



# MOI&cie

**MOI&Cie**, brought to you by Patricia Paquin, is a comprehensive magazine designed by women for women.

Now with even more questionnaires, advice, product tests and suggestions, **MOI&Cie** is the perfect companion for female readers looking for guidance in all the key areas of their daily lives: fashion, beauty, health, home decor, family life, arts & culture, as well as food & dining.

Patricia adds her personal touch throughout the magazine's pages, sharing her suggestions, tastes and ideas.

## READERSHIP PROFILE

---

81% are female

---

57% are between the ages of 25 and 54

---

56% are college or university graduates

---

Average household income \$70,293

---

43% have children under 18

Source: PMB Fall 2011, Total Canada 12+



# MOI&cie

292,000 READERS PER MONTH



## FREQUENCY

12 issues per year

## SPECIAL ISSUES

6 issues of *Moi & La Cuisine*

## DISTRIBUTION

36,889 subscribers

25,938 copies sold on newsstands

89 free copies

62,916 total copies

Source: ABC, June 30, 2011

## REACHES WOMEN WHO PLAY A SIGNIFICANT ROLE IN THEIR FAMILY

TARGET GROUPS	READERSHIP	% READERS	INDEX
Women 18-24	28 000	11%	211
Women 18-34	64 000	24%	197
Women 18-49	140 000	53%	219
Women 25-54	132 000	50%	217

Source: PMB, Fall 2011, French Quebec 12+

## NATIONAL RATES

FREQUENCY	1x	3x	6x	9x	12x
		(-3%)	(-6%)	(-9%)	(-12%)
<b>4 COLOURS</b>					
<b>1 PAGE</b>	6,295	6,110	5,920	5,730	5,540
<b>DOUBLE PAGE</b>	12,585	12,210	11,830	11,455	11,075
<b>1/2 PAGE</b>	4,405	4,275	4,145	4,010	3,880
<b>1/3 PAGE</b>	3,780	3,670	3,555	3,440	3,330
<b>COVERS</b>					
<b>C2</b>	7,245	7,030	6,815	6,595	6,380
<b>C3</b>	6,925	6,720	6,510	6,305	6,095
<b>C4</b>	7,865	7,630	7,395	7,160	6,925
<b>PADS</b>					
<b>MEDIA</b>	2,500				



[accueil](#)

[cuisine](#)

[forme & nutrition](#)

[santé](#)

[beauté](#)

[concours](#)

## To simplify your life online!

**MOI&cie's** website is the online go-to reference for Quebec women who want to get the most out of life! The website features more than 1,000 illustrated recipes created and tested by our chefs to inspire cooking enthusiasts; tricks on how to stay slim and in shape without neglecting your health; makeup, face, body and hair care; as well as product trials to help smart shoppers make the right choices!

## New!

In 2012, the women's interest magazine that witnessed the biggest readership increase will be published in a digital tablet edition! You will love it: it will be interactive and feature lots more content. Don't hesitate to ask your advisors for more information on the content and how to advertise on this new platform!

## PRICE LIST (WEB)

FORMATS	CPM
BANNER (For enriched media format + 10%)	\$28.24*
BIG BOX (For enriched media format + 10%)	\$31.76*
TRANSITIONAL AD	\$44.12*
TAKEOVER (Including the 3 advertising spaces BB + SB + takeover)	\$28.24 + \$31.76 + 25% of both for takeover
CATFISH	\$44.12*
VOKEN	\$44.12*
PRE-ROLLS (15 sec.)	\$50*
ADVERTORIAL IN SPECIAL SECTION (text and pictures provided by client)	\$50
NEWSLETTER	\$50*
MUST – INCONTOURNABLES	\$500 /week
E-BLAST/E-FLYER	\$200*

\*All production costs are not included.

\*\*TVA Studio can create regular banners for \$300 net for both formats.

