

**MEDIA  
KIT**



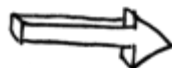
**RICARDO**



# RICARDO

**782,000**  
ENGAGED READERS!

## PREMIUM AUDIENCE



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**RICARDO IS THE MOST  
READ FOOD MAGAZINE IN  
QUEBEC**

**MORE THAN 42,000  
LOYAL SUBSCRIBERS**

**MORE THAN 7 READERS  
PER COPY (7,3 READERS)**

**HHI: \$80,244**

**48%**  
ARE BETWEEN  
25 AND 49  
YEARS OLD

**74%**  
ARE WOMEN

**26%**  
ARE MEN

**46%**  
HAVE A FAMILY  
INCOME OF \$75,000+

**61%**  
HAVE A UNIVERSITY  
EDUCATION

**83%**  
ARE THE MAIN DECISION-MAKER  
IN GROCERY PURCHASES

# RICARDO

## Readers in ALL these demos find RICARDO more interesting

Major National Magazine Brands: All targets are Age 25-54

|                                   | Adults     |          | Adults<br>HHI 75,000+ |          | Women      |          | Women<br>HHI \$75,000+ |          | Women<br>HHI \$100,000+ |          |
|-----------------------------------|------------|----------|-----------------------|----------|------------|----------|------------------------|----------|-------------------------|----------|
|                                   | Score      | Rank     | Score                 | Rank     | Score      | Rank     | Score                  | Rank     | Score                   | Rank     |
| <b>Editorial Interest Ranking</b> |            |          |                       |          |            |          |                        |          |                         |          |
| <b>RICARDO</b>                    | <b>7.9</b> | <b>1</b> | <b>7.8</b>            | <b>1</b> | <b>8.1</b> | <b>1</b> | <b>8.2</b>             | <b>1</b> | <b>8.4</b>              | <b>1</b> |
| L'actualité                       | 7.7        | 2        | 7.8                   | 1        | 7.7        | 3        | 7.8                    | 2        | 8.2                     | 2        |
| Coup de pouce                     | 7.6        | 3        | 7.5                   | 5        | 7.8        | 2        | 7.8                    | 4        | 8.0                     | 3        |
| Sél du RD                         | 7.5        | 4        | 7.6                   | 4        | 7.6        | 6        | 7.6                    | 6        | 7.9                     | 4        |
| Reader's Digest                   | 7.4        | 5        | 7.4                   | 6        | 7.4        | 8        | 7.5                    | 7        | 7.5                     | 7        |
| Les Idées/Maison                  | 7.3        | 6        | 7.6                   | 3        | 7.7        | 4        | 7.8                    | 2        | 7.7                     | 5        |
| Food & Drink                      | 7.2        | 7        | 7.2                   | 8        | 7.4        | 9        | 7.3                    | 11       | 7.3                     | 9        |
| Style at Home                     | 7.1        | 8        | 7.2                   | 9        | 7.4        | 7        | 7.4                    | 8        | 7.5                     | 8        |
| Maclean's                         | 7.1        | 9        | 7.3                   | 7        | 7.1        | 12       | 7.4                    | 10       | 7.2                     | 11       |
| Moi & cie                         | 7.1        | 10       | 7.2                   | 10       | 7.6        | 5        | 7.7                    | 5        | 7.2                     | 10       |
| Canadian Living                   | 7.0        | 11       | 7.0                   | 13       | 7.2        | 11       | 7.3                    | 12       | 7.2                     | 13       |
| House & Home                      | 6.9        | 12       | 7.1                   | 11       | 7.3        | 10       | 7.4                    | 9        | 7.6                     | 6        |
| Châtelaine [Fr]                   | 6.9        | 13       | 7.0                   | 12       | 7.1        | 13       | 7.2                    | 14       | 6.9                     | 14       |
| Chatelaine [Eng]                  | 6.8        | 14       | 6.9                   | 14       | 7.0        | 15       | 7.2                    | 13       | 7.2                     | 11       |
| Elle Québec                       | 6.7        | 15       | 6.6                   | 15       | 7.0        | 14       | 7.0                    | 15       | 6.5                     | 18       |
| Fashion                           | 6.5        | 16       | 6.1                   | 18       | 6.9        | 16       | 6.6                    | 16       | 6.6                     | 16       |
| Flare                             | 6.3        | 17       | 6.2                   | 16       | 6.3        | 17       | 6.3                    | 18       | 6.5                     | 17       |
| Elle Canada                       | 6.2        | 18       | 6.2                   | 16       | 6.3        | 17       | 6.4                    | 17       | 6.8                     | 15       |

Editorial Interest Scale 1-10, where 10 is "Very Interested"

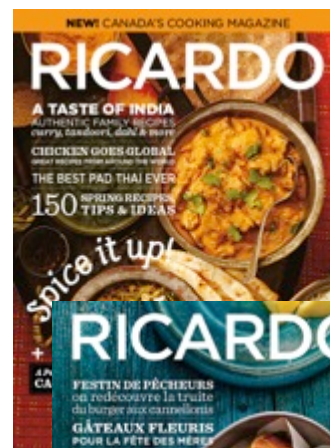


# RICARDO



## Ricardo French + English = **CANADA'S ONE AND ONLY NATIONAL COOKING MAGAZINE**

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### **PREMIERE ISSUE**

In French: November, 2002

In English: September, 2014

### **FREQUENCY**

In French: 8 issues

En anglais : 6 issues

### **NATIONAL DISTRIBUTION**

At mega retailers and speciality stores

### **DRAW**

In French: 140,000 +

In English: 100,000 +

### **TARGET READERS**

Affluent families and Foodies in urban areas



## Texture by Next Issue

Texture is bringing the world's greatest magazines to life on the digital device of your choice. More than 100 magazines, only the best world wide.

**Ricardo on Next Issue it's:**

**In English: 10,626 subscribers**

**In French: 4,000 subscribers**





# RICARDO

## **3 DIGITAL PLATFORMS**

**4,000+ RECIPES AT ALL TIMES**



### **DIGITAL CONTENT INCLUDES:**

- ›GROCERY LISTS
- ›INTERACTIVE CONTENT
- ›VIDEOS AND MORE

## **RICARDOCUISINE.COM**

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**A seamless user and  
advertiser experience on all  
digital platforms, from web  
to mobile to tablet**

# RICARDO

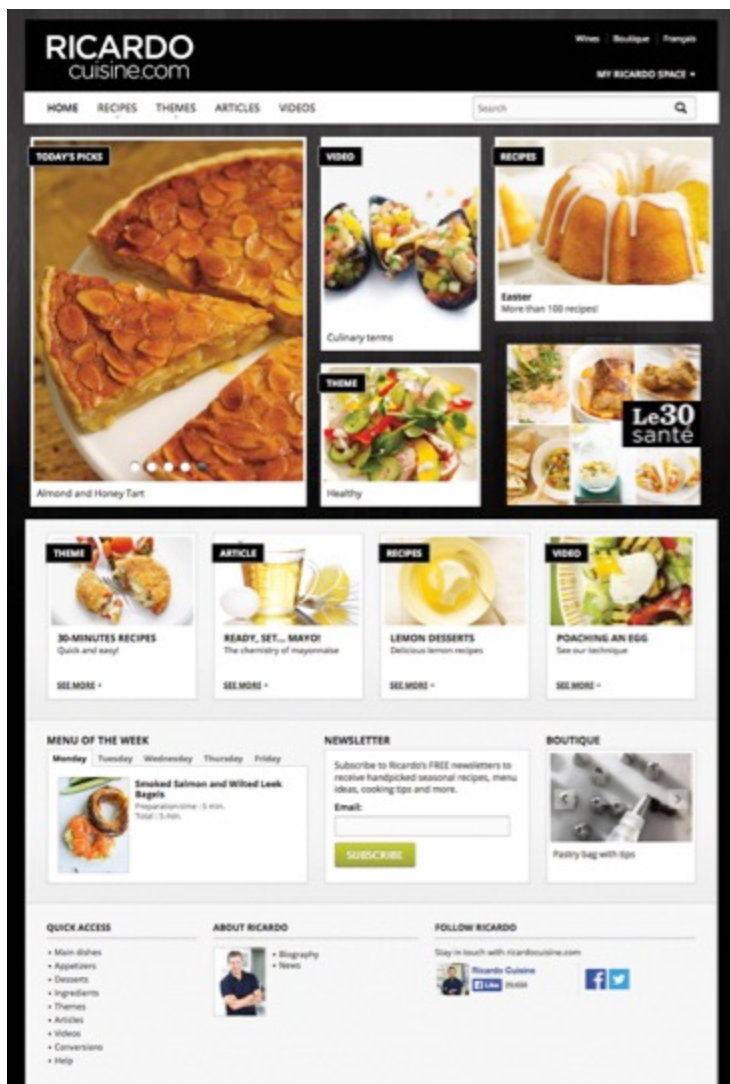
## A UNIQUE BRAND

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Ricardo, it's...

|    |   |     | Media                                  | Apr-2015 |
|----|---|-----|--|----------|
|    | + |     | Total Internet : Total Audience        | 28,004   |
|    |   | U   | Lifestyles - Food                      | 9,855    |
| 1  | + | M U | Allrecipes                             | 2,195    |
| 2  | + | M U | Food Network Sites                     | 1,810    |
| 3  | + | C U | SheKnows Media/BlogHer - Food          | 1,476    |
| 4  | + | M U | MyRecipes Network (w/ history)         | 1,067    |
| 5  | + | P   | URBANSPOON.COM (w/ history)            | 839      |
| 6  | + | M U | Mode Foodie (w/ history)               | 788      |
| 7  |   | P U | RICARDOCUISINE.COM                     | 726      |
| 8  |   | C U | CANADIANLIVING.COM                     | 666      |
| 9  | + | M U | Food Innovation Group: Bon Appetit ... | 627      |
| 10 |   | M U | KRAFTCANADA.COM                        | 603      |
| 11 | + | G U | MSN Food & Drink (w/ history)          | 593      |
| 12 |   | C U | RECETTES.QC.CA                         | 559      |
| 13 | + | M   | METRO.CA                               | 546      |
| 14 | + | C U | Chow                                   | 500      |
| 15 |   | C U | About.com Food                         | 499      |
| 16 | + | M U | Martha Stewart Sites                   | 461      |
| 17 |   | C U | COUPDEPOUCE.COM                        | 456      |

- The **7th MOST POPULAR WEBSITE IN CANADA** for foodies.
- **THE #2 MOST IMPORTANT CANADIEN WEBSITE.**

# RICARDO



**1,776,000**  
**UNIQUE VISITORS**

★ *4,2% increase in unique visitors  
since april 2014*

**RICARDOCUISINE.COM**

**A record-breaking  
digital performance**

- **68% ARE WOMEN**
- **32% ARE MEN**
- **51% ARE BETWEEN 25 TO 54 YEARS OLD**
- **67% HAVE A \$40,000+ HHI**
- **49% LIVED IN COUPLE**



# RICARDO



## The ricardocuisine.com French website is:

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- More than **5,000 RECIPES** online
- More than **11.2 million page views** every month
- More than **1.7 million unique visitors** every month
- Visitors spend more than **3 consecutive minutes** on our entire site
- They consult on average **3 pages per visit**
- Ricardo has the **most popular FACEBOOK fan page** in French for a chef in Canada with more than **278,000 fans**
- **iPad users visit** more than **4.7 million pages** every month

## The ricardocuisine.com English website is:

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- More than **4,500 RECIPES** online
- More than **534,000 pages views** every month
- More than **195,000 unique visitors** every month
- Visitors spend more than **2 consecutive minutes** on our entire site
- They consult on average **2 pages per visit**
- Ricardo has more than **41,480 fans on his English FACEBOOK page**
- **iPad users visit** more than **178,000 pages** every month

# RICARDO



OVER  
**6,000**  
FOLLOWERS ON INSTAGRAM



OVER  
**318,000**  
FACEBOOK FRIENDS



OVER  
**33,000**  
FOLLOWERS ON TWITTER



OVER  
**23,300**  
FOLLOWERS ON PINTEREST



OVER  
**235,000**  
NEWSLETTERS  
SUBSCRIBERS WITH AN  
OPEN-RATE OF OVER 40%

# 615,000

## ACTIVE INFLUENCERS

OVER 90% OF OUR SOCIAL MEDIA FANS AND  
FOLLOWERS ARE CANADIAN

## ENGAGEMENT RATE

# 37%

## RICARDOCUISINE.COM

.....

Canada's most influential  
digital food platform

## CALENDAR 2015-2016

### French edition\*

| NUMÉRO            | TOMBÉE RÉSERVATION | TOMBÉE MATÉRIEL    | EN KIOSQUE         |
|-------------------|--------------------|--------------------|--------------------|
| Back to school    | June 22, 2015      | June 26, 2015      | August 14, 2015    |
| Fall              | August 3, 2015     | August 7, 2015     | September 25, 2015 |
| Holiday           | September 14, 2015 | September 18, 2015 | November 6, 2015   |
| Holiday/ Winter 1 | November 2, 2015   | November 6, 2015   | December 18, 2015  |
| Winter            | December 14, 2015  | December 18, 2015  | February 12, 2016  |
| Spring            | January 25, 2016   | January 29, 2016   | March 19, 2016     |
| Summer/Barbecue   | March 7, 2016      | March 11, 2016     | April 22, 2016     |
| Summer            | April 25, 2016     | April 29, 2016     | June 10, 2016      |

### English edition\*

| NUMÉRO           | TOMBÉE RÉSERVATION | TOMBÉE MATÉRIEL    | EN KIOSQUE         |
|------------------|--------------------|--------------------|--------------------|
| Rentrée scolaire | June 29, 2015      | July 3, 2015       | August 10, 2015    |
| Automne          | August 3, 2015     | August 7, 2015     | September 14, 2015 |
| Fêtes            | September 14, 2015 | September 18, 2015 | November 9, 2015   |
| Fêtes/Hiver      | October 26, 2015   | October 30, 2015   | December 14, 2015  |
| Spring           | January 26, 2016   | January 30, 2016   | March 22, 2016     |
| Summer/Barbecue  | March 28, 2016     | April 1, 2016      | June 13, 2016      |





# RICARDO

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