

DIGITAL
MEDIA KIT





ECOSYSTEM



6.13
million
people every month



2.88 million

Magazine readers per edition



2.2 million

Website unique visitors per month,
including ELLE.com



1.05 million

Social media followers



290,500

Newsletter subscribers

Source: Vividata, Fall 2022, Canada 14+, Social media Sept. 2022, and Google Analytics 2022. Monthly reach listed here may be duplicated.



PER BRAND



ELLE
QUÉBEC

PRINT
READERSHIP: 397K
DIGITAL
MONTHLY UNIQUE VISITORS: 333K
SOCIAL MEDIA FOLLOWERS: 172K
NEWSLETTER SUBSCRIBERS: 27,7K
OPEN RATE: 23%



véro
MAGAZINE

PRINT
READERSHIP: 397K
DIGITAL
MONTHLY UNIQUE VISITORS: 334K
SOCIAL MEDIA FOLLOWERS: 165K
NEWSLETTER SUBSCRIBERS: 60K
OPEN RATE: 29%



ELLE
CANADA

PRINT
READERSHIP: 1.12 million
DIGITAL
MONTHLY UNIQUE VISITORS: 215K
SOCIAL MEDIA FOLLOWERS: 292K
NEWSLETTER SUBSCRIBERS: 60K
OPEN RATE: 16%



ELLE
DÉCORATION

ELLE Décoration Québec
EST. PRINT READERSHIP: 53K
ELLE Decoration Canada
EST. PRINT READERSHIP: 41K



K POUR
KATRINE

PRINT
READERSHIP: 90K
DIGITAL
MONTHLY UNIQUE VISITORS: 200K
SOCIAL MEDIA FOLLOWERS: 178K
NEWSLETTER SUBSCRIBERS: 68K
OPEN RATE: 48%



di Stasio

DIGITAL
MONTHLY UNIQUE VISITORS: 235K
SOCIAL MEDIA FOLLOWERS: 125K
NEWSLETTER SUBSCRIBERS: 40K
OPEN RATE: 62.5%



ELLE.COM

DIGITAL
UNIQUES VISITORS/MONTH : 1 million
UNIQUES VISITORS/YEAR: 12,3 millions



OUR AUDIENCE

Women
63.33% of our readers

Gen Z
16% of our readers

Gen Y
26% of our readers

Graduate Studies
Index 179

Urban (2M+)
Index 154



Do online researches before buying cosmetic products
INDEX 126
ELLE Canada, Print readership



Spent 100\$ or more on cosmetic products in the last month
INDEX 209
ELLE Canada, Print readership



Are ready to pay more for sustainable fashion brands
INDEX 132
VERO, Print readership



Spends a lot of money on toiletries and cosmetics for personal use
INDEX 131
ELLE Canada, Print readership



Learns about things to do or places to go by reading magazines
INDEX 153
VÉRO, Print readership



Are interested in innovations in the cosmetics industry
INDEX 137
VÉRO, Print readership

véro MAGAZINE

AUDIENCE PROFILE

VERO	PRINT	WEB
Median age	47	43
Women	71%	61%
Urban (100 000+)	78%	73%
Bachelor's degree	30%	29%
Home owner	53%	66%
Children under 18	40%	43%
Principal grocery shopper	83%	80%

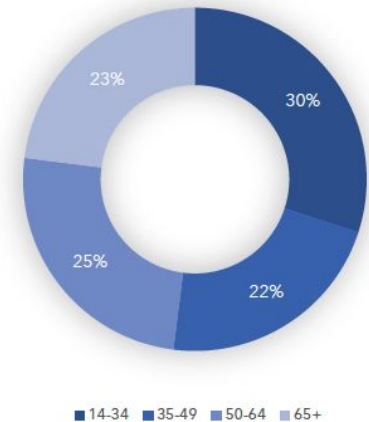
CONNECTED

Researched online prior to purchasing their clothing	Index 192
Spend more than 50\$ per month in cosmetics	Index 134

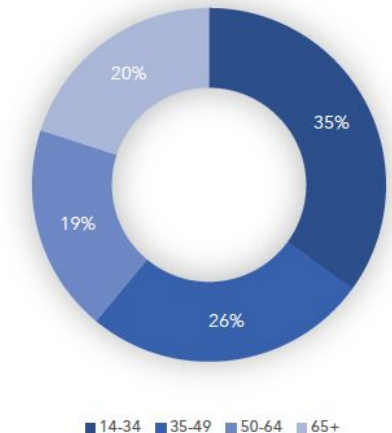
FASHION & BEAUTY

Are interested in innovations in the cosmetics industry	Index 137
Are willing to spend more for sustainable fashion brands	Index 132

PRINT



DIGITAL



ELLE

CANADA

ELLE CANADA	PRINT	WEB
Median age	33	33
Women	58%	58%
Urban (100 000+)	79%	80%
Bachelor's degree	29%	32%
Home owner	64%	64%
Children under 18	48%	53%
Principal grocery shopper	86%	79%

CONNECTED

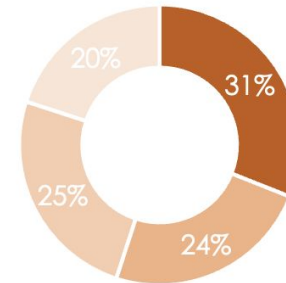
Researched online prior to purchasing cosmetic products	Index 126
Shop most often online for jewelry	Index 139

FASHION & BEAUTY

Spent 2000\$ on women's clothing in the past year	Index 139
Spent 100\$ on makeup/skincare in the past month	Index 131

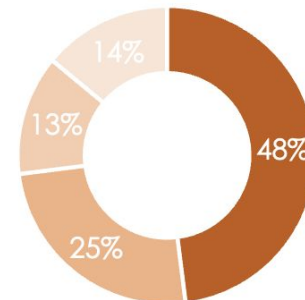
AUDIENCE PROFILE

PRINT



14-34 35-49 50-64 65+

WEB



14-34 35-44 45-64 65+

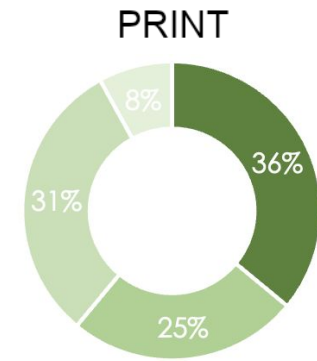
ELLE QUEBEC

ELLE QUEBEC	PRINT	WEB
Median age	42	39
Women	61%	60%
Urban (100 000+)	76%	79%
Bachelor's degree	48%	37%
Home owner	59%	42%
Children under 18	46%	47%
Principal grocery shopper	88%	71%

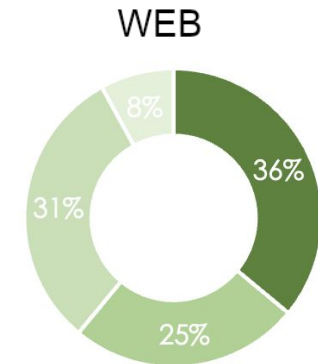
CONNECTED	
Researched online prior to purchasing their clothing	Index 170
Shop most often online for jewelry	Index 123

FASHION & BEAUTY	
Spent 2000\$ on women's clothing in the past year	Index 161
Spent 100\$ on makeup/skincare in the past month	Index 209

AUDIENCE PROFILE



■ 14-34 ■ 35-49 ■ 50-64 ■ 65+



■ 14-34 ■ 35-44 ■ 45-64 ■ 65+



CONTENT PILLARS





OUR FORMATS



STANDARD FORMATS

Leaderboard
728 x 90



Big box
300 x 250



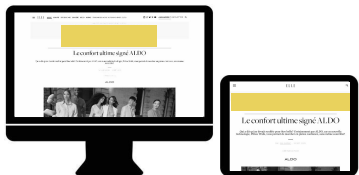
Double Big Box
300 x 600



Commercial carousel and native tile



Billboard
970 x 250



Mobile banner
320 x 50



In read video



OTHER formats

Pre-roll video
[Native tile](#)



VIEWABILITY

ALL OUR SITES

68%

ELLE CANADA

64%

ELLE . COM
ELLEDECOR.COM

70%

ELLE QUEBEC

70%

JOSEE DISTASIO

67%

K POUR KATRINE

71,35%

VERO

65%



IMPACT FORMATS

Be the first visible advertiser when readers enter our sites

E-BLAST

ELLE
#ChristmasCrush

Trois iconiques Guerlain
à offrir pour Noël !

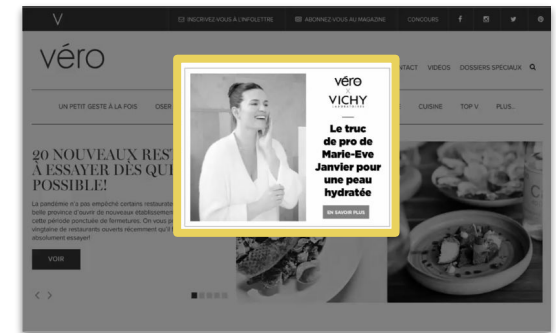


Il est des produits que l'on retrouve chaque année au pied du sapin et qui invoquent à eux seuls la magie de Noël. Ces trois iconiques Guerlain, qui se réinventent pour traverser les époques, arrivent en tête de notre wishlist.

HOMEPAGE TAKEOVER / ENTRYPOINT TAKEOVER (HPTO/EPTO)



POP-UP ON ENTRYPOINT





NEWSLETTER

Reach a strongly engaged audience

Total subscribers
324 600

Average Open Rate of
36%

Average Click Rate of
5.75%

Media industry average open rate: 21.33%
Media industry average click rate : 4.62%



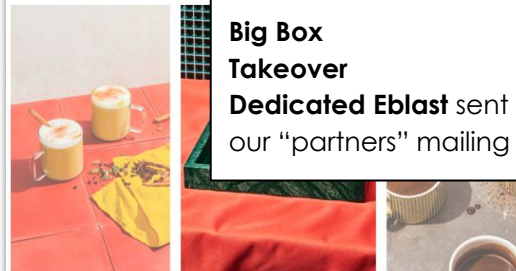
INSPIRATION MODE

10 looks en jean qui nous inspirent

BRANSELL PLACEMENTS

**Big Box
Takeover**

Dedicated Eblast sent to our "partners" mailing list



Créé par ELLE pour LA FAMILLE DU LAIT

RECETTES RÉCONFORTANTES

3 bonnes boissons à base de lait parfaites pour notre cocooning d'hiver

EN SAVOIR PLUS

véro



MEDIA CREATIVITY

Editorial mention in the weekly newsletter

Dedicated newsletter driving to co-branded content
(available when a minimum of 3 co-branded articles are created for one brand)

On s'inspire des

DÉCOUVRIR



CITÉE PAR VÉRO POUR IDC DERM
PEAU QUI VIEILLIT?

Découvrez les soins anti-âge d'IDC Dermo avec la gamme ULTIME!

LIRE



TARGETING OPTIONS

Our team will create customized targeting strategies according to the specific objectives of your campaign.

Geotargeting

based on the target audience's location

Section Sponsorship

based on the campaign's industry

First Impressions

HPTO/EPTO – get high impressions in a short period of time

Roundup Sponsorship

based on the campaign's theme





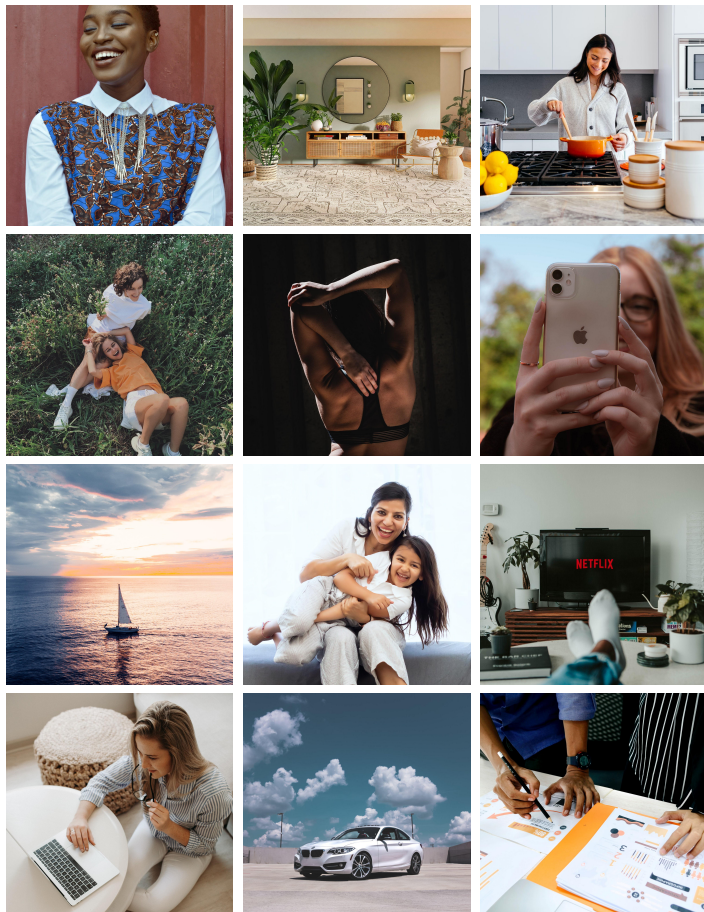
AUDIENCES

Reach our audience profiles built from data signals and sourced from verified external data.

Fashion & Beauty
Fitness
Pet Owners
Millennials
Food Lovers
Parents
Auto Enthusiasts

Tech Enthusiasts
Sports Fans
Travel Buffs
Small-to-Medium Business
Movie & TV Buffs
Home Decor
Homeowners

Other audiences available on demand





WHAT WE CAN DO FOR YOU

Our experienced team will be able to analyze your needs and create a tailor-made campaign adapted to your specific objectives. On a daily basis, we monitor trends, create strategic plans and analyze the performance of previous campaigns in order to identify the best opportunities and thus create a long-term partnership.

Custom content, print, digital, social media, newsletter, contest, events, VIP shopping sessions, sampling, brand licensing, influencer collaboration, editorial integration, video production, podcast production, live videos





CONTENT
MARKETING





CO-BRANDED CONTENT

The article written by our team of writers will highlight your communication objectives while respecting the tone and DNA of our brands. The content angle will be integrated to the editorial lines in order to fit naturally into our regular content.

All co-branded content comes with a commercial campaign and personalized visibility plan, with mentions on social media and in the newsletter.



3 recettes de boissons ultra réconfortantes pour un hiver au chaud

Pour notre coconing d'hiver, rien ne remplace le lait afin de concocter des boissons réconfortantes avec ou sans alcool. C'est si bon!

PAR : ELLE QUÉBEC - 16 FEVRI 2023

CRÉÉ PAR ELLE POUR

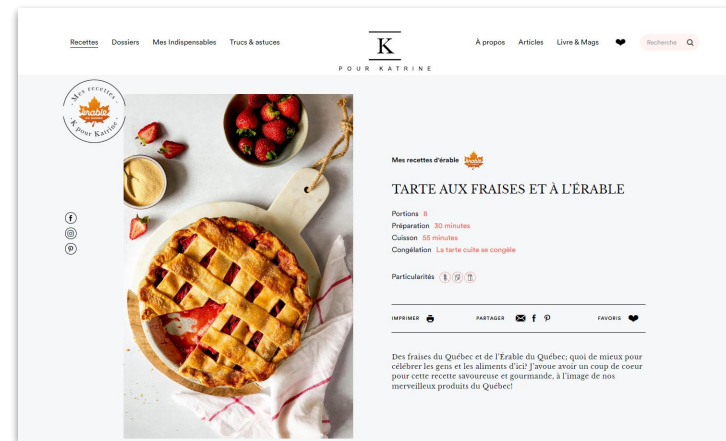


RECETTES D'ICI



DIGITAL CONTENT FORMATS

- Text
- Custom Recipe
- Content Roundup
- Photoshoot
- Video Production
- Video Series
- Live Video
- Podcast Production



SOCIAL MEDIA CONTENT FORMATS

- Instagram Takeover
- Instagram Reel
- Facebook or Instagram Live
- Facebook or Instagram contests
- Instagram Carrousel
- Facebook or Instagram posts
- TikTok video
- Instagram stories



CONTEST
ELLE x GUERLAIN
PARIS

WIN
THE ABELLE ROYALE
YOUTH REVITALIZING
RITUAL - ADVANCED
YOUTH WATERY OIL &
ADVANCED DOUBLE R
RENEW & REPAIR
SERUM
VALUED AT
\$459

ELLE x VICHY

LIVE

Tout ce qu'il faut savoir sur les taches pigmentaires et le tout nouveau Liftactiv Specialist Sérum B3 anti-taches de Vichy.



SOCIAL COMMERCIAL CAMPAIGN

POST FORMATS

Dark post with these different formats for [Facebook](#) and [Instagram](#) :

- Link post driving to client content
- Video with client content
- Carousel with links driving to client content or products

MAIN GOALS

- Drive traffic to a client article or website
- Increase impressions of a customer campaign

KPI

Link clicks, viewed videos, impressions

CONDITIONS

- Material provided by the client (text, images, video, links)
- Targeting parameters provided by the client

 Magazine VÉRO a partagé un lien.
Sponsorisé · 

Pour les fêtes, Holt Renfrew vous propose quatre univers spéciaux qui sauront vous émerveiller et vous inspirer. Allez, il est temps de découvrir toutes ces merveilles!



Explorez les présents magiques

 Magazine VÉRO avec Pause.
Commandité · 

Devrait-on donner son cellulaire à son enfant pour l'aider à patienter?
Comment gérer les écrans quand nos enfants n'ont pas le même âge?
Comment encadrer le temps d'écran avec son enfant au quotidien?

En tant que parents, on veut tous le meilleur pour nos enfants. Heureusement, Pause nous donne quelques outils pour composer avec la gestion parfois difficile des écrans et l'encadrement de leur utilisation.



Caroline Quarré
Intervenante psychosociale

PROMOTIONAL CONTENT

Promotional content made by or for our partners.

All infomercials come with an additional commercial campaign.

PROMOTION

réseau
medicart



Lumière sur le photorajeunissement

L'exposition au soleil peut causer bien des dommages à notre peau, et notamment un vieillissement accéléré. Comment le prévenir?

Si on nous rappelle sans cesse les dangers potentiels d'une exposition prolongée aux rayons UV, c'est que ces rayons sont responsables non seulement des coups de soleil et des cancers de la peau, mais aussi du vieillissement cutané. La meilleure façon d'éviter l'apparition précoce des signes de l'âge est la prévention. Mais, si certains de ces dommages sont déjà apparus, on peut heureusement compter sur un traitement: le photorajeunissement.

QU'EST-CE EXACTEMENT QUE LE PHOTOVIEILLISSEMENT?

C'est le vieillissement cutané causé par l'exposition aux rayons UV. Il diffère du vieillissement chronologique. C'est que le soleil affecte les structures de la peau lorsqu'on s'y expose à répétition: cela provoque (entre autres) l'apparition de vaisseaux sanguins dilatés, de rides, de taches pigmentaires et une perte de fermeté de l'épiderme.

COMMENT PRÉVENIR CE PHOTOVIEILLISSEMENT?

La meilleure stratégie est de se protéger du soleil: on cherche l'ombre, on se couvre le plus possible lorsqu'on s'expose au soleil et on applique une protection solaire à large spectre. On devrait d'ailleurs appliquer

un écran solaire tous les jours, à longueur d'année - même lorsqu'on ne passe pas la journée complète dehors!

LE PHOTORAJEUNISSEMENT À LA RESCOUSSE!

Le photorajeunissement au moyen du laser Elos Plus est un traitement de pointe qui donne des résultats impressionnants. Il utilise une longueur d'onde de 470 à 980 nm et deux types d'énergie, soit la radiofréquence bipolaire et la lumière intense pulsée. On l'utilise notamment dans le traitement de l'hyperpigmentation et de problèmes vasculaires mineurs, en plus de certaines affections, comme la couperose et la rosacée. Rapide et efficace, il permet d'atténuer les taches pigmentaires et d'éclaircir le teint, tout en procurant un magnifique coup d'éclat à la peau. Un traitement à essayer absolument pour contre le photovieillissement!

Le photorajeunissement est offert dans le réseau des 30 cliniques Epiderma, de même que dans les cliniques Medicart de Montréal et de Québec. Medicart est le plus grand réseau en médecine esthétique et phlébologie au Canada. Il compte plus de 35 cliniques au Québec et en Ontario, dont les cliniques Epiderma, et une équipe expérimentée de 75 médecins et infirmières.



PROGRAMMATIC
OFFERING



ELLE

C A N A D A

ELLE is for Canadian independent, smart and energetic women.

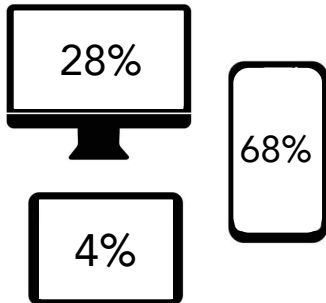
She loves ELLE because it keeps her informed on the changing world around her and feeds her freedom of thought.

ELLE embodies the qualities that are most relevant today. ELLE is creative, innovative and inclusive and is proudly Canadian.

USERS DATA

UNIQUE VISITORS/MONTH : 222 k
 UNIQUE VISITORS/YEAR : 2,6 millions
 PAGES VIEWS FOR 2022 : 4,7 millions
 TIME/SESSION : Almost 1 minute

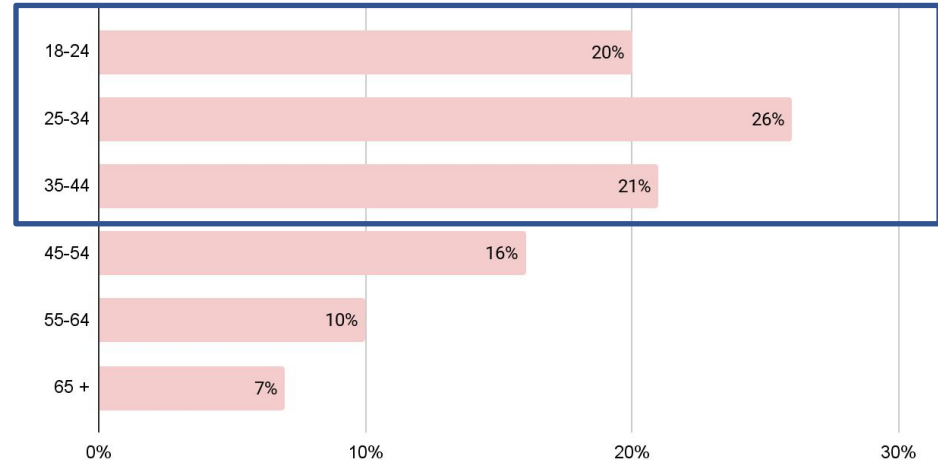
PLATFORM USAGE :



USERS SPLIT by COUNTRY

CANADA 52%
 USA 24%
 OTHERS 24%

AUDIENCE 66% 34%



INTERESTS AND CONSUMPTION HABITS

- 57% like to buy quality products at a fair price.
- 72% love the latest fashion trends and shopping is their favorite hobby.
- Amongst our CINEMA LOVERS, 53% are between 18 and 34 YEARS OLD
- They shop for FINANCIAL and INVESTMENT PRODUCTS and SERVICES and 47% are between 25-44 years old.
- THEY ARE ACTIVELY LOOKING FOR A VEHICLE (25%)
- 46% are currently SHOPPING and PLANNING for their next vacation

ELLE

Q U É B E C

ELLE is for Quebec's independant, smart and energetic woman.

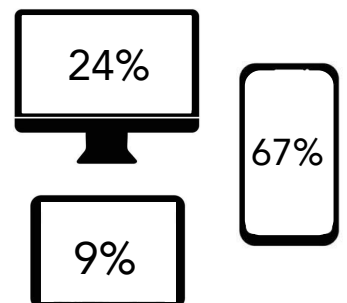
She loves ELLE because it keeps her informed about the changing world around her and encourages her freedom of thought and expression.

ELLE embodies the qualities that are most relevant today. ELLE is creative, innovative, inclusive and proudly made in Québec.

USERS DATA

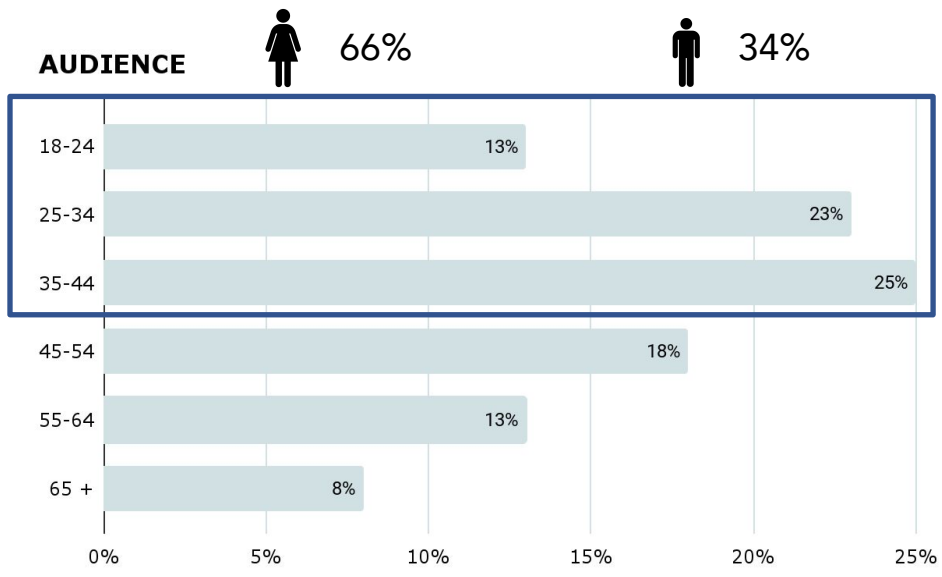
UNIQUE VISITORS/MONTH : 290 k
 UNIQUE VISITORS/YEAR : 3,6 millions
 PAGES VIEWS FOR 2022 : 7,2 millions
 TIME/SESSION : More than 1 minute

PLATFORM USAGE :



USERS SPLIT by COUNTRY

CANADA	68%
FRANCE	21%
OTHERS	11%



INTERESTS AND CONSUMPTION HABITS

- 50% of our visitors have an interest in a GREEN LIVING LIFESTYLE
- 65% of our FOODIES are between 25 & 54 years old
- Amongst our TRAVEL LOVERS, 60% are between 18 & 44 years old
- THEY ARE INTERESTED in NEWS and POLITICS (43%)
- They are ACTIVELY LOOKING FOR A PROPERTY (24%)
- 50% are currently SHOPPING DECOR, FURNITURE, HOME RENOVATION & LANDSCAPE SERVICES.

véro

MAGAZINE

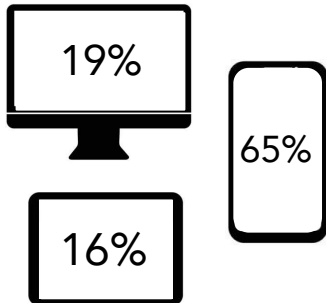
VÉRO is a woman's magazine brimming with optimism, inspiration, learning and resources that make life better!

Véronique Cloutier has been one of the most loved and admired celebrities in Québec for the past 20 years. She has also created the Véro & Louis Foundation, which creates homes for autistic adults.

USERS DATA

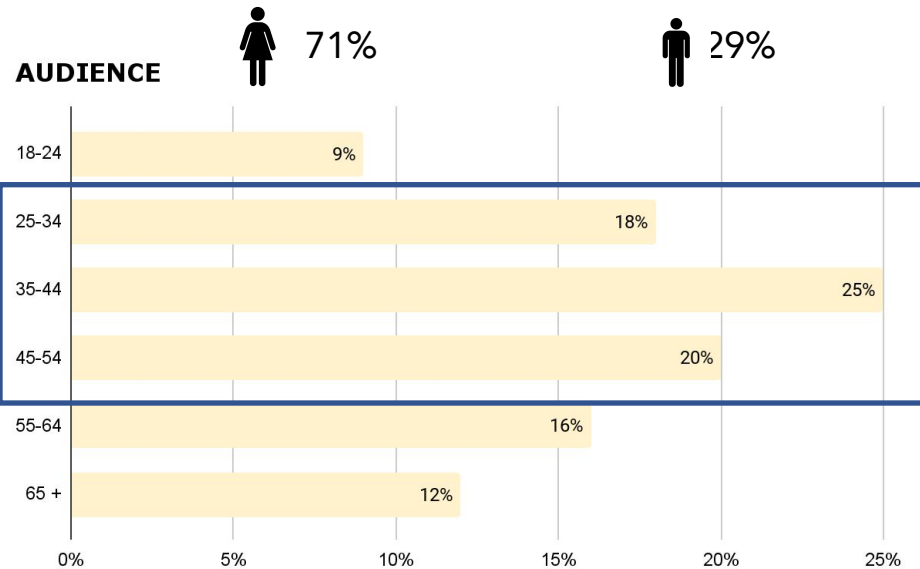
UNIQUE VISITORS/MONTH : 543 k
UNIQUE VISITORS/YEAR : 3,6 millions
PAGES VIEWS FOR 2022 : 6,5 millions
TIME/SESSION : 1min26

PLATFORM USAGE :



USERS SPLIT by COUNTRY

CANADA	85%
FRANCE	10%
OTHERS	5%



INTERESTS AND CONSUMPTION HABITS

- 52% of our visitors are ENTERTAINMENT and TV enthusiasts
- 73% love to COOK quick 30 minute recipes.
- FAMILY ACTIVITY SEEKERS, 57% are between 25 & 54 years old
- 29% are shopping for a NEW PROPERTY.
- THEY ARE ACTIVELY LOOKING FOR A VEHICLE (30%)
- 50% CURRENTLY SHOPPING for SERVICES AND PRODUCTS to enhance their PROPERTY.

K P O U R K A T R I N E

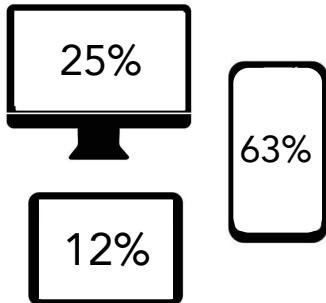
Born out of a need for gourmet solutions for those with dietary restrictions. Serving the Quebec audience who seek to continue eating easy, high-quality and gourmet foods.

K pour Katrine creates simple but delicious recipes, gluten-free and dairy-free!

USERS DATA

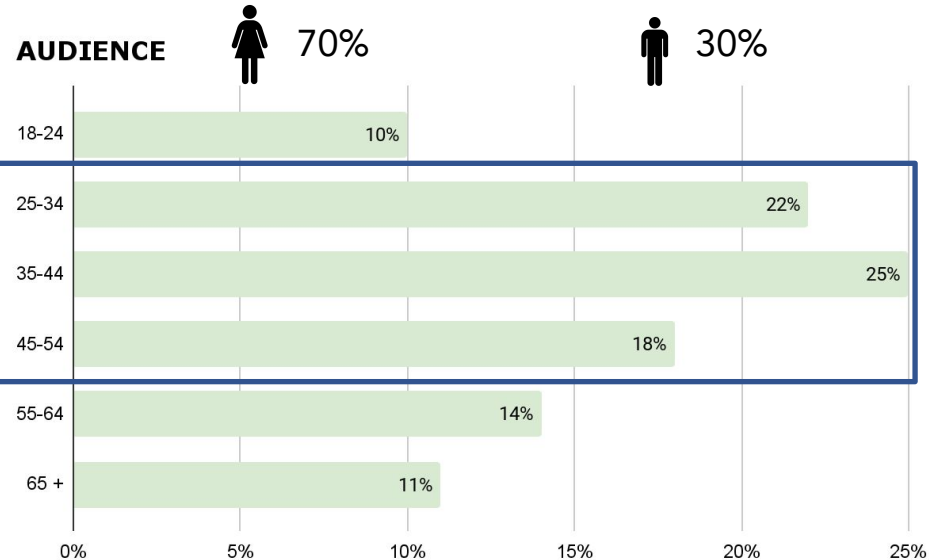
UNIQUE VISITORS/MONTH : 290 k
 UNIQUE VISITORS/YEAR : 1,9 millions
 PAGES VIEWS FOR 2022 : 10,9 millions
 TIME/SESSION : 2 minutes

PLATFORM USAGE :



USERS SPLIT by COUNTRY

CANADA	93%
FRANCE	4%
OTHERS	3%



INTERESTS AND CONSUMPTION HABITS

- 80% love to COOK quick 30 minute recipes.
- 72% of our visitors have an interest in a GREEN LIVING LIFESTYLE
- FAMILY is at the center of their lifestyle, 74% are between 25 & 54 years old
- They shop for PRODUCTS to enhance OUTDOOR ACTIVITIES such as camping, hiking and Fitness Training (23%).
- 39% prefer PASTRY and DESSERTS
- 19% are PET LOVERS

di Stasio

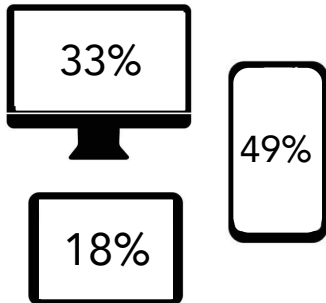
Diverse inspirations and flavours are always at the heart of her creations.

Her desire to share everything related to gastronomy and the art of living through her cooking shows and books has been loved by Quebecers for over two decades.!

USERS DATA

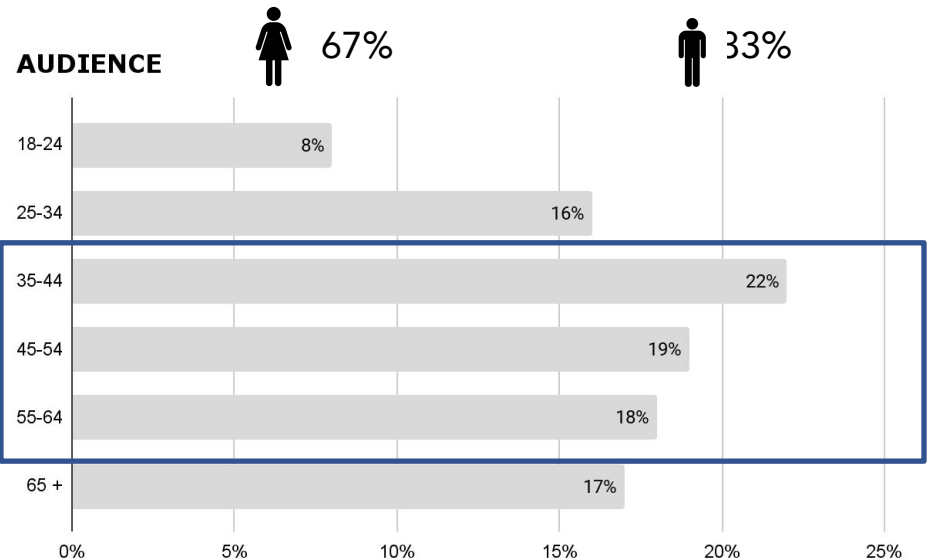
UNIQUE VISITORS/MONTH : 235 k
UNIQUE VISITORS/YEAR : 3 millions
PAGES VIEWS FOR 2022 : 10,6 millions
TIME/SESSION : 1min20

PLATFORM USAGE :



USERS SPLIT by COUNTRY

CANADA	94%
FRANCE	2%
OTHERS	4%



INTERESTS AND CONSUMPTION HABITS

- 80% love to COOK quick 30 minute recipes.
- 53% of our visitors have an interest in an ECO-RESPONSIBLE LIFESTYLE
- Amongst our BOOK LOVERS, 60% are between 25 & 54 YEARS OLD
- They like to do things for themselves (DIY) at home & 59% are between 25-54 years old.
- They are ACTIVELY LOOKING FOR A PROPERTY (24%)
- 52% are currently SHOPPING for DECOR, FURNITURE , HOME RENOVATION and LANDSCAPE SERVICES.

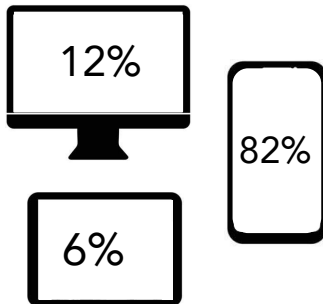
ELLE.COM

As the world's largest fashion magazine and media brand, ELLE inspires women to explore and celebrate style in all aspects of their lives with content that is inclusive and innovative.

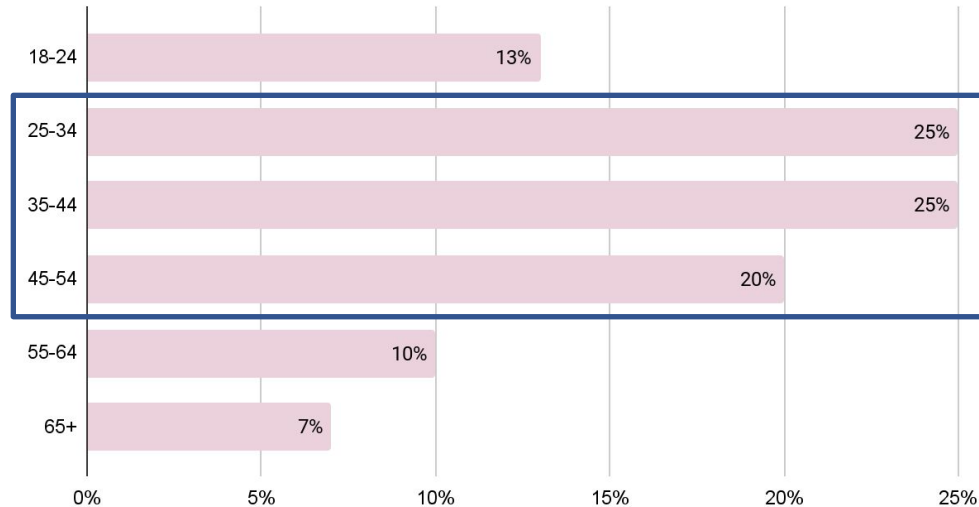
USERS DATA

UNIQUE VISITORS/MONTH: 981 k
PAGES VIEWS/MONTH : 1,53 millions

PLATFORM USAGE :



AUDIENCE





TYPE OF PROGRAMMATIC DEALS AVAILABLE

	<u>Display</u> <u>Mobile, Desktop, Tablette</u>		<u>Pre-roll video</u>		<u>In-read video</u> <u>Carousel</u> <u>Native file</u>	
GUARANTEED PROGRAMMATIC (GP)	ELLE Q U E B E C	véro MAGAZINE	ELLE Q U E B E C	véro MAGAZINE	ELLE Q U E B E C	véro MAGAZINE
PREFERRED DEALS (PD)	ELLE C A N A D A	<u>K</u>	ELLE C A N A D A	ELLE	ELLE C A N A D A	<u>K</u>
PRIVATE MARKET PLACE (PMP)	ELLE	di Stasio	di Stasio			



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