



véro | MEDIA KIT 2024

# véro

## Editorial Mission

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VÉRO is a women's magazine brimming with optimism, benevolence, learnings, and resources that promote feeling comfortable in your own skin, both physically and mentally. It encourages readers to dare to be themselves by enjoying the present moment and taking a bite out of life.

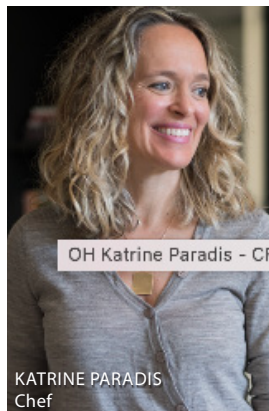
In the wake of American magazines *Martha Stewart Living* and *O, The Oprah Magazine*, VÉRO is just like its muse in chief and Quebec's most beloved personality, Véronique Cloutier: positive, cheerful, and close to the public. Fashion, beauty, lifestyle, health, family, psychology—issue after issue, the magazine seeks to inspire and help equip readers to live their lives without compromise.



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## VÉRO's experts

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Readers benefit from exclusive access to tips and tricks from Véro's experts.

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### MAIN EDITORIAL THEMES

- + Fashion & Beauty
- + Food
- + Lifestyle
- + Health & Vitality
- + Family
- + Culture

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## Audience

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TOTAL READERSHIP : 796 000

Total circulation : 43 051

Paid & Verified Subs: 17 808

### PRINT

Readership: 397 000

VERONIQUECLOUTIER.COM\*


Average Unique Users / Month: 334 000

Newsletter subscribers: 60 000

### SOCIAL MEDIA

Total Followers: 165 530

 83 000

 1 750

 79 500

 1 100

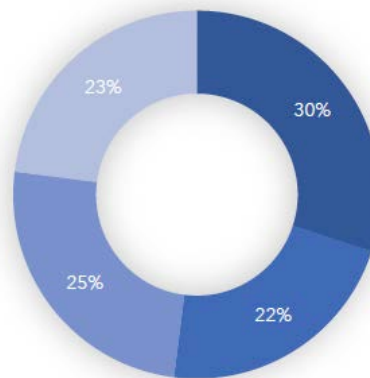


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VÉRO	PRINT	DIGITAL
Median age	47	43
Women	71%	61%
Urban (100K+)	78%	73%
Bachelors Degree+	30%	29%
Own Home	53%	66%
Children <18 in HH	40%	43%
Principal Grocery Shopper	83%	80%
CONNECTED		
Researched Online Prior To Purchasing their Clothing	Index 192	
Spend more than 50\$ per month on cosmetics	Index 134	
FASHION & BEAUTY		
Are interested in innovations in the cosmetics industry	Index 137	
Do not mind paying more for sustainable fashion brands	Index 132	

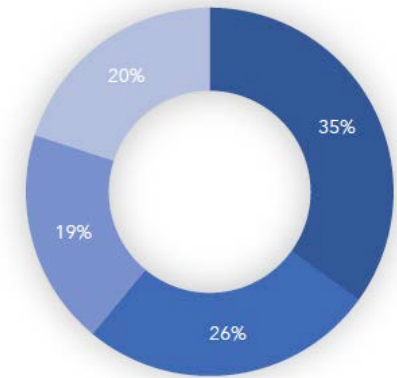
## Audience Profile

PRINT  
READERSHIP AGE



■ 14-34 ■ 35-49 ■ 50-64 ■ 65+

DIGITAL  
READERSHIP AGE



■ 14-34 ■ 35-49 ■ 50-64 ■ 65+

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## Calendar

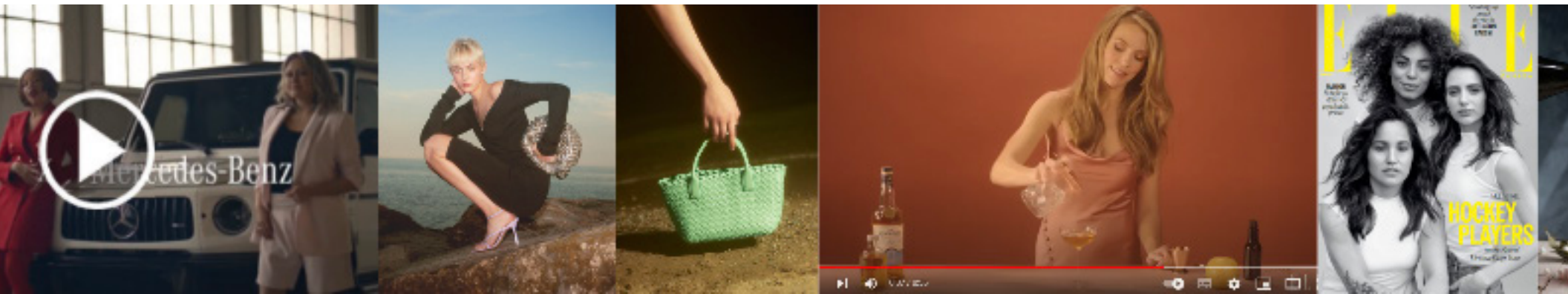
2024

ISSUE	COBRANDED CLOSE DATE	AD CLOSE DATE	MATERIAL CLOSE	ON NEWSSTANDS	THEME
WINTER 2024	November 8	December 6	December 7	January 11	Conscious economy
SPRING 2024	January 23	February 20	February 23	March 21	Sex special
SUMMER 2024	April 9	May 7	May 10	June 6	Buy local
FALL 2024	June 4	July 2	July 4	August 22	Dare to Be Yourself
HOLIDAYS 2024	September 9	October 7	October 10	November 7	Holiday Issue

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## Branded Content

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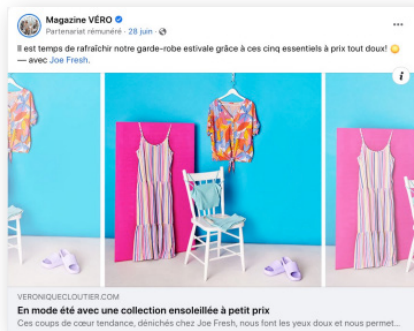
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## Partnerships

SOCIAL MEDIA

FACEBOOK

JOE FRESH



TOURISME CENTRE DU QUÉBEC



FACEBOOK LIVE

COLLECTION VERO



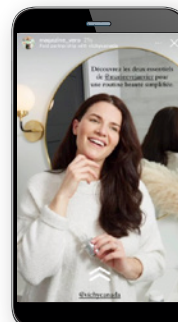
INSTAGRAM

BIO THERM



INSTAGRAM STORIES

VICHY

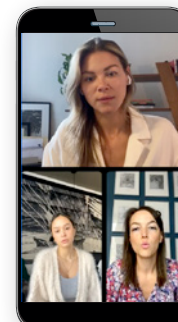


GRANA PADANO



INSTAGRAM LIVE

CIU ET MOI





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## Rate Card

— EFFECTIVE SEPTEMBER 2024 —

AD SIZE	RATE
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 full page	\$ 12 000
Co-branded DPS	\$ 18 000

All rates are net  
Rates don't include production fees

*According to the Charter of the French language in force in Quebec, we have the obligation to publish in a French-language magazine all advertisements in French. This includes addresses, credits and any text that can be francized.*

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## Digital Opportunities

————— EFFECTIVE SEPTEMBER 2024 —————

### STANDARD FORMATS

Leaderboard, Billboard, Banners, Big Box, Double Big Box

### IMPACT FORMATS

HPTO/EPTO

Pop-up on Entrypoint

Newsletter: Banner, Editorial Mention

Eblast

### CONTENT MARKETING

Co-branded content: article, video, podcast, photoshoot

Content Hub Sponsorship

Social Media: Reel, Live, Takeover, Mention, Carrousel, Contest

Advertorial

Custom Recipe

Please contact your account director for a customized campaign

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## TECHNICAL SPECIFICATIONS

AD SIZE	TRIM SIZE	SAFETY MARGIN	BLEED SIZE
	Position documents in trimmed format. Add a 0.125" bleed area beyond the trim on all sides.	Position documents in trimmed format. The safety margin is 0.25" inside the trim on all sides	The bleed size is 0.125" on all sides
Double page	17,375" x 10,75"	16,875" x 10,25"	17,625" x 11"
Full page	8,6875" x 10,75"	8,1875" x 10,25"	8,9375" x 11"
1/2 page horizontal	8,6875" x 5,375"	8,1875" x 4,875"	8,9375" x 5,625"
1/2 double page	17,375" x 5,375"	16,875" x 4,875"	17,625" x 5,625 po
1/2 page vertical	4,375" x 10,75"	3,875" x 10,25"	4,625" x 11"
1/3 page horizontal	8,6875" x 3,5"	8,1875" x 3"	8,9375" x 3,75"
1/3 page vertical	2,875" x 10,75"	2,375" x 10,25"	3,125" x 11"

NOTE. The publisher is NOT responsible for lineup of type or images running through the gutter on double-page spreads or pages adjacent to inserts. Running type or images through the gutter is STRONGLY discouraged. Folding and trimming are subject to variation. For a double-page, we recommend keeping between 1/4 and 3/8 in. of safety margin in the middle of the visual. According to the Charter of the French language in force in Quebec, we have the obligation to publish in a French-language magazine all advertisements in French. This includes addresses, credits and any text that can be francized.

## ADVERTISING INFORMATION

InDesign CS3 (or higher) templates for ALL ad sizes are available at [addirect.sendmyad.com](http://addirect.sendmyad.com) (select Ad Sizes from the left-hand navigation menu)

### PRODUCTION PROCESS

Printing Method  
High-speed, web offset lithography  
Binding Method  
Perfect Bound  
Magazine Trim Size  
8.6875" x 10.75"

### SUPPLIED ADVERTISING MATERIALS

PDF/X-1a:2001 file created to Magazines Canada specifications, sent online using Magazines Canada AdDirect at [addirect.sendmyad.com](http://addirect.sendmyad.com). For information regarding Magazines Canada specifications, refer to [magazinescanada.ca/advertising/production/dmcs\\_](http://magazinescanada.ca/advertising/production/dmcs_) specifications or contact the Production Manager (see Contact Us page) for details. KO Média does not accept responsibility for material content or colour trapping. Text type should be a minimum of 8 point. Reverse type less than 12 point is not suitable for reproduction.

We are not responsible for reproduction of type sizes smaller than those mentioned for thin, serif type. The ad MUST be uploaded as a press-ready PDF file. Information on creating a proper PDF file is available on the Magazines Canada website [magazinescanada.ca/advertising/production/tools/](http://magazinescanada.ca/advertising/production/tools/). Keep all colours CMYK. Do not use Spot colours or RGB art. Keep any black/gray type as one-colour black (no four-colour black text)

### ADDIRECT INSTRUCTIONS



- 1 Log into Magazines Canada's AdDirect™ Ad Portal ([addirect.sendmyad.com](http://addirect.sendmyad.com)).  
Note: A user account will have to be set up upon the first visit.
- 2 Select the publisher/magazine you wish to advertise with. Complete the relevant ad info, then click Upload.
- 3 Follow the on-screen pre-flight process.
- 4 Approve your ad.

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## Contact

FOR MORE INFORMATION

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## KO Média



ELLE  
CANADA

ELLE CANADA



ELLE  
QUÉBEC

ELLE QUÉBEC



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VÉRO MAGAZINE



di Stasio

JOSÉE DI STASIO



K  
POUR  
KATRINE

K POUR KATRINE



ELLE  
DÉCORATION

ELLE DÉCORATION