Exemple de projet de partenariat

PROPOSITION

ÉVÉNEMENT

CONCOURS

LE 27 NOVEMBRE 2017

PROPOSITION CONCOURS

VOYAGES TRADITOURS

Le 23 février 2017

. . . . . . . . . . . .

MEDIA KIT

2019
OUR MISSION

EATING TOGETHER
SPECTACULAR RESULTS

Over 1 000 000 readers! (print edition only)

READERSHIP
RICARDO is the most read magazine brand in Quebec.
(print and digital editions combined)

DIGITAL REACH
ricardocuisine.com is the #1 website in Quebec with an audience of 2.8M visitors.

FIRST-RATE AUDIENCE
Among all magazine brands in Quebec, RICARDO ranks #1 in the following demographics:

- Adults aged 25 to 54 years old
- Women aged 25 to 54 years old
- Women aged 25 to 54 years old / family income $75,000 or +
- Women aged 25 to 54 years old / family income $100,000 or +

Sources: Vivadata Winter 2019 (Population: Quebec F 18+)
Google Analytics 2018
Data pertaining to the English edition of RICARDO Media properties were not included in the Vividata study.
Top 10 French magazines

The most read magazines • Uniques readers (ooo)

Combined reach (print and digital)

#1 RICARDO 1,498
#2 Vivre Mieux 1,000
#3 L'actualité 826
#4 Les Affaires/Les Affaires Plus 686
#5 Urbania 563
#6 Les idées de ma maison 563
#7 Magazine Véro 463
#8 Sélection du Reader's Digest 412
#9 ELLE Québec 352
#10 TV Hebdo 333

Source: Vividata Winter 2019 (Population: Quebec F 18+)
Data pertaining to the English edition of RICARDO Media properties were not included in the Vividata study.
1,498,000 READERS

- Over 1 million are women! (1,017,000)
- 481,000 men (32%), the largest number among women’s magazines
- Over ¾ of a million adults aged 25-54 (47%)
- 43% have a family income over $75,000
- 60% have at least an University diploma
- Over 800 000 are key decision makers on grocery shopping

Source: Vividata Winter 2019 (Population: Quebec F 18+)
Women’s magazines: RICARDO, Coup de Pouce, Châtelaine, Magazine Véro
Data pertaining to the English edition of RICARDO Media properties were not included in the Vividata study.
Top 10 digital
Sites consulted by Quebeckers • Unique visitors (ooo)

LIFESTYLES - FOOD

#1 RICARDO MEDIA INC. 2235
#2 Allrecipes Food Group 1618
#3 recettes.qc.ca 1199
#4 metro.ca 888
#5 iga.net 829
#6 coupdepouce.com 646
#7 CafeMedia Food 532
#8 kraftcanada.com 478
#9 fraichementpresse.ca 400
#10 marmiton.org Sites 390

Source: comScore (multiplatform, december 2018) Quebec region, Lifestyles - Food
• 70.1% are women
• 29.9% are men
• 62.48% are aged between 25 and 54
• 74.45% connect via mobile or tablet

Sources: comScore (multiplatform, december 2018)
Google Analytics (december 2018)
### ricardocuisine.com

<table>
<thead>
<tr>
<th></th>
<th>French</th>
<th>English</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pages views / month</td>
<td>+ 24 millions</td>
<td>+ 2.5 millions</td>
</tr>
<tr>
<td>% of page views / month by tablet + mobile users</td>
<td>79%</td>
<td>80%</td>
</tr>
<tr>
<td>Unique visitors / month</td>
<td>+ 3.9 millions</td>
<td>+ 1 million</td>
</tr>
<tr>
<td>Consecutive minutes / visit</td>
<td>3:11</td>
<td>1:40</td>
</tr>
<tr>
<td>Pages / visit</td>
<td>2.43</td>
<td>1.42</td>
</tr>
</tbody>
</table>

Source: Google Analytics (December 2018)
ricardocuisine.com
The single most influential digital platform dedicated to food in Canada

Likes on Facebook:
+ 428,000 FR
+ 57,000 EN

Followers on Instagram:
+ 98,000

Followers on Twitter:
+ 47,000

Followers on Pinterest:
+ 52,000

Ricardo Members:
+ 339,700 FR
+ 18,200 EN

Facebook Engagement Rate: 2.6%

Instagram Engagement Rate: 1.2%

Source: Internal data (December 2018)

*Industry: Trois fois par jour, Dinette magazine, Bon Appétit magazine, Chatelaine et Food 52.
Engagement rate: total clicks, shares, comments and likes/reach of a post.
Our readership
A target of choices

34 %
have given receptions at home at least 3 times in the past year

53 %
usually take their evening meal together with the family members

76 %
of our readers regularly prepare their meal at home

46 %
always use a shopping list to make their grocery

70 %
make extra efforts when receiving and preparing family celebrations

54 %
check special offers in advertising slips and print inserts when they make their grocery list

45 %
buy food that is grown and produced locally

Source: Sample of 3,152 Canadians and readers of RICARDO magazine in collaboration with Léger Marketing
RICARDO’s Great Survey
Canadians' top three priorities

- **94%** of Canadians want to eat healthy
- **90%** of Canadians want to stay within their budget
- **59%** of Canadians want a weeknight recipe that’s ready in less than 30 minutes

At RICARDO Media, we address these concerns, while always adding a dash of... gourmet flair!

Source: Sample survey of 3,152 Canadians and readers of RICARDO magazine in collaboration with Léger Marketing
RICARDO’s Great Survey

Other interesting facts

- We eat together as a family 5 days out of 7.
- 67% of people who like to eat healthy bring their lunch to work every day.
- 42% of Canadians enjoy Italian cuisine.
- 50% of us improvise when we make dinner.
- 65% of households decide what they’re going to eat for dinner the day of.
- 1/3 of Canadians believe that a good meal isn’t complete without a glass of wine.
- 48% of Canadians go out for lunch at least once a week.
- Decision-making on what to have for dinner usually occurs from 4 p.m.-5 p.m.

Source: Sample survey of 3,152 Canadians and readers of RICARDO magazine in collaboration with Léger Marketing.
ANNEXES
### French magazine 2019

#### Production calendar

<table>
<thead>
<tr>
<th>NUMBER</th>
<th>ISSUE</th>
<th>RESERVATION DEADLINE</th>
<th>MATERIEL DEADLINE</th>
<th>NEWSSTANDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>V17 N4</td>
<td>SPRING</td>
<td>February 1, 2019</td>
<td>February 8, 2019</td>
<td>March 15, 2019</td>
</tr>
<tr>
<td>V17 N5</td>
<td>SUMMER 1</td>
<td>March 15, 2019</td>
<td>March 22, 2019</td>
<td>April 26, 2019</td>
</tr>
<tr>
<td>V17 N6</td>
<td>SUMMER 2</td>
<td>April 26, 2019</td>
<td>Mai 3, 2019</td>
<td>June 7 2019</td>
</tr>
<tr>
<td>V17 N7</td>
<td>FALL 1 (BACK TO SCHOOL)</td>
<td>June 21, 2019</td>
<td>June 29, 2019</td>
<td>August 2, 2019</td>
</tr>
<tr>
<td>V17 N8</td>
<td>FALL 2</td>
<td>August 09, 2019</td>
<td>August 16, 2019</td>
<td>September 20, 2019</td>
</tr>
<tr>
<td>V18 N1</td>
<td>CHRISTMAS</td>
<td>September 20, 2019</td>
<td>September 21, 2019</td>
<td>November 1, 2019</td>
</tr>
<tr>
<td>V18 N2</td>
<td>WINTER 1 / HOLIDAY</td>
<td>November 01, 2019</td>
<td>November 8, 2019</td>
<td>December 13, 2019</td>
</tr>
</tbody>
</table>

*dates are subject to change

Dates are subject to change without prior notice.
Technical specifications

PRINT MAGAZINE

2-page spread
W 16 in
H 10.75 in

1 page
W 8 in
H 10.75 in

1/3 page
W 2.7535 in
H 10.75 in

SCREEN RULING 150 lpi
TYPE SAFETY ½ in
BLEED ¼ in
MAXIMUM TOTAL INK 280%

- Images must be CMYK and include no Pantone colours.
- Minimum file resolution is 300 dpi.
- Position trim marks beyond the bleed (by 12 points).
- Reversed text must be no smaller than 7 points.

iPad MAGAZINE

Technical specifications for the iPad version are available at

WEB

Technical specifications for the Web are available at

MATERIAL DELIVERY

By e-mail
pub@ricardocuisine.com

By FTP
http://pub.ricardocuisine.com (Internet)
ftp://pub.ricardocuisine.com (Fetch)
Username: ricardocuisine
Password: pubclient

For more information, please contact
melissa@ricardocuisine.com

MATERIAL DELIVERY

sara@ricardocuisine.com
For more information, please contact the sales team

Montreal

**HUGUES LAVALLÉE**
Sales director
hugues@ricardocuisine.com
450 465-4500 x 240
514 661-1315

**SARA TOUSIGNANT**
Ad operations specialist
sara@ricardocuisine.com
450 465-4500 x 207

**MELISSA GOUGE**
Digital sales coordinator
melissagouge@ricardocuisine.com
450 465-4500 x 224

Toronto

**NATHALIE RHO**
Account manager
nathalierho@ricardocuisine.com
514 516-4900

**ANOUK LEBRUN MALBEUF**
Account manager
anouk@ricardocuisine.com
450 465-4500 x 246
514 515-0373

**MARIE-ÈVE BRETON-BEAULIEU**
Account manager
mbreton@ricardocuisine.com
450 465-4500 x 230
514 757-9160

**MÉLISSA CUSSON**
Account manager
melissa@ricardocuisine.com
450 465-4500 x 213

sales@mediatonik.ca