



FOR A HEALTHY AND ENJOYABLE LIFESTYLE

/2026

editor's note

COUP DE POUCE: THE REFERENCE FOR A HEALTHY AND ENJOYABLE LIFESTYLE

Coup de pouce covers topics like cooking, well-being, fashion/beauty, and home decor for today's woman. It also has expert insight on issues of concern and offers useful tips that are checked and tested by its seasoned, passionate editorial team.

Coup de pouce gives you the keys to being up to date, feeling good about yourself, consuming intelligently and enjoying life with pleasure and lightness. Take advantage of a wide range of recipes and tips to discover the pleasure of cooking!

Whether in print, online, or on social networks, this multiplatform brand accompanies our readers in their daily lives and feeds their boundless passion.



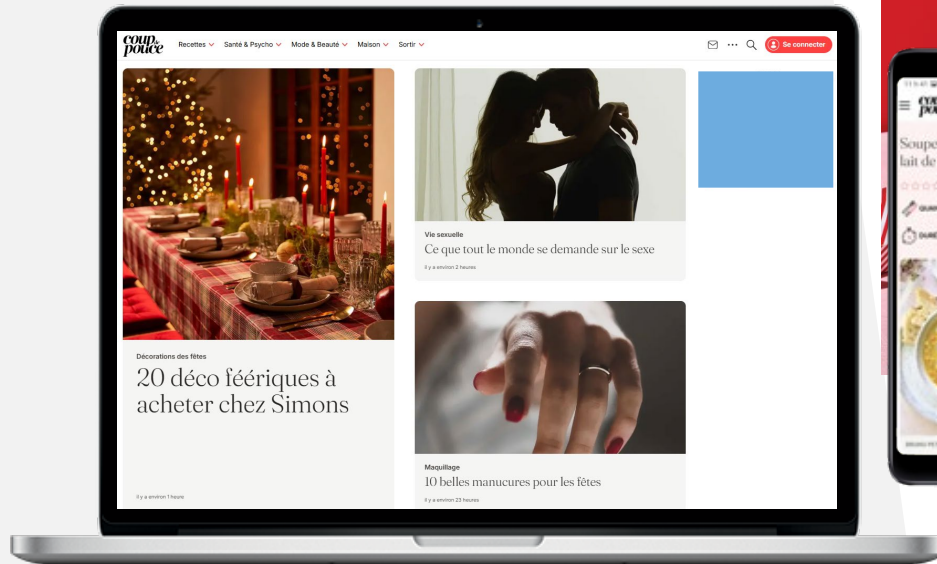
coup de pouce

coup de pouce

/ an inspiring, illuminating lifestyle magazine

HIGHLIGHTS

- **1.6 M** multiplatform readers
- **891 K** readers per issue (print magazine)
- **117 K** copies in circulation
- **72 K** newsletter subscribers
- **604 K** unique visitors per month*



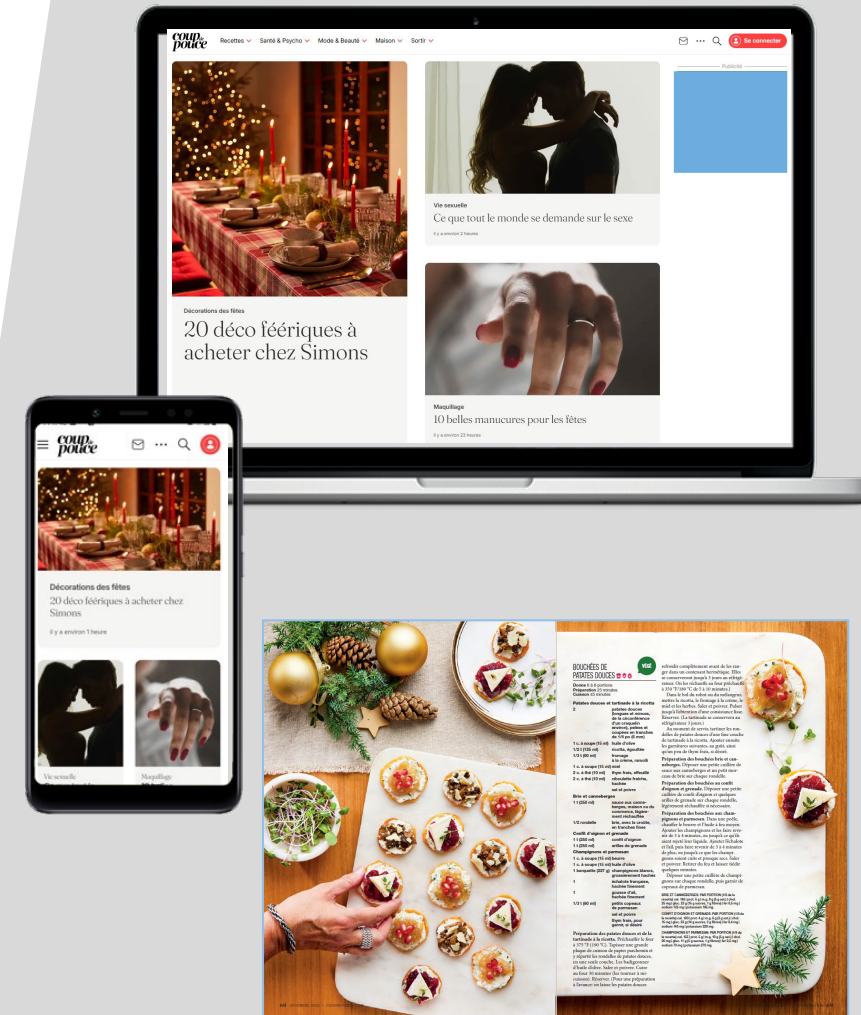
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/ reimagined to simplify your life

WHAT'S NEW SINCE NOVEMBER 2025

- **New logo**
- **New Website :**
 - Large photos for a strong visual impact
 - More video sections
 - Immersive content available for an enhanced experience
 - Recipe sections more visible for easier browsing
 - Optimized navigation experience
- **Magazine :**
 - New graphic layout
 - More recipes to meet readers' expectations
 - Enriched content (testimonials, finance, family, professional life, etc.)

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consumption profile

/ Coup de Pouce reader interests



Index 110

I try new recipes discovered in magazines*



Index 132

Magazine ads* help me choose what to buy



Index 107

I trust the content I read in magazines*



Index 113

I love shopping



Index 160

I often notice the ads in magazines*



Index 113

I try to encourage local businesses



Index 106

I like spending time with my family



Index 119

I turn to magazines* for decorating ideas

Québecor Insights

Source : Vividata Fall 2024, French Quebec, multiplatform readership

*Magazines = print, website and app.

coupdepouce.com

/ simplify everyday life

604 K

unique visitors
per month

1.6 M

sessions
per month

2.2M

page views
per month

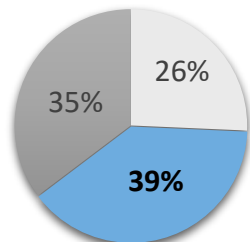
7 K

video views
per month

DEMOGRAPHICS



AGE

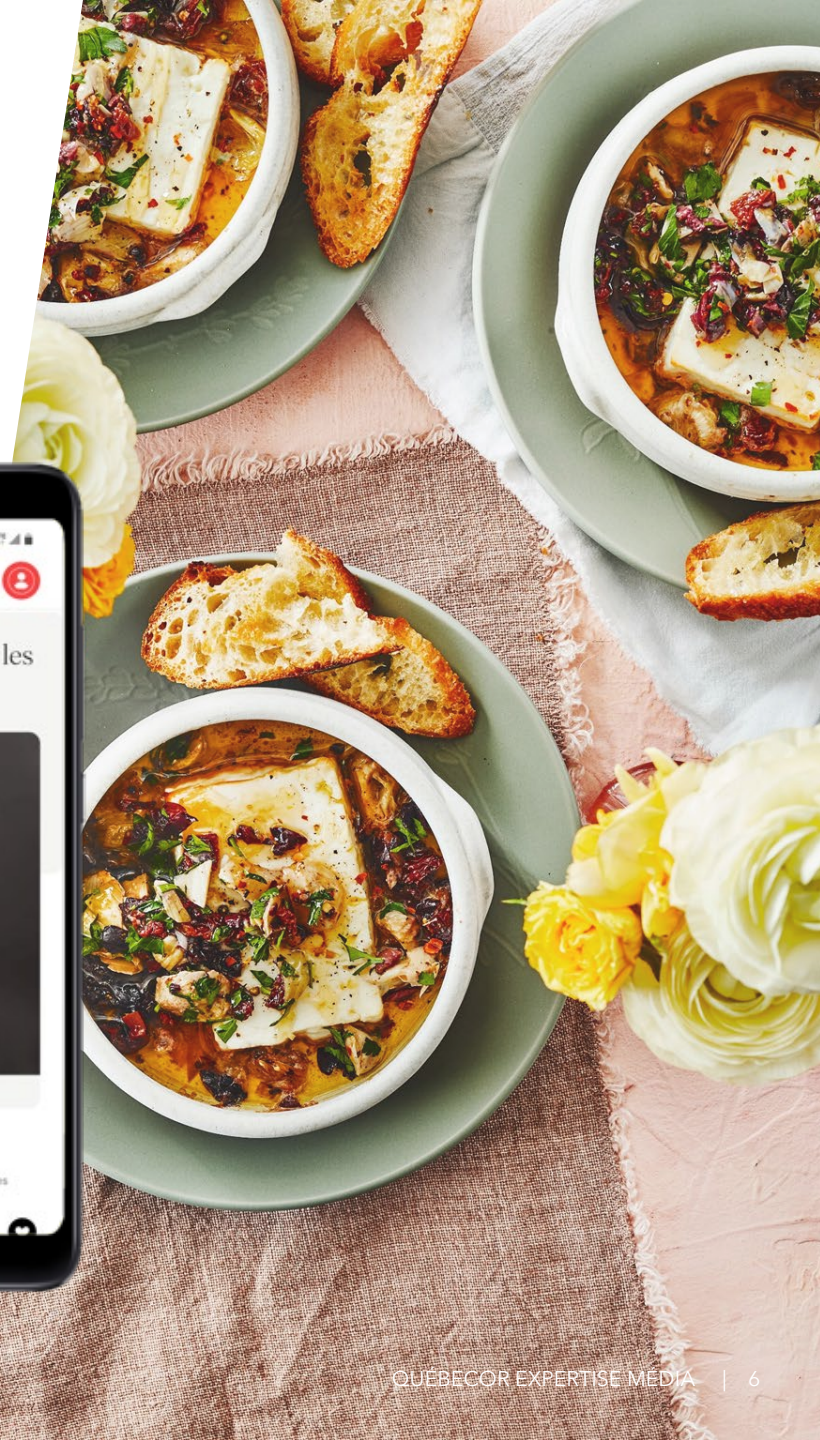
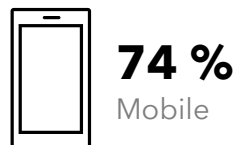


■ 18-34 ■ 35-54 ■ 55+

SOURCE

Search engine : 64%
Direct access : 12%
Social media : 4%

DEVICE



Québecor Insights | Sources :

1. Google Analytics, Monthly average: July 1 to December 31, 2024

2. Comscore, French speaking Québec, Average unique visitors: July 1 to December 31, 2024.

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/ social platforms

SOCIAL MEDIA



177 K

Monthly reach

@coupdepouce



15 K

Monthly reach

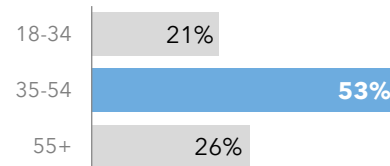
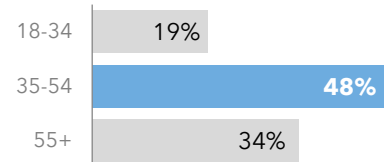
@coupdepouce



296 K

Total views

@coupdepouce.mag



**TO
COME**

AUDIENCE INSIGHTS

Index 177

I try out new recipes I find in food and recipe magazines

Index 147

I am prepared to pay more for products that elevate my status



rich content

/ trendy source for Today's Woman



cooking

recipes
new products
practical tips
meal ideas



fashion & beauty

trends
shopping



well-being

health
psycho
nutrition
fitness



leisure & culture

things to do
see, read and listen to
vacations and travel



home

practical tips
decoration
gardening
shopping

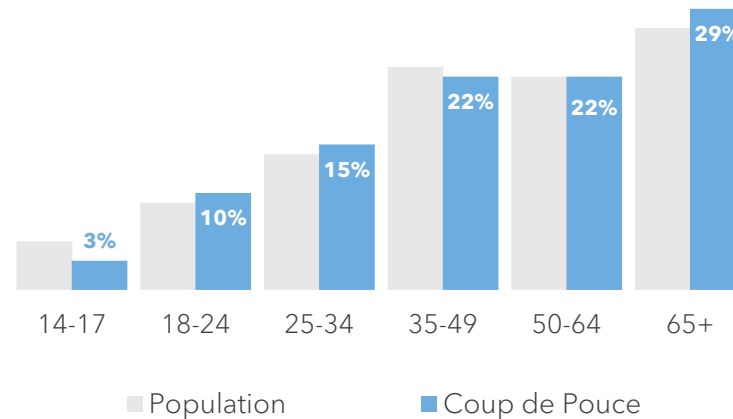
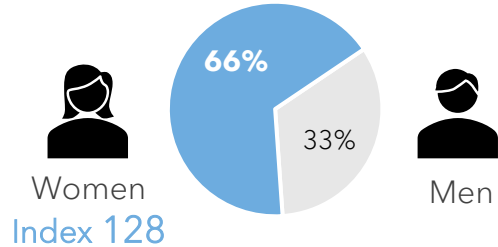
coup^{de}
poice



demographic profile

/ Coup de Pouce reader interests

DEMOGRAPHIC PROFILE MULTI-PLATFORM READERSHIP



Index 103
Families, children <3 y.o.



Index 142
Women MOPE's*



PREFERRED MAGAZINE CONTENT TYPE

Beauty/fashion
index 224

Decoration
index 192

Health/fitness
index 181

Food/recipes
index 211

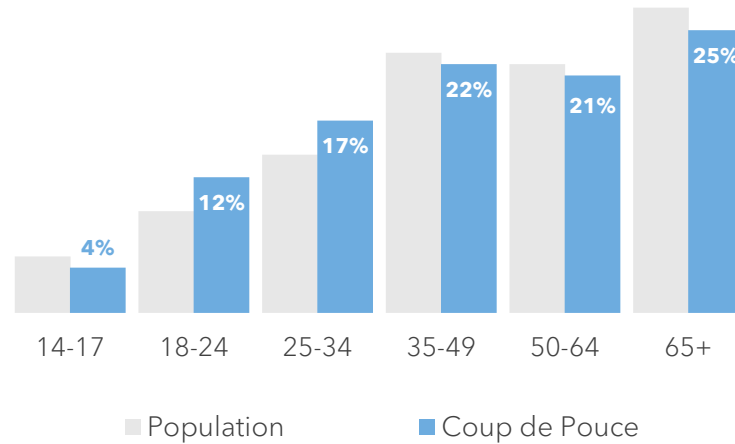
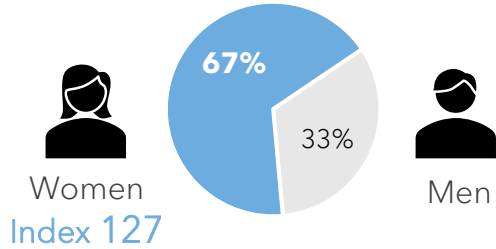
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demographic profile

/ Coup de Pouce reader interests

DEMOGRAPHIC PROFILE PRINT READERSHIP



Index 123
Families, children <3 y.o.



Index 142
Women MOPE's*



PREFERRED MAGAZINE CONTENT TYPE

Beauty/fashion
index 240

Decoration
index 199

Health/fitness
index 209

Food/recipes
index 176

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key attributes

Loves to cook and entertain

Smart consumer

Cultivated and cultured/Curious

Buys cosmetics every month

Enjoys fashion and buys more than average

In search of décor ideas

Zest for life

Committed to family

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.



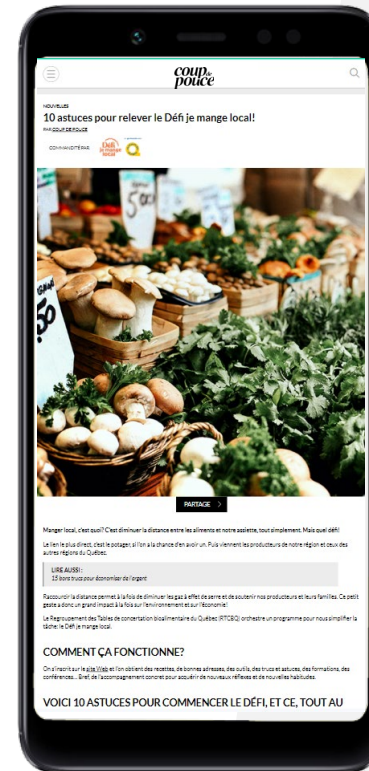
Content developed and endorsed by the editorial team based on the advertiser's brief and aligned with its communications goals.



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.



Défi je mange local ON S'INSCRIT!

Manger local, c'est quoi? C'est diminuer la distance entre les aliments et notre assiette, tout simplement. Mais quel défi!

Voici 10 astuces pour commencer le défi, et ce, tout au long de l'année.

- 1** Pourquoi pas un petit potager? Il suffit de très peu d'espace pour faire nos semis, les faire croître et, surtout, récolter les fruits de notre travail. On peut également se procurer des plants provenant de producteurs d'ici. C'est un projet très gratifiant.
- 2** Pas de place ou de temps pour s'y mettre? On mise sur les paniers locaux. Certains fermiers de famille offrent même la livraison hebdomadaire ou plus des points de chute. On allie ainsi fraîcheur, variété et découverte de nouveaux aliments.
- 3** On visite les producteurs directement, en achetant dans les kiosques fermiers. Leur passion pour leurs produits est souvent contagieuse!
- 4** À l'épicerie, on regarde la provenance des aliments, puis on privilégie ceux du Québec et même, si possible, ceux de notre région.
- 5** On fréquente les marchés locaux, les marchés publics et les marchés virtuels (qui offrent habituellement une livraison à la maison).
- 6** On se munit d'un calendrier des récoltes. Cela permet de profiter de nos aliments préférés quand ils sont les meilleurs, au rythme des saisons.
- 7** On fait de l'autocueillette! Il n'y a rien de mieux pour prendre l'air et se rapprocher au maximum de nos aliments.
- 8** Saison hivernale oblige, on pense à la conservation. On organise des journées de cuisine avec nos proches. Des idées: confitures, sauce tomate, marinades, lactofermentation, déshydratation et congélation.
- 9** Au-delà des fruits et des légumes, on n'oublie pas non plus tous les autres aliments d'ici: viandes, fromages, pains, œufs, miel, sirop d'érable, etc. Ces derniers méritent la même attention.
- 10** On fait du tourisme gourmand au Québec. Il s'agit d'un excellent moyen d'en savoir plus sur l'identité culinaire des différentes régions du Québec. On visite donc des vignobles, des cabanes à sucre, des microbrasseries, etc.

Dans le «Défi je mange local», on y va à notre rythme et, graduellement, on fait de petits pas pour se rapprocher de la provenance de nos aliments. Et tout ça dans le plaisir et la découverte! Pour relever le défi, une bouchée à la fois, on s'inscrit au Défi je mange local!

defijemangelocal.ca | fermiersdefamille.org | mangeonslocal.ca | alimentsduquebec.com

Coup de Pouce x Défi je mange local

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

email marketing

/ new!

WHY EMAIL MARKETING?

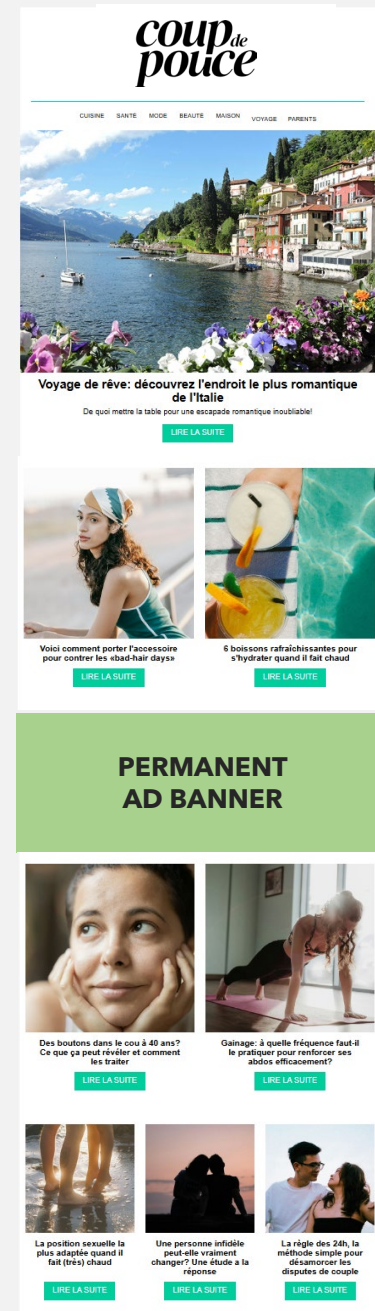
- Generate conversions and sales
- Communicate events, offers and news
- Promote contests and generate sign-ups
- Build customer loyalty and maintain the relationship

TYPES OF FORMATS

- Integration in the *Coup de Pouce* editorial newsletter, 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 *Coup de Pouce's* website
- Permanent advertising banner in the *Coup de Pouce* newsletter, 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



coup de pouce x Canards du Lac Brome

/ combo activation on magazine and digital platforms

Co-branded content with client Canards du Lac Brome to showcase all their products, in the magazine and on *Coup de Pouce* website.

Also featured:

A tip on sticker on magazine cover with QR code redirecting to the client's website

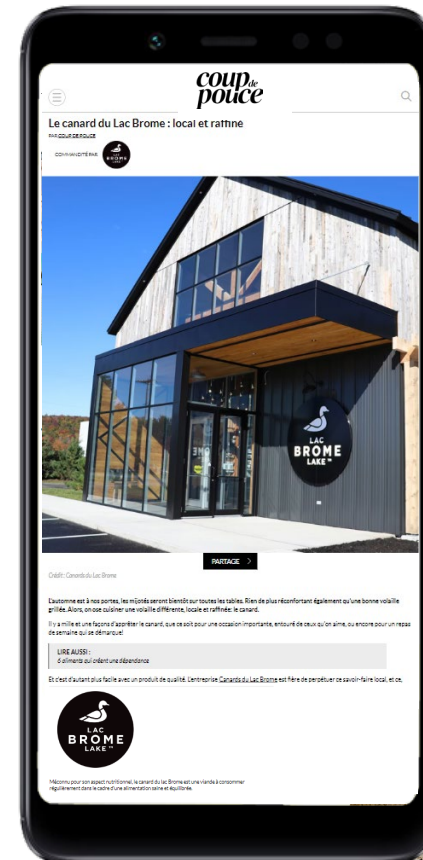
coup de pouce

x



Publications on our social platforms to promote co-branded content

A digital content broadcast licensing allowing the client to host the sponsored recipe on its website





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



brand association opportunities

/ content sponsorship in the brand ecosystem

Social media sponsorship

What's cooking? 6x per month

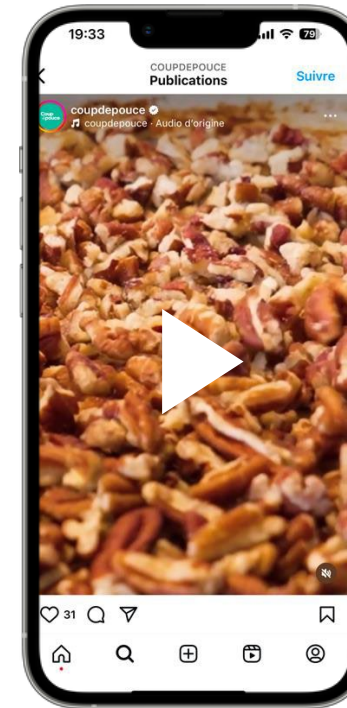
What to do? 2x per month

1 item, 3 looks 10x per year



Social co-branded activation

We were there x1 per month



magazines 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.



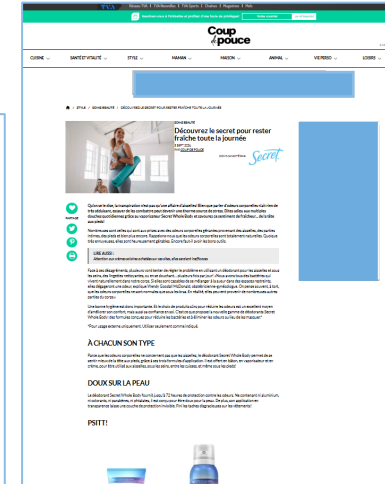
CONTENT INTEGRATION

Your product photo and description appear in the article page. Text next to 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.



CLIENT'S CONTROL LEVEL