

LE PREMIER MAGAZINE DE DÉCORATION AU QUÉBEC

décor'mag



MEDIA KIT
2015



MAGAZINES
431,000 readers



SPECIAL ISSUES



DECORMAG.COM
217,525 pages view per month*
63,412 unique visitors per month*
** Source: Google Analytics, 3 months average
December 2014 to February 2015*

LE PREMIER MAGAZINE DE DÉCORATION AU QUÉBEC

décormag



MOBILE
16,939 unique visitors per month
*Source: Google Analytics, 3 months average,
February - April 2015*



SOCIAL MEDIA
Facebook : 7,653 fans
Twitter : 4,565 followers
Pinterest : 2,031 subscribers
Instagram : 889 subscribers
Source: Social media April 2015



EVENT AND CONTESTS
A vast array of possibilities!



NEWSLETTER
Over 8,436 weekly
newsletter subscribers

THE decorating reference in Québec for over 40 years



Launch 1972
Frequency 10
Price \$4.99
*Total circulation 75,815 **
(sold ans verified issues)
Total readership 431,000
(Total in Canada)
Readers per issue 5.5

READERSHIP Profile

	POPULATION %	DÉCORMAG composition	reach (000)
Sex			
Men	50%	29%	112
Women	50%	72%	279
Age			
18-24 years	10%	2%	6
25-34 years	15%	13%	50
35-49 years	22%	39%	153
50+	45%	45%	175
Average age	46 y.o.	48 y.o.	
Education			
University +	20%	34%	131
Occupation			
Employed	57%	68%	264
Household income			
\$75 000 +	43%	49%	190
\$100 000 +	26%	29%	112
Average HHI	\$75 489	\$81 487	
Market size			
Urban (100,000 +)	63%	70%	273
Civil status			
Single, separated, widowed, divorced	42%	32%	124
Married, living together	57%	68%	266

SOURCE: PMB spring 2015, French Canada, 12 +
 PMB spring 2015, Canada, all 12 +
 * AAM for the six month period ending December 31, 2014

OUR READER | Catherine

48 years old, married, 2 childrens

Owens a house in an affluent Montréal neighbourhood

Works full time as a sales professional

Her personal and household incomes are higher than average



- › Owns a tablet/e-reader.
- › Is always in search of inspiration for her decorating or renovation projects.
- › Loves to go clothes shopping and strongly relies on her sense of style.
- › Spends 7% more than the average Québécois woman per week on groceries, which is probably due to the gourmet meals she likes to cook.

- › Photography and sprucing up furniture are among her favourite hobbies.
- › Loves to stay in shape and makes exercising an important part of her life; she swims, skis, skates and rides a bike.
- › Loves to be informed about new products and services and shares her finds with her social circle.
- › Loves to host parties at her home.

In each ISSUE

News | deco

Openings, launches, events: what makes the design world tick, here and abroad.

Q | A

Questions from readers, answers from experts.

Info & style

Deco, trends and much more: all the new things that inspire us.

Colorama

Because colour and paint are at the heart of decoration.

Furnishing

One piece of furniture, 16 original models.

Deco | ABC *NEW!*

Pro secrets to give your room a certain je-ne-sais-quoi, a magical touch!

Pricy or not?

One decor, two prices: how to get a designer look at a sweet price.

Shopping

Stylish accessories and objects to give any interior a little oomph.

DIY

The art of creating yourself unique pieces of art.

Interiors

Actual decors that surprise and inspire and that make you dream.

Recipes

Great taste, even in your plate!

My top 10

A local design celebrity's faves.





2015 EDITORIAL

CALENDAR

January | February

- > 2015 TRENDS
- > Cabinet knobs

March

- > CANAL VIE SPECIAL
- > Wooden floors
- > Pipework

April

- > COLOURS
- > Kitchens
- > Paints

May

- > LIVING IN AN OPEN SPACE
- > Bathrooms

June

- > SMALL SPACES, TINY BUDGETS
- > Patios
- > Floor coverings
- > Outdoor kitchens

July | August

- > COUNTRY COTTAGE
- > Milan furniture fair
- > Window dressings
- > Kitchen cabinets

September

- > THE NEW SUBURBS
- > Kitchens
- > SIDIM

October

- > PRESTIGE ISSUE
- > Tiles
- > Fireplace

November

- > BEFORE/AFER RENOVATIONS
- > Bathrooms
- > Maison&Objet fair in Paris

December

- > CHRISTMAS
- > Large appliances
- > Gift guide
- > Tech shopping

* The editorial calendar is subject to change without notice.

SPECIAL ISSUES

Magazines

Renovation

On newstands March 20th

- › The most beautiful before and afters

Courtyards & gardens

On newstands April 17th

- › Everything to fully enjoy your outdoor space

Kitchens and bathrooms

On newstands September 18th

- › Featured articles, visits, new products: a wide array of inspiration

Event bundles

IN-STORE TURNKEY EVENTS

EVENTS
décormag

CLASSIC BUNDLE

(150 people - 3 hours)

\$3,000*

- 1 hostess
- 150 copies of Décormag (current month)
- 1 Décormag banner
- 150 mini-desserts in the colours of the client's logo
- 2 posts promoting the event in social media (Twitter and Facebook)
- 1 expert Décormag advisor available in the store
- 1 photographer (for 2 hours)
- Event management and coordination

MODERN BUNDLE

(150 people - 3 hours)

\$5,000*

- 1 hostess
- 150 copies of Décormag (current month)
- 1 Décormag banner
- 150 mini-desserts in the colours of the client's logo
- 2 posts promoting the event in social media (Twitter and Facebook)
- 1 expert Décormag advisor available in the store
- 1 photographer (for 2 hours)
- Event management and coordination

- + 100 elegant cans of sparkling flavoured water
- + In-store selection and identification of Décormag favourites
- + 1 DJ playing background music



EPUSH OPTION PROMOTION

Creation and emailing of a personalized invitation in the event colours to 15,000 individuals who are socially and geographically targeted = \$3,000

These proposals for events are examples only. We will be delighted to create an event that is custom-tailored to your objectives, customers and budget.

*The bundles are based on the events taking place in Montreal. Additional fees may be added depending on the geographic location of the event and the number of additional people attending. Electricity and furniture not included.

Some of our event creations...



Celebrating ELLE Québec's 25th birthday at Tristan.



Destination Design store opening ceremony in Quartier Dix30.



100% Fashion Cocktail organized for Chanel, with Quebec stars, at Galerie MX.



Tour around Quebec with Aliments du Québec to celebrate 30 years of Coup de pouce.



Celebrating 30 years of Terracotta for Guerlain. Street activities and 3 in-store events per market (Montreal and Toronto).



Unveiling of the summer collection of ELLE Gourmet bags, with a "Picnic in Paris" theme.



For more examples of our event expertise, be sure to ask your representative for our complete portfolio.

decormag.com

YOUR DAILY DESIGN INSPIRATION DOSE

Latest trends | Local creators and designers | Renovation-deco ideas | DIY | Deco shopping | Inspiring interiors | Special features



- > **217,725** pages view per month
- > **62,412** unique visitors per month.
* Source: Google Analytics, 3 months average
December 2014 to February 2015
- > Over **8,436** weekly newsletter subscribers
(privileges/exclusives rebates)

Advertising opportunities:

- > Turnkey contests on decormag.com
- > Special offers/one day sales for our readers via PUSH emails (over 8,436 subscribers).

Mobile

- > **16,939** unique visitors per month

Source : Google Analytics, 3 months average,
February - April 2015

DÉCORMAG community

7,653 Facebook fans
4,565 Twitter followers
2,031 Pinterest subscribers
889 Instagram subscribers



The n°.1 decorating magazine in Quebec

2015 closing dates

	<i>space booking*</i>	<i>eletronic material</i>	<i>in kiosk</i>
JANUARY/FEBRUARY	November 25	December 1	January 9
MARCH	January 5	January 7	February 6
APRIL	January 27	February 2	March 6
MAY	February 24	March 2	April 3
JUNE	March 24	March 30	May 1
JULY/AUGUST	April 28	May 4	June 5
SEPTEMBER	June 23	June 29	July 31
OCTOBER	July 28	August 3	September 4
NOVEMBER	August 25	August 31	October 2
DECEMBER	September 29	October 5	November 6

SPECIAL ISSUES

	<i>space booking*</i>	<i>eletronic material</i>	<i>in kiosk</i>
RENOVATION	February 10	February 16	March 20
COURTYARDS AND GARDENS	March 10	March 16	April 17
KITCHENS AND BATHROOMS	August 11	August 17	September 18

* FRACTIONAL ADS: fractional ads must be reserved one week before the space booking close date.



2015 rates

2015 NATIONAL RATE CARD

Applicable starting with the January/February 2015 issue

<i>frequency</i>	<i>1-3x</i>	<i>4-6x</i>	<i>7-10x</i>
COLOURS			
1 page	\$6,185	\$6,000	\$5,810
1/2 page	4,645	4,500	4,360
Double 1/2 page spread	7,735	7,500	7,270
2/3 page	5,320	5,160	5,005
1/3 page	3,400	3,300	3,200
Double page spread	11,750	11,400	11,040
COVERS			
2 nd cover (double page spread)	14,100	13,680	13,260
3 rd cover (double page spread)	13,610	13,200	12,800
3 rd cover	7,420	7,200	6,970
4 th cover	8,040	7,800	7,560

ALL RATES ARE GROSS.

All fractional ads are vertical and appear in the magazine's address book section.





SPECIAL ISSUES

2015 rates

COLOURS

1 page	\$4,750
Double page spread	9,020
1/2 page	3,110
1/3 page	2,165
1/4 page	1,610

COVERS

2 nd cover (double page spread)	11,115
3 rd cover	5,560
4 th cover	6,015

ALL RATES ARE GROSS.

TECHNICAL specs

<i>ad unit</i>	<i>live area</i>	<i>trim size</i>	<i>bleed size</i>
Full page	7.375 x 10.25 in	7.875 x 10.75 in	8.125 x 11 in
Double page spread	15.25 x 10.25	15.75 x 10.75	16 x 11
1/2 page horizontal	7.375 x 4.875	7.875 x 5.375	8.125 x 5.625
1/2 page vertical	3.375 x 10.25	3.875 x 10.75	4.125 x 11
1/3 page vertical	2.25 x 10.25	2.75 x 10.75	3 x 11
2/3 page vertical	4.375 x 10.25	4.875 x 10.75	5.125 x 11

PRODUCTION METHOD

- Décormag is printed by high-speed web offset at a resolution of 300 dpi/150 lpi, and is perfect bound.
- Folding and trimming are subject to variation.
- Please adhere to the live area specifications as stated above.
- Text type should be a minimum of 8 pt. Reverse type should be a minimum of 12 pt. Reproduction of type sizes smaller than those mentioned above is not guaranteed.
- Material must conform to MACS specifications.
- UCR (295% max.) and black (95% max.).
- All ads with bleed must have 1/8" bleed on all four sides.
- Crop/registration marks should have an offset of 1/4" (18 pts.) beyond trim.

USING THE FREE AdDirect PORTAL

All ads must be delivered via Magazines Canada's AdDirect™ portal.

- 1) Log in to Magazines Canada's AdDirect Ad portal (<https://addirect.sendmyad.com>). Note: A user account will have to be set up upon the first visit. An email invite will then be sent to you by the editor. You can also set up an account yourself.
- 2) Select the publisher/magazine you are advertising with. Complete the relevant ad info, then click "Upload".
- 3) Follow the on-screen preflight process.
- 4) Approve your ad.



AdDirect portal TECHNICAL SUPPORT

Luc Gauvin 514 392-2000 extension 221351

luc.gauvin@tc.tc

Please do not forward any ads to this email address.

REQUIRED MATERIAL FOR DOWNLOADING

- All ads MUST be uploaded as press-ready PDF-X-1a files. Information on creating a proper PDF file is available on the Magazines Canada website (www.magazinescanada.ca).
- AdDirect Portal CANNOT accept TIFF/TIF or CT LW files, nor native files such as Microsoft Word, QuarkXPress, or Adobe InDesign, Photoshop or Illustrator files.
- Do not use Spot colours or RGB art. Keep all colours CMYK.
- Keep any Black/Grey type as one colour black (no four colour black text).

INFORMATION

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