



KO MÉDIA

MEDIA KIT 2024



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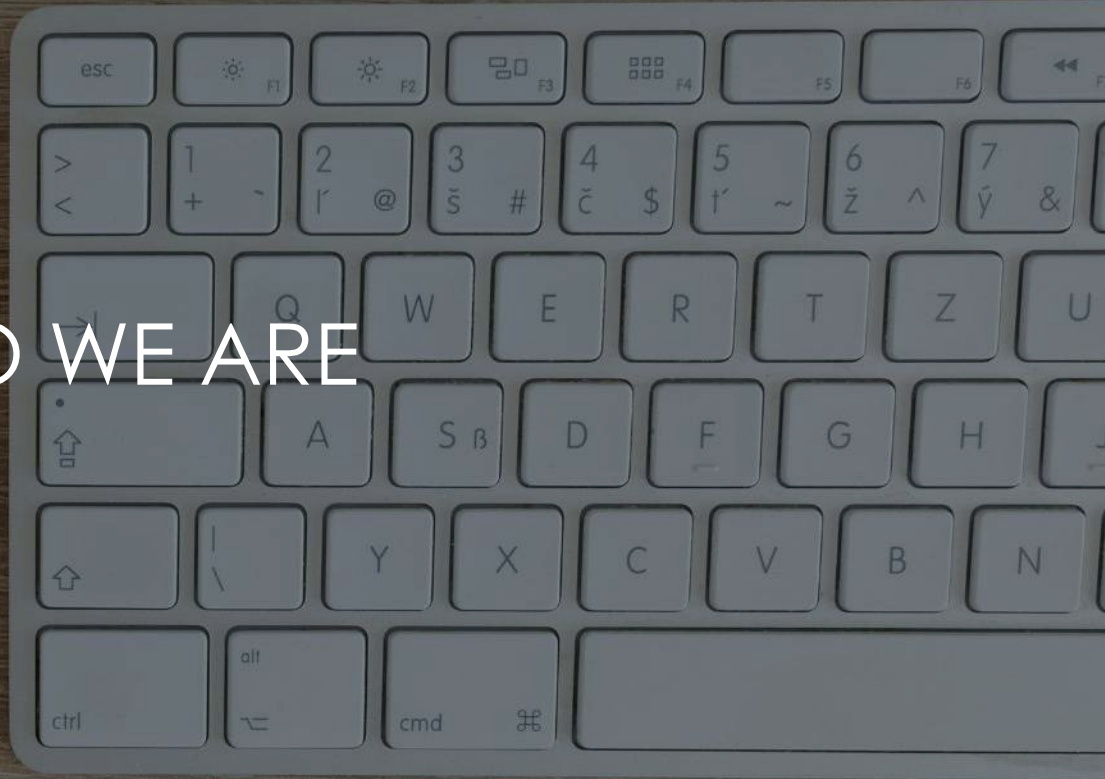
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WHO WE ARE





MISSION

Do good by inspiring, informing and entertaining
all Canadians, every day.

VALUES

Creativity

Rigour

Wellness

Passion





LEADERSHIP TEAM



Sophie Banford

Sophie Banford has more than 15 years of experience in publishing, more specifically, in Quebec women's magazines. She has contributed to the success of now thriving brands through her ability to generate financial results, without compromising the quality and creativity of editorial content.



Louis Morissette

Louis Morissette has been in the public eye for more than 20 years, as a comedian, author, actor and one of the most prolific producers in Quebec. Bold and creative, this natural leader founded Groupe KO in 2011 and has created various projects for television, cinema and now publishing. In 2016, he co-founded the Véro & Louis Foundation, along with his wife, Véronique Cloutier.



“The magazine industry faces challenges, but the importance of content, no matter the platform, will never be questioned. I am proud of our team, who create local and relevant content of the highest quality that reaches more and more readers each year.”

– Sophie Banford, Publisher and General Manager of KO Média





**KO Média is more than just a media partner,
it's a team specializing in creating content
for women aged 18–65.**

From the creation of magazines to video production, award-winning journalistic content and social-media storytelling strategy, we know how to produce and deploy content of unparalleled quality, and work with the best creators in the industry.

KO Média is driven by the desire to tell stories that captivate the public, while excelling in every aspect of their creation.





ECOSYSTEM



6.13
million
people every month



2.88 million

Magazine readers per edition



2.2 million

Website unique visitors per month



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
Q U É B E C

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
C A N A D A

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 P O U R
K A T R I N E

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%

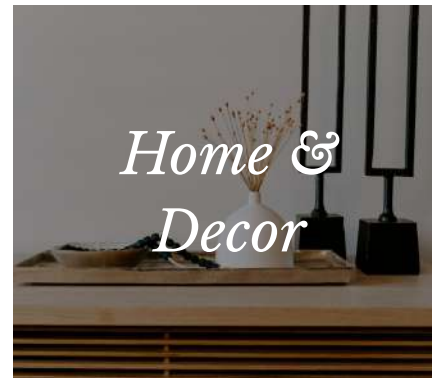


ELLE.COM

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



CONTENT PILLARS





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



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





EDITORIAL CALENDARS





Editorial Calendar 2024

<i>Issue</i>	<i>Themes</i>	<i>Cobranded deadline</i>	<i>Sales deadline</i>	<i>Material deadline</i>	<i>On newsstands</i>
Winter 2024	Conscious economy	Nov. 8	Dec. 6	Dec. 7	Jan. 11, 2023
Spring 2024	Sex special!	Jan. 23	Feb. 20	Feb. 23	March 21
Summer 2024	Buy local!	Apr. 9	May 7	May 10	June 6
Fall 2024	Proud to Be You	June 4	July 2	July 4	Aug. 22
Holiday 2024	Holiday Issue	Sept. 9	Oct. 7	Oct. 10	Nov. 7



Editorial Calendar 2024

<i>Issue</i>	<i>Themes</i>	<i>Cobranded deadline</i>	<i>Sales deadline</i>	<i>Material deadline</i>	<i>On newsstands</i>
Winter 2023–2024	Holiday Issue	Sept. 21	Oct. 13	Oct. 19	Nov. 16
Feb/March 2024	New wellness	Dec. 13	Jan. 10	Jan. 18	Feb. 15
April 2024	Green Issue	Jan. 12	Feb. 9	Feb. 15	March 14
May 2024	Power issue	Feb. 8	March 7	March 19	April 18
Summer 2024	Never giving up	March 22	April 19	April 29	May 30
Sept 2024	Trends issue	June 7	July 5	July 8	Aug. 15
Oct 2024	What to See/Do/Read	July 15	Aug. 12	Aug. 19	Sept. 19
Nov 2024	Beauty Grand Prix	Aug. 19	Sept. 16	Sept. 23	Oct. 24
Dec/Jan 2024–2025	Holiday Issue	Sept. 20	Oct. 18	Oct. 28	Nov. 28



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Winter 2023–2024	Holiday Issue	Sept. 21	Oct. 13	Oct. 19	Nov. 16
Feb/March 2024	New wellness	Dec. 13	Jan. 10	Jan. 15	Feb. 19
April 2024	Green Issue	Jan. 12	Feb. 9	Feb. 13	March 18
May 2024	Power issue	Feb. 8	March 7	March 13	April 22
Summer 2024	Never giving up	March 22	April 19	April 24	June 3
Sept 2024	Trends issue	June 7	July 5	July 8	Aug. 19
Oct 2024	What to See/Do/Read	July 15	Aug. 12	Aug. 14	Sept. 23
Nov 2024	Beauty Grand Prix	Aug. 16	Sept. 16	Sept. 19	Oct. 28
Dec/Jan 2024–2025	Holiday Issue	Sept. 20	Oct. 18	Oct. 21	Dec. 2



Editorial Calendar 2024

Quebec

<i>Issue</i>	<i>Cobranded deadline</i>	<i>Sales deadline</i>	<i>Material deadline</i>	<i>On newsstands</i>
Spring 2024	Feb. 1	Feb. 29	March 7	April 11
Fall 2024	July 22	Aug. 19	Aug. 26	Sept. 26

Canada

<i>Issue</i>	<i>Cobranded deadline</i>	<i>Sales deadline</i>	<i>Material deadline</i>	<i>On newsstands</i>
Spring 2024	Feb. 1	Feb. 29	March 4	April 15
Fall 2024	July 27	Aug. 19	Aug. 21	Sept. 30



Editorial Calendar 2024

<i>Issue</i>	<i>Cobranded deadline</i>	<i>Sales deadline</i>	<i>Material deadline</i>	<i>On newsstands</i>
Winter 2024	Nov. 21	Nov. 28	Dec. 8	Jan. 18
Summer 2024	April 12	April 23	April 29	May 30

di Stasio



Digital Editorial Calendar 2024

<i>Timing</i>	<i>Themes</i>
Jan. 2024	Soups and weekend recipes
Feb. 2024	Chocolate, comfort food and anti-waste recipes
March 2024	Maple season
April 2024	Vegetarian ideas, simple pastas and brunch options
May 2024	All about olive oil, local markets
June 2024	Happy-hour ideas
July 2024	Picnics and salads
Aug. 2024	Harvest season
Sept. 2024	Quick and simple recipes for back-to-school
Oct. 2024	Canning, pickling and squash season
Nov. 2024	Gratins, pot pies and cookies
Dec. 2024	Festive traditions from all around the world, foodie gift ideas and holiday menu



PRINT
MEDIA KIT





Rate card

————— EFFECTIVE SEPTEMBER 23 —————

<i>Format</i>	<i>Rate</i>
1 Page	\$8,000
Double Page	\$16,000
1/2 Page	\$6,000
1/3 Page	\$5,000
C-2 Double Page	\$18,000
C-4 OBC	\$12,000
Co-branded Article – Full Page	\$12,000
Co-branded Article – Double Page	\$18,000

Rates are net and do not include production fees



Rate card

— EFFECTIVE SEPTEMBER 23 —

<i>Format</i>	<i>ELLE Canada</i>	<i>ELLE Québec</i>
1 Page	\$20,000	\$11,000
Double Page	\$40,000	\$21,000
1/2 Page	\$14,000	\$7,500
1/3 Page	\$10,000	\$5,500
C-2 Double Page	\$48,000	\$25,500
C-4 OBC	\$26,000	\$15,000
Co-branded Article – Full Page	\$22,500	\$15,500
Co-branded Article – Double Page	\$45,000	\$24,000

Rates are net and do not include production fees



Rate card

— EFFECTIVE SEPTEMBER 23 —

<i>Format</i>	<i>Rate</i>
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

Impact formats

INSERTS

REMOVABLE INSERTS



POP-UP



MAGNA STRIP



Impact formats

COVER

INSIDE GATEFOLD



CAVALIER



HALF FRENCH DOORS



FRENCH DOORS





DIGITAL
MEDIA KIT



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
300 x 50



IN READ VIDEO



Additional Formats

[Out-Stream/In-Article Video](#)
Pre-Roll Video

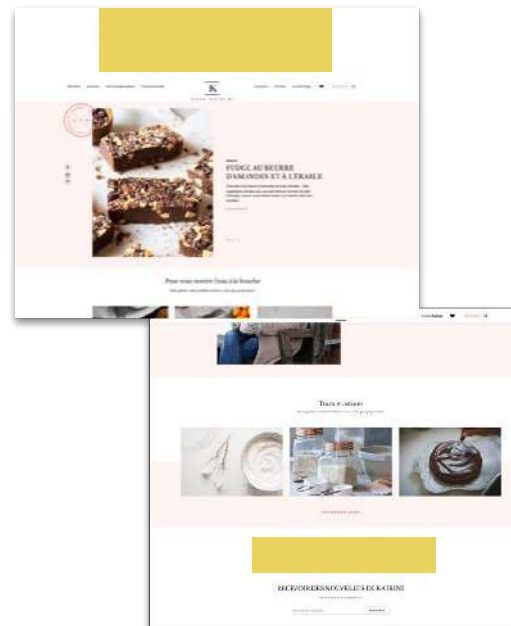


IMPACT FORMATS

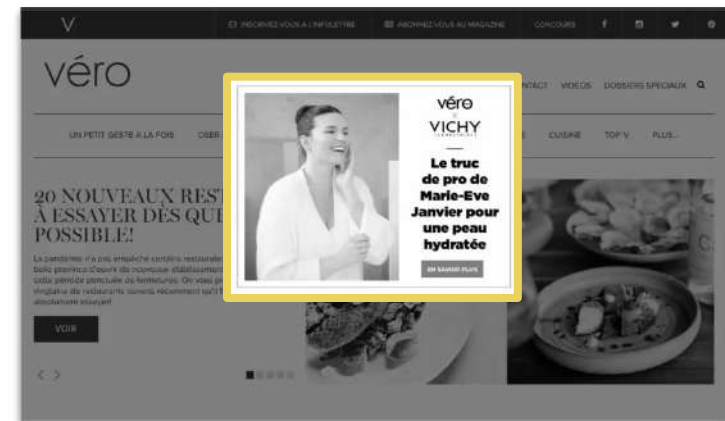
HOMEPAGE TAKEOVER / ENTRYPOINT TAKEOVER (HPTO/EPTO)

Benefit from first-priority visibility

with homepage, entrypoint and pop-up placements.



POP-UP ON ENTRYPOINT





NEWSLETTER

Reach a strongly engaged audience

Average Open Rate of


36.05%

Average Click Rate of

5.75%

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

ELLE x GUERLAIN PARIS




THE BEAUTY OF BEES

DISCOVER GUERLAIN'S SARFILIE ROYALE

It's no secret that nature delivers so many ingredients. Some take care of our skin and produce that luminous glow we all want to have. Now we've narrowed down our search to bees.

As one of the world's most effective ingredients, royal jelly is a natural skin care ally. It's rich in vitamins, minerals, and antioxidants. It's also a natural humectant, meaning it helps your skin retain moisture. And it's actually makes good on its skin care promises.



serum provides a one-two punch of nature-inspired technology to mitigate the visible signs of aging. In fact, the clinically backed formulation actually boosts the skin's ability to repair itself. Its soothing and lifting effects leave your complexion in its best-ever condition: resurfaced and radiant, refined and restored and undeniably healthy-looking from every angle.


For optimal results, pair the **Double R Serum with Abeille Royale Advanced Watery Oil**, a skin-plumping solution that lessens the look of fine lines thanks to a major dose of long-lasting hydration. As the number one face oil in Canada, it's co-signed by beauty gurus everywhere. Together, these Abeille Royale products are prime picks for (naturally) renewing your skin—all thanks to the bees!

BRANDSELL PLACEMENTS

Big Box Takeover

Dedicated Eblast sent to our "partners" mailing list

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)

DÉCOUVRIR



CITÉE PAR VÉRO POUR IDC DERMATOLOGIE

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





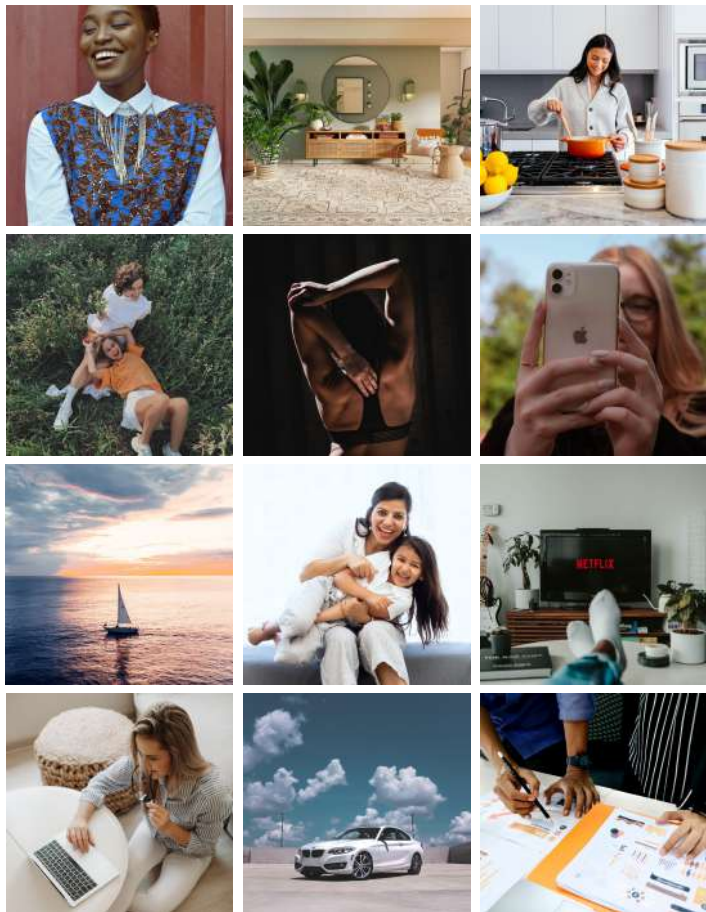
AUDIENCES

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





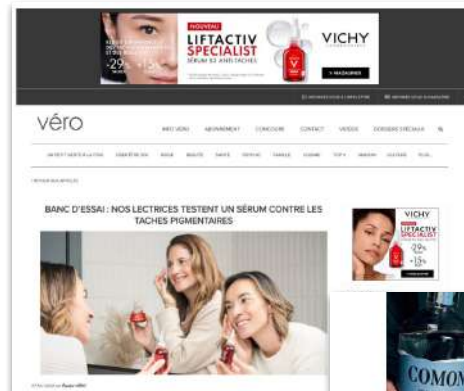
CONTENT MARKETING



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.



Entrez dans la vague COCKTAIL!

Le regard croissant qui débute sur le Québec depuis quelques années dépeint et qui entraîne de plus en plus. Fondé sur un mélange de créativité, d'inspiration, de passion et de savoir-faire, le cocktail est un art de vivre qui se partage et se découvre. C'est pourquoi nous sommes fiers de vous présenter le meilleur de la scène cocktail québécoise à travers ce guide.

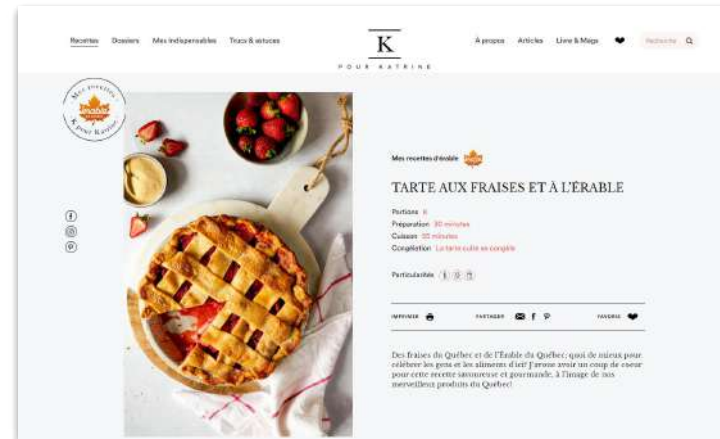


LE QUÉBEC DANS LE VERRE
 Le Québec a une longue tradition de mixologie et de création de cocktails. Cette passion a été relancée ces dernières années par une nouvelle génération de mixologues qui ont introduit des ingrédients locaux et des techniques innovantes. Le Québec est ainsi devenu une destination incontournable pour les amateurs de cocktails à travers le monde.



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 Posts





EVENT ORGANISATION

Collaborate with the ELLE team to create an event that is unique and tailored to your brand!



PROMOTIONAL CONTENT

Promotional content made by or for our partners.

All infomercials come with an additional commercial campaign.

PROMOTION

RÉSEAU
medic art



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 RESCOURSÉ!

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 photovielissement!

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.



YOUR TEAM

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