



K

POUR KATRINE

An essential recipe resource for food-intolerant gourmets!

MEDIA KIT 2024

Website | Social media | Magazines | Book | Tou.Tv | Cakes

www.kpourkatrine.com

Photos : Ariel Tarr



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Who is Katrine ?

A woman of substance ♥

It all started fifteen years ago when Katrine Paradis and her daughters set up a small lemonade stand. All of the proceeds went to the Chu Sainte-Justine Foundation. The initiative grew quickly over the years, becoming a beloved neighbourhood event and raising more than \$250,000 with the help of local families.

A woman in the public eye

Katrine hosted the popular Un p'tit gâteau à la fois cooking show on Quebec's Canal Vie network for two seasons. Each episode, Katrine and her invited celebrity guest would bake mouth-watering desserts and deliver them to people making a difference in their own communities.

A mother

Katrine delights in family life and, above all else, bringing everyone together around the dinner table. With her two daughters' dietary restrictions – Margaux has multiple food allergies and Sarah is gluten and lactose intolerant – and with her own gluten and dairy-free diet, Katrine has always challenged herself to create meals that work for everyone without compromising on flavour. Over the past, Katrine has mastered the art of menu planning and family meals have never been better!

Why K POUR KATRINE ?

Simply because there was no gourmet-friendly solution in the Quebec market for people who love to eat well but have to live with dietary restrictions.

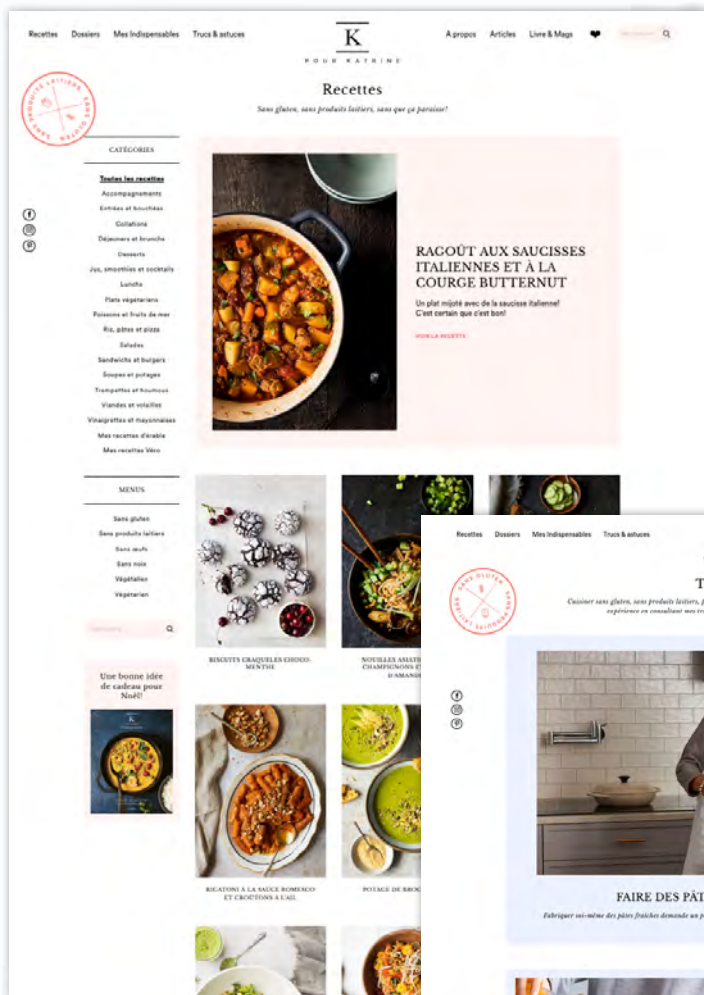
The need for a delicious solution was real. Since Katrine started cooking gluten and dairy-free meals for herself and her family, she realized that so many people with dietary restrictions felt helpless in their own kitchens. Her simple gourmet recipes are already making a major difference in the day-to-day lives of those living with food intolerances.

DIETARY RESTRICTIONS? WE HAVE THE SOLUTION!

K POUR KATRINE

Eat gluten-free, dairy-free, compromise-free!





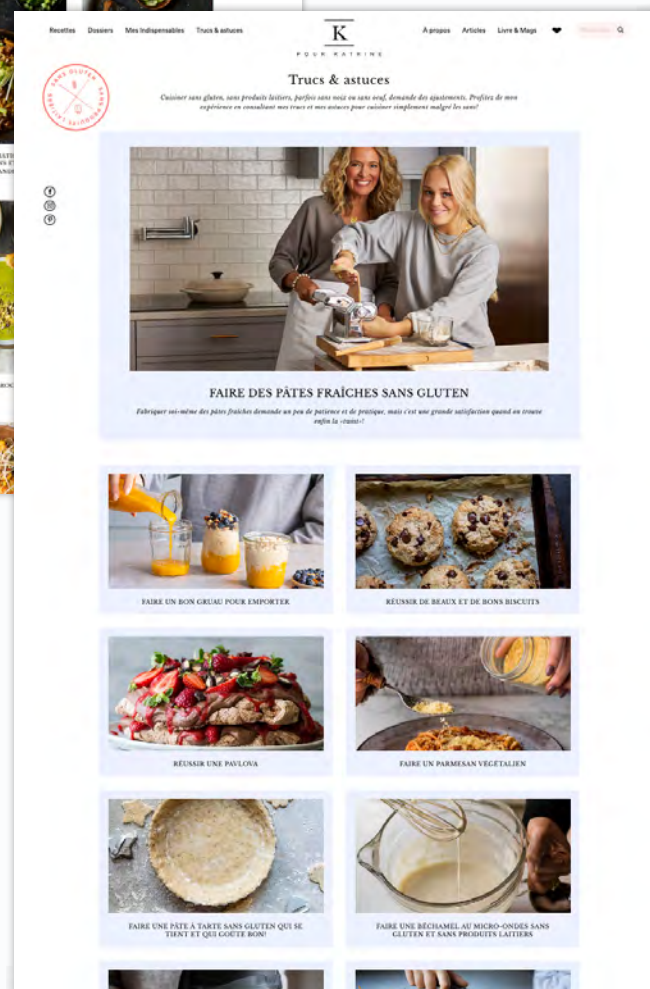
What you'll find on

K POUR KATRINE

Creative solutions for a gluten and dairy-free diet!

- Hundreds of recipe ideas.
- Tips, how-tos and a list of must-have pantry items tested and recommended by the K pour Katrine team.
- Recipes categorized according to a broad range of dietary restrictions: not only gluten and dairy-free, but also nut-free, egg-free, vegetarian and vegan.

Dealing with dietary restrictions has never been this easy or tasted this good!





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Some Numbers...

WEBSITE

kpourkatrine.com

Close to **200 000** visitors per month
Close to **1 000 000** page views per month

FACEBOOK

Over **89 000** followers
More than **50%** of the subscribers are between
25 and **44** years old

INSTAGRAM

Over **89 000** followers
More than **60%** of the subscribers are between
25 and **44** years old

NEWSLETTER

More than **68 000** subscribers
Opening rate **48%**
Click rate **10%**

DEMOGRAPHICS

45% of visitors to our site are between
25 and **44** years old
28% men and **72%** women

SURPRISE!

60% of our users don't have any
dietary restrictions.

They are choosing K pour Katrine simply because
it's delicious!

K POUR KATRINE Magazines

We proudly launched our K pour Katrine magazine in September 2017.

The magazine has given us another way to reach out and connect with people in the comfort of their own kitchens!



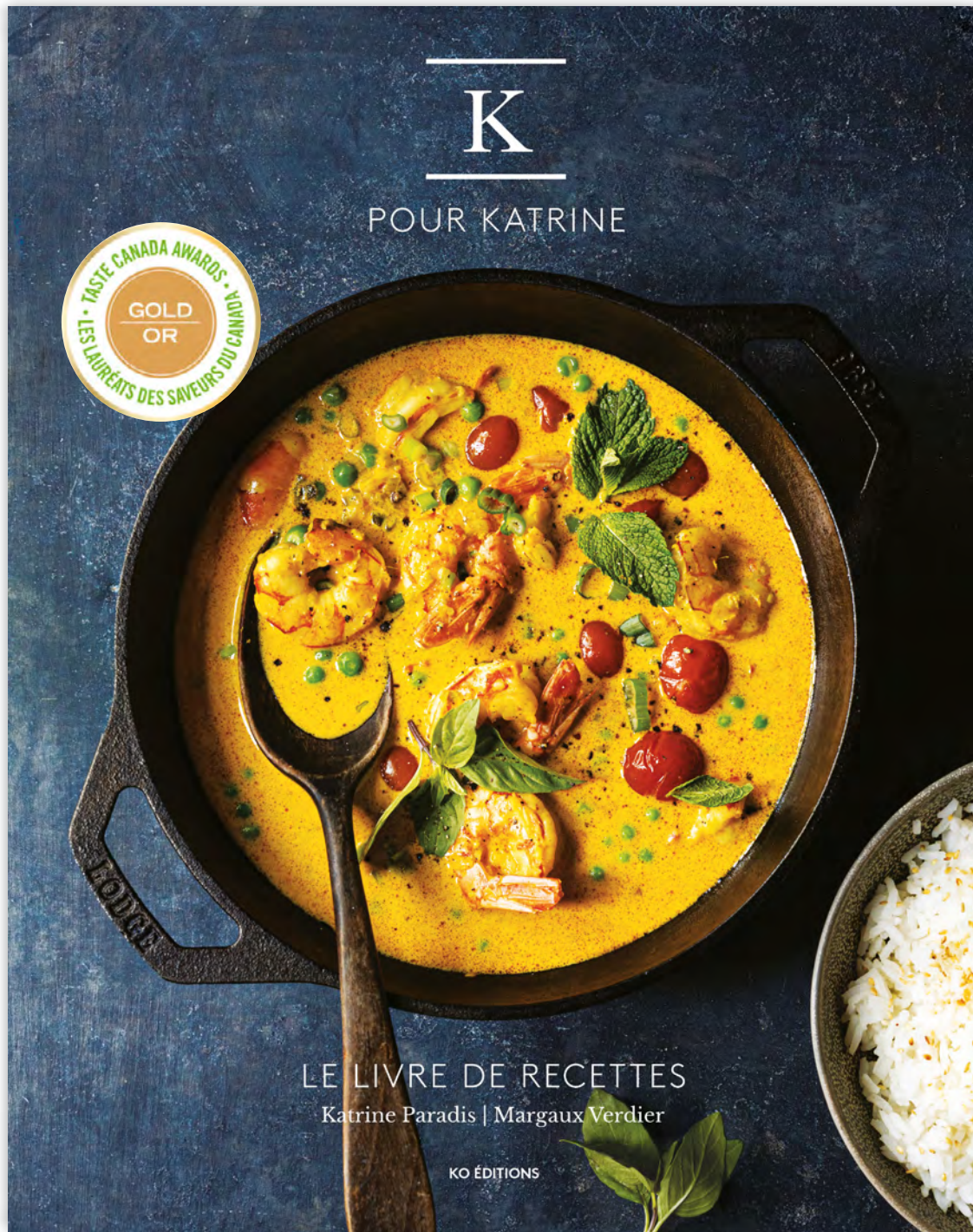
Already 13 issues of K pour Katrine magazine and many more publications to come.

le magazine
K
POUR
KATRINE

Un vent D'ÉTÉ!

Des plateaux pour l'apéro
Les fraises, un peu, beaucoup, à la folie
Recevoir sans tracas
Et bien plus...

Burgers de poulet, épinards et basilic, sauce avocats-jalapenos



K POUR KATRINE the Book

Our new cookbook was published in the fall of 2021.

It includes 100 new delicious, healthy and easy recipes. And, of course, everything is gluten free, dairy free and compromise free!



K pour Katrine has won the gold price at the prestigious **Canada Taste Award 2022**, in the general cooking book category.



Available in all bookstores in Quebec.

Now Available in Grocery Stores: Our K POUR KATRINE Cakes!

The market lacked gluten-free, vegan desserts that weren't overly sweet but that didn't compromise on flavour..

Our line of THE FAMOUS cakes are now available in grocery stores!



- No preservatives, colouring or artificial flavours.
- We use certified gluten-free vegan products.
- We use a short list of only quality ingredients.

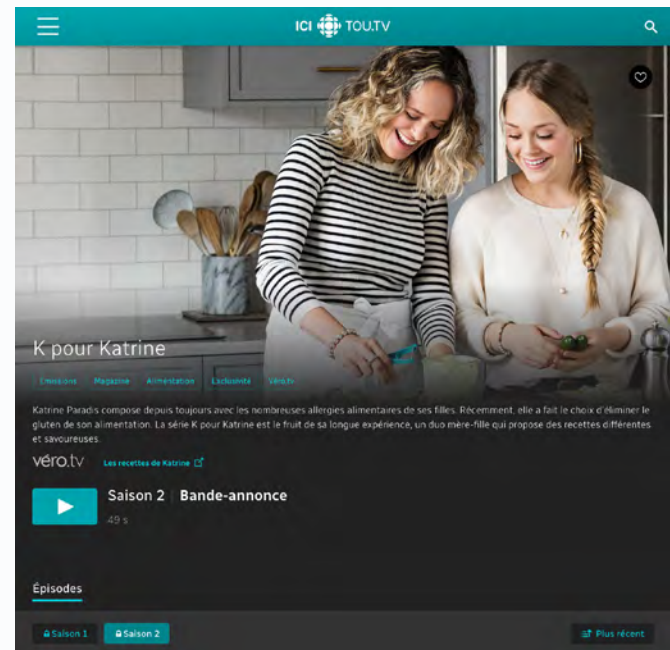




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K POUR KATRINE on tou.tv

Two seasons of the web series
K pour Katrine are available on VERO.TV.



In each episode, Katrine and Margaux cook up a few simple yet scrumptious recipes. They share their tips and tricks on how to enjoy gourmet meals, regardless of any restrictions.

We love hearing from you!

For information, requests for interviews or collaborations,
please contact Katrine and Marie-Josée at

info@kpourkatrine.com

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Rate card

Effective January 23

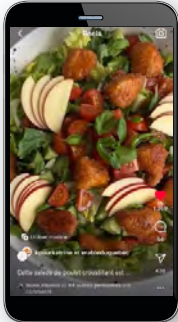
FORMAT	RATE
1 Page	9 000 \$
Double Page	18 000 \$
1/2 Page	5 500 \$
1/3 Page	4 500 \$
Co-branded Article – Full Page	10 500 \$
Co-branded Article – Double Page	20 000 \$

Rates are net and do not include production fees

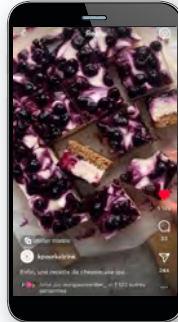
Partnerships *social media*

REEL

Érable du Québec



Vitalite



IN-FEED POST

Metro



Aliments du Québec



Desjardins Assurance



Pacini



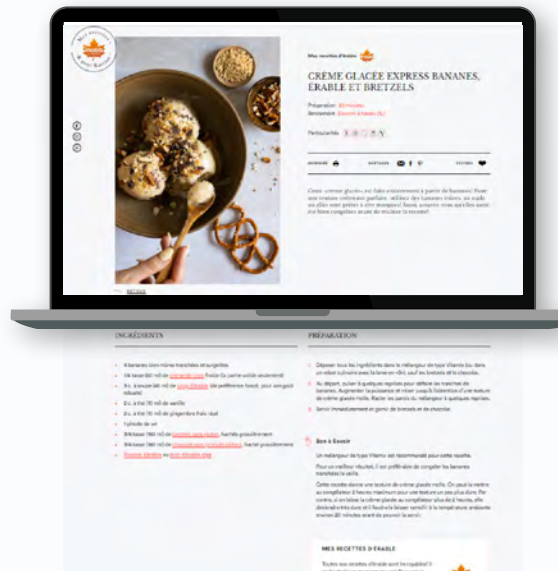
SPECIAL FEATURE

Desjardins Assurance



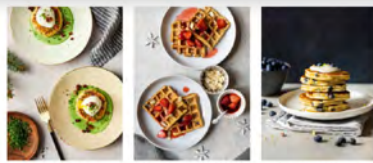
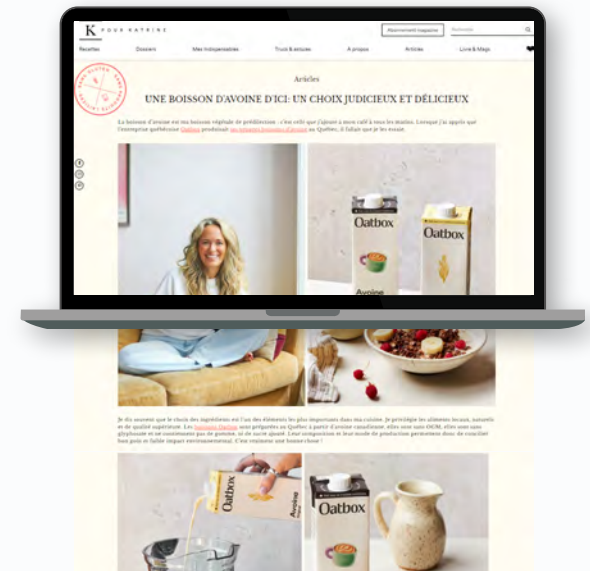
RECIPE CREATION

Érable du Québec



COBRANDED ARTICLE

Oatbox



Users data WEBSITE *between sept 22 and sept 23*

PAGES VIEWS
11 millions

TIME/SESSION
2 min 40 sec on average

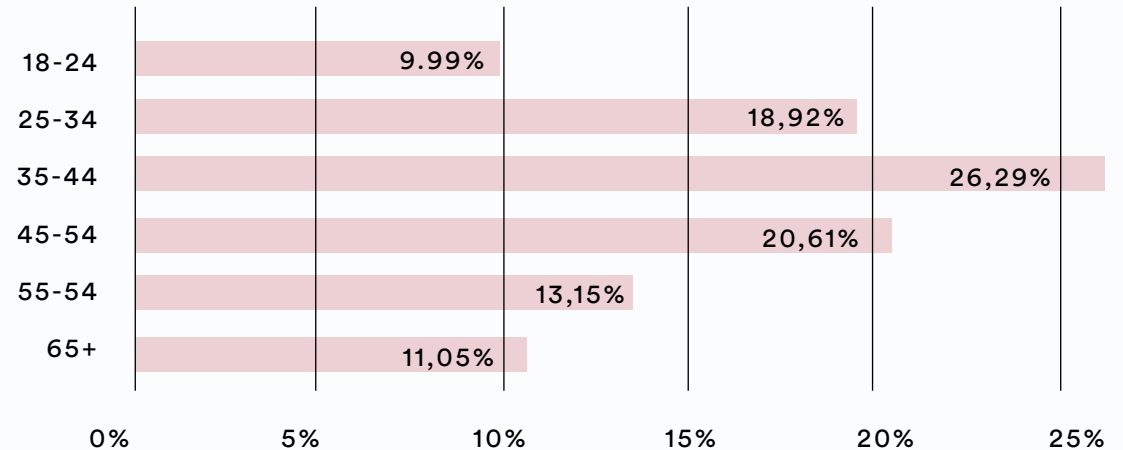
USERS SPLIT BY COUNTRY

CANADA : **94%**
FRANCE : **4%**
UNITED STATES : **2%** others
BELGIUM : **0,43 %**

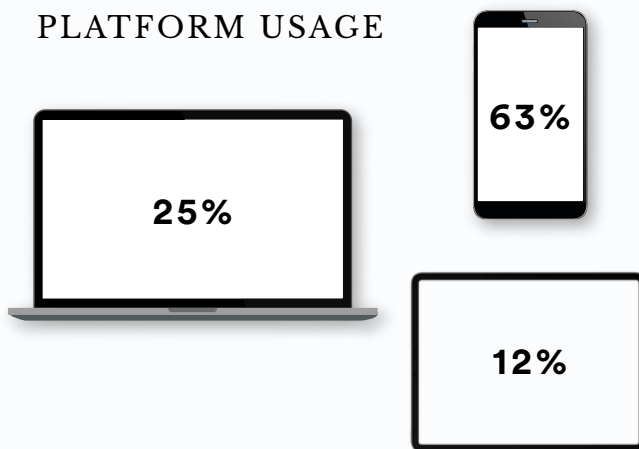
AUDIENCE

 **70%**

 **30%**



PLATFORM USAGE



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