

**MEDIA  
KIT**



**RICARDO**





# RICARDO

## SPECTACULAR RESULTS

“The Ricardo Media team is delighted with the results of the new Vividata readership study. RICARDO magazine’s steady increase in readership shows that Quebecers hold our brand in high regard. Thanks to these exceptional figures, we’re more motivated than to share our family values and passion for cooking with our devoted readers.”

### FOR THE FIRST TIME!

Over **1 million** readers (print edition only)

### COMBINED READERSHIP

RICARDO is the **most read magazine** brand in Quebec (print and digital combined)

# #1

### DIGITAL REACH

With **1,147,00 visitors**, ricardocuisine.com is the #1 website in Québec.

### FIRST RATE AUDIENCE

Among all magazine brands in Québec, RICARDO ranks #1 in the following demographics:

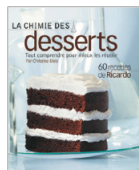
- Adults aged 25 to 54 years old;
- Women aged 25 to 54 years old;
- Women aged 25 to 54 with an annual family income of \$75K or more;
- Women aged 25 to 54 with an annual family income of \$100K or more.

# RICARDO Media

## A continuing success story



- 2002**
- The **weekday cooking show** Ricardo debuts on Radio-Canada
  - Ricardo magazine** (French) is launched



- 2007**
- Ricardo hosts **Ricardo and Friends** on Food Network Canada
  - Publication of the book **La chimie des desserts**



- 2009**
- ricardocuisine.com** is launched
  - The book **Meals for Every Occasion** is published

- 2010**
- Inauguration of the television production house **Productions 350°**
  - Ricardo and Friends** airs in **over 75 countries** and counting



- 2012**
- Ricardo receives a Géméaux award for **best television host**
  - Ricardo stars in **Le Fermier urbain** on Radio-Canada
  - Publication of the slow cooker book **La mijoteuse - De la lasagne à la crème brûlée** (over 175,000 copies sold to date)



### 2014

- RICARDO** wines hit the shelves at SAQ stores in Quebec
- Ricardo receives the **Order of Canada**
- Canadian launch of the **English version of Ricardo magazine**
- The first **Espace Ricardo** boutique opens in Saint-Lambert, Quebec, along with the **Mama Choka** chocolate shop



### 2016

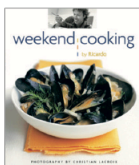
- Café Ricardo** opens alongside Espace Ricardo
- Ricardo becomes a weekly contributor to the **Toronto Star** and the **Star Touch tablet app**
- A **fourth wine**, a rosé from France, is launched
- Ricardo** magazine is named **Best Magazine Brand** and receives the **gold medal** for the feature "Végé inspiré" at Canada's National Magazine Awards
- Les Gourmands**, a new show hosted by Ricardo and Francis Reddy, debuts on Radio-Canada
- Publication of the book **Un Québécois dans votre cuisine** in France



2002 2004 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016

- 2004**
- Publication of the book **Ma cuisine week-end**

- 2006**
- Publication of the book **Weekend Cooking**



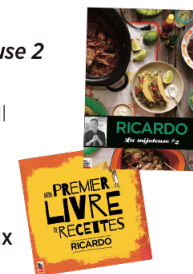
- 2008**
- Publication of the book **Parce qu'on a tous de la visite...**

- 2011**
- Ricardo launches his **line of kitchen accessories** (over 2 million items sold to date)



- 2013**
- RICARDO** Media receives the **Boomerang People's Choice Award** for interactive media and is a finalist in the Media Website category
  - The book **Slow Cooker Favourites** is published
  - RICARDO** recipes appear weekly in **La Presse+**

- 2015**
- Publication of the books **La mijoteuse 2** and **Mon premier livre de recettes**
  - Launch of a **third wine**, a Monastrell from Spain
  - Ricardo co-produces and hosts the show **Un Chef À L'oreille**
  - Ricardo receives a **second Géméaux award** for the show **Ricardo**





# RICARDO

**RICARDO French & English**

## **Canada'S ONE AND ONLY NATIONAL COOKING MAGAZINE**

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### **FIRST ISSUE**

- French : November 2002
- English : September 2014

### **FREQUENCY**

- French : 8 issues
- English : 6 issues

### **NATIONAL DISTRIBUTION**

- At mega-retailers and specialty stores

### **DRAW**

- French : 140,000+
- English : 100,000+

### **TARGET READERS**

- Affluent families and foodies in urban areas

# RICARDO

## Texture by Next Issue

Texture is a mobile application that provides access to anything you like, with over 100 magazines among the best in the world.

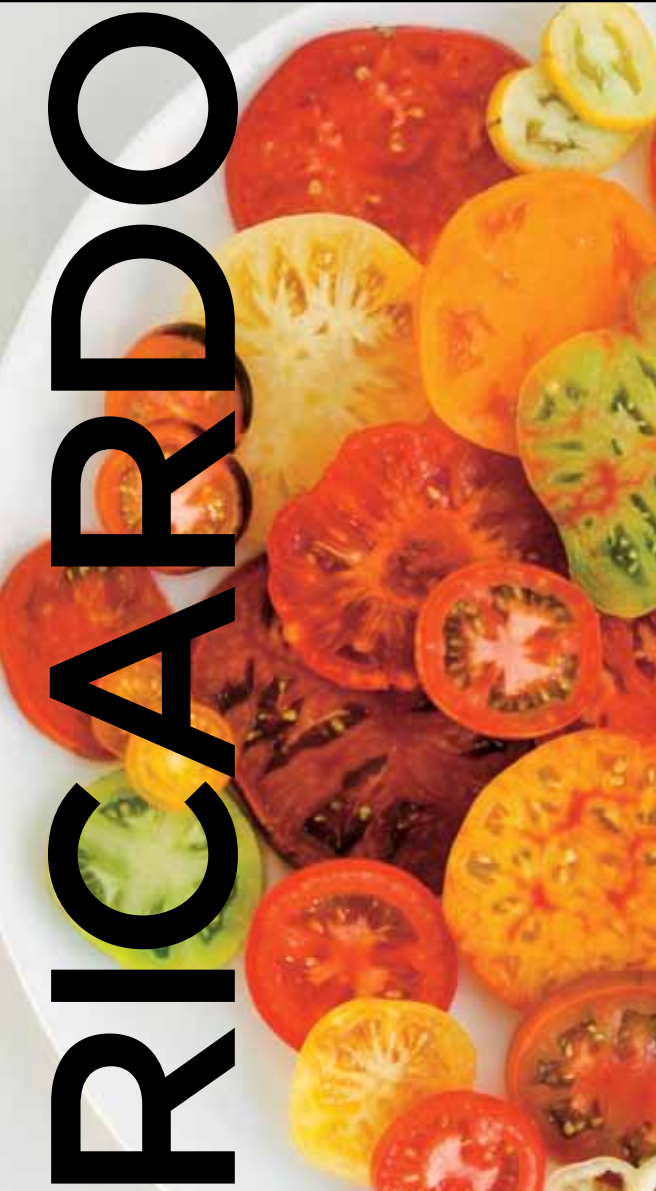
In French : more than 7,500  
downloads monthly

In English: over 18,600 downloads  
monthly

## App Store by Apple

Been available since mid-December  
2015 in the App Store for iPad version.





## **ricardocuisine.com in French, it's :**

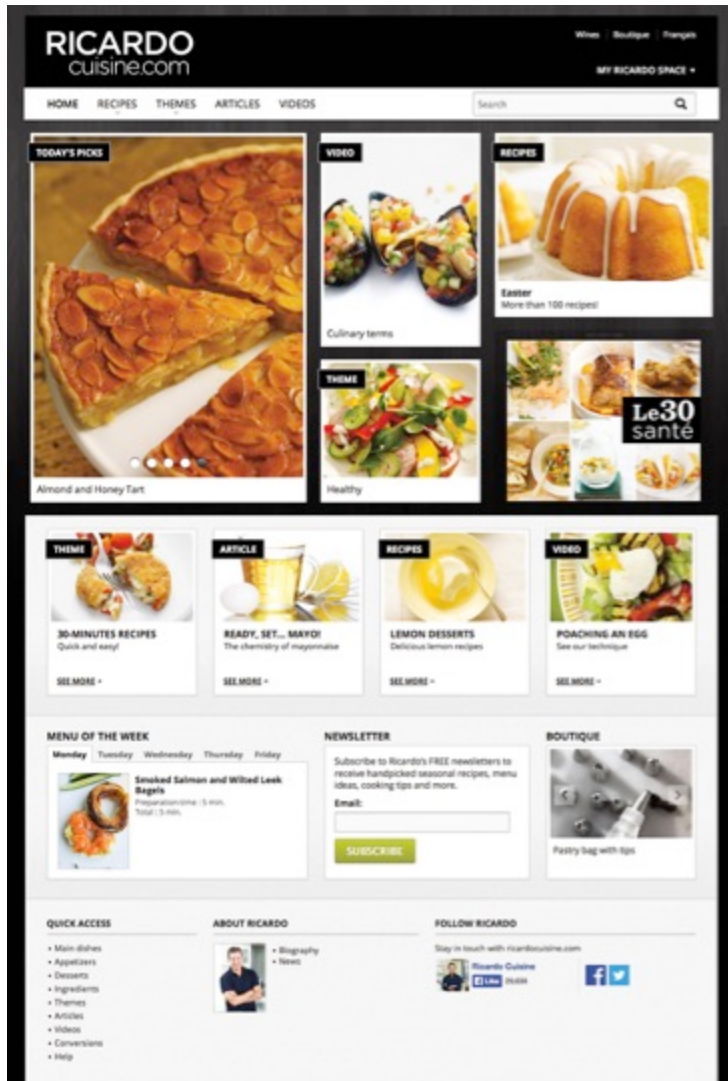
- .....
- Over **5000 RECIPES** online.
  - More than **16.5 million PAGE VIEWS** each month.
  - More than **3 MILLION UNIQUE** visitors monthly.
  - Users spend an average of **MORE THAN 2,5 CONSECUTIVE'S MINUTES** on the entire site.
  - They consult generally **3 PAGES PER VISIT**.
  - Ricardo has the most popular **FACEBOOK fan page** for a Chef in Canada with **more than 400,000 fans**.
  - iPad users visited **MORE THAN 4.7 MILLION PAGES** per month.

## **ricardocuisine.com in English, it's :**

- .....
- Over **4,700 RECIPES** online.
  - Over **954,000 PAGE VIEWS** each month.
  - More than **377,000 UNIQUE** visitors monthly.
  - Users spend an average of more than **2 CONSECUTIVE'S MINUTES** on the entire site.
  - They usually consult **2 PAGES PER VISIT**
  - Ricardo has **more than 53,500 fans** on his anglophone **FACEBOOK page**.
  - iPad users visit more than **178 000 PAGES PER MONTH**.



# RICARDO



# 3 409 004

## UNIQUE VISITORS

## RICARDOCUISINE.COM

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### A record-breaking digital performance

- 50,7 % ARE WOMEN
- 49,9 % ARE MEN
- 47,4 % ARE AGED BETWEEN 25 AND 54
- 44,4 % HAVE A FAMILY INCOME EXCEEDING \$75,000
- 30,2 % HAVE A FAMILY INCOME EXCEEDING \$100,000
- 58,6 % LIVE IN COUPLE

# RICARDO



OVER

**41 000**

FOLLOWERS ON  
INSTAGRAM



OVER

**400 000 (Fr)**

**53 500 (En)**

FACEBOOK FRIENDS



OVER

**35 800**

FOLLOWERS ON TWITTER



OVER

**17 700**

FOLLOWERS ON PINTEREST



OVER

**320 021 (Fr)**

**16 188 (En)**

MEMBERS ON  
RICARDOCUISINE.COM

## ENGAGEMENT RATE











































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## RICARDOCUISINE.COM























































**The single most influential  
dedicated to food digital platforms  
the in Canada.**























































# TOP 10 SITES CONSULTED BY QUÉBÉCOIS | LIFESTYLES

	Media	Total Unique Visitors (000)	% Reach	% Composition Unique Visitors	Composition Index UV	Composition Index PV
	Ricardo Media Inc.	786	12.0 	91.5 	394 	412 
	MSN Lifestyle Network	628	9.6 	21.2 	91 	64 
	RECETTES.QC.CA	522	8.0 	96.4 	415 	426 
	Aufeminin - Livingly	487	7.4 	30.8 	132 	50 
	Meredith Digital	487	7.4 	17.4 	75 	36 
	SheKnows Media	417	6.3 	15.0 	65 	33 
	Journal Des Femmes	410	6.2 	98.8 	425 	429 
	IGA.NET	374	5.7 	95.0 	409 	397 
	CANALVIE.COM	360	5.5 	97.2 	418 	421 
	METRO.CA	317	4.8 	63.6 	274 	259 

# TOP 10 SITES CONSULTED BY QUÉBÉCOIS | FOOD

	Media	Total Unique Visitors (000)	% Reach	% Composition Unique Visitors	Composition Index UV	Composition Index PV
 	Ricardo Media Inc.	786	12.0 	91.5 	394 	412 
 	RECETTES.QC.CA	522	8.0 	96.4 	415 	428 
 	Allrecipes	417	6.4 	19.4 	83 	46 
	IGA.NET	374	5.7 	95.0 	409 	397 
	METRO.CA	317	4.8 	63.6 	274 	259 
 	COUPDEPOUCE.COM	243	3.7 	98.8 	425 	429 
 	KRAFTCANADA.COM	221	3.4 	41.4 	178 	153 
 	MSN Food & Drink	216	3.3 	25.7 	111 	106 
	CUISINEAZ.COM	178	2.7 	97.1 	418 	410 
	Webedia Food	157	2.4 	92.5 	398 	400 

# TOP 10 SITES CONSULTED BY CANADIANS | FOOD

	Media	Total Unique Visitors (000)	% Reach	% Composition Unique Visitors	Composition Index UV	Composition Index PV
 	Ricardo Media Inc.	786	12.0 	91.5 	394 	412 
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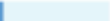


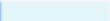


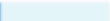





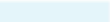


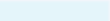


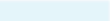


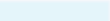





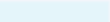


# TOP 20 SITES CONSULTED BY CANADIANS | LIFESTYLES

			Media	Total Unique Visitors (000)	% Reach
1	+	P U	Conde Nast Digital	3,078	10.9
2	+	S U	MSN Lifestyle Network	2,956	10.5
3	+	P U	Meredith Digital	2,798	9.9
4	+	P U	SheKnows Media	2,773	9.8
5	+	P U	AdThrive Sites	1,960	6.9
6	+	M U	Hearst Digital Media	1,800	6.4
7	+	M U	Aufeminin - Livingly	1,583	5.6
8	+	P U	Scripps Networks Interactive Inc.	1,539	5.5
9	+	M U	AOL-HuffPost Lifestyle	1,519	5.4
10	+	C U	Reddit Lifestyles	1,425	5.0
11	+	S U	Yahoo Style And Beauty Network	1,408	5.0
12	+	P U	Trusted Media Brands (fka Reader's...	981	3.5
13	+	P U	LittleThings, Inc.	927	3.3
14	+	P U	PopSugar	877	3.1
15	+	P U	Autodesk Consumer Group	868	3.1
16	+	P U	Ricardo Media Inc.	858	3.0
17		P U	DIPLY.COM	855	3.0
18		S U	KIJILI.CA Pets	799	2.8
19	+	M U	Globe And Mail - Life	768	2.7
20	+	P	The Match Group	745	2.6

Canada's number 1  
website

# TOP 10 SITES CONSULTED BY CANADIANS | FOOD

	Media	Total Unique Visitors (000)	% Reach
 	Allrecipes	2,152	7.6% 
 	Food Network Sites	1,338	4.7% 
 	Food Innovation Group: Bon Appetit...	1,268	4.5% 
 	Ricardo Media Inc.	858	3.0% 
 	MSN Food & Drink	840	3.0% 
 	SheKnows Media/BlogHer - Food	807	2.9% 
 	THEKITCHN.COM	559	2.0% 
 	RECETTES.QC.CA	541	1.9% 
 	KRAFTCANADA.COM	534	1.9% 
 	MyRecipes Network	532	1.9% 

**Canada's number 1  
website**

# RICARDO SEGMENTS



## Foodies techno :

- Tablet users
- Smart-phone users
- RICARDO members



## Decision makers :

- Grocery list users
- Smart phone users between 4 – 7 PM
- Visitors of the *30-minute and less recipes section*



## RICARDO heavy users :

- RICARDO members
- Visits more than 2 times a week the RICARDO's website

# RICARDO



# RICARDO SEGMENTS

- Active contacts : 494,046 (+12,65%)
- Members of RICARDO's site :
  - 320,021(FR)
  - 16,188 (EN)
- Subscribers to weekly newsletters:
  - 255,031 (FR)
  - 27,079 (EN)
- Opt in :
  - 152,119 (FR)
  - 11,199 (EN)



# RICARDO

# GREAT SURVEY | BEHAVIOURS

- 1/3 of Canadians believe that a good meal is not complete without a glass of wine.
- 50% of the population improvises when cooking dinner.
- 76% of Canadians use a slow cooker.
- 18% never bring their lunch and 48% goes out to lunch at least once a week.
- 34% say lunch preparation is a major chore.
- 42% of Canadians enjoy Italian cuisine.
- 65% of households decide what they're going to eat for dinner the day of.
- The dinner decision-making usually occurs between 4 PM and 5 PM.

## HOW CANADA **EATS**



# **ANNEXES**

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**RICARDO**



NUMBER	SSUE	SPACE CLOSE	MATERIAL CLOSE	IMPACT DATE
V15 N2	HIVER 1	November 2, 2016	November 11, 2016	December 16, 2016
V15 N3	HIVER 2	December 12, 2016	December 22, 2016	February 3, 2017
V15 N4	PRINTEMPS	February 1, 2017	February 10, 2017	March 17, 2017
V15 N5	ÉTÉ 1	March 15, 2017	March 24, 2017	April 28, 2017
	BOOKAZINE (à déterminer)	TBC	TBC	April 28, 2017
V15 N6	ÉTÉ 2	April 26, 2017	May 5, 2017	June 9, 2017
V15 N7	AUTOMNE 1	June 21, 2017	June 30, 2017	August 4, 2017
V15 N8	AUTOMNE 2	August 9, 2017	August 18, 2017	September 22, 2017
V16 N1	NOËL	September 20, 2017	September 29, 2017	November 3, 2017
	BOOKAZINE chocolat	TBC	TBC	November 3, 2017
V16 N2	HIVER 1	November 1, 2017	November 10, 2017	December 15, 2017

NUMBER	ISSUE	SPACE CLOSE	MATERIAL CLOSE	IMPACT DATE
V3 N5	FALL	July 29, 2016	August 5, 2016	September 19, 2016
V3 N6	HOLIDAY	September 19, 2016	September 23, 2016	November 7, 2016
V4 N1	WINTER	October 31, 2016	November 4, 2016	December 19, 2016
V4 N2	SPRING	January 27, 2017	February 3, 2017	March 20, 2017
V4 N3	SUMMER	April 21, 2017	April 28, 2017	June 12, 2017
V4 N4	BACK TO SCHOOL	June 16, 2017	June 23, 2017	August 7, 2017
V4 N5	FALL	August 4, 2017	August 11, 2017	September 25, 2017
V4 N6	HOLIDAY	September 15, 2017	September 22, 2017	November 6, 2017
V5 N1	WINTER	October 27, 2017	November 3, 2017	December 18, 2017

# TECHNICAL SPECIFICATIONS

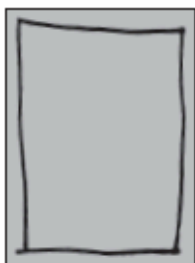
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## 2 pages

**WIDTH:** 16 inches

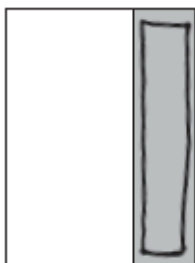
**HEIGHT:** 10.75 inches



## 1 page

**WIDTH:** 8 inches

**HEIGHT:** 10.75 inches



## 1/3 page

**WIDTH:** 2.7535 inches

**HEIGHT:** 10.75 inches

<b>SCREEN RULING</b>	150 lpi
<b>TYPE SAFETY</b>	½ inch
<b>BLEED</b>	¼ inch
<b>MAXIMUM TOTAL INK</b>	280%

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

### **MATERIALS CAN BE SENT BY ANY OF THE FOLLOWING MEANS:**

#### **1. FTP SITE**

<http://pub.ricardocuisine.com> (web interface)

<ftp://pub.ricardocuisine.com> (FTP client)

User name: ricardocuisine

Password: pubclient

#### **2. EMAIL**

[pub@ricardocuisine.com](mailto:pub@ricardocuisine.com)

For more information, please contact:

[melissa@ricardocuisine.com](mailto:melissa@ricardocuisine.com)

# RICARDO



# RICARDO

## CONTACTS

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