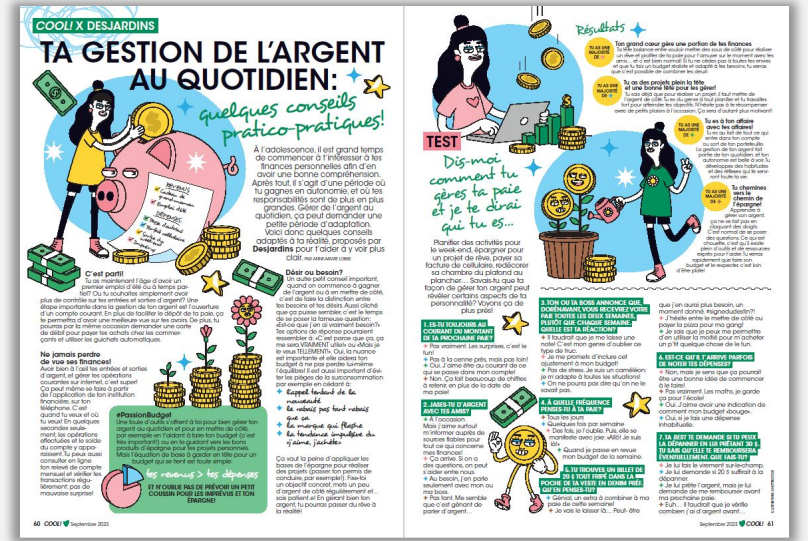
Under approval of the editorial team



Ex : Cacharel, full page



Ex : Tel-jeunes, double-page



Ex : Desjardins, co-branded double-page Quiz