

CHATELAINÉ

2026 MEDIA KIT



SJC



About *Châtelaine*

***Châtelaine's* strength in the competitive women's magazine market is the depth and variety of its content. Current, relevant and well researched reports are in our plans, as well as encounters with the artists of the moment, and suggestions for exciting books, effective beauty products and recipes tested by our experts. At all times, *Châtelaine* empowers its readers by exploring the issues that are important to them and focusing on their interests and concerns.**



EDITOR'S MESSAGE

As *Châtelaine's* editor-in-chief, my main focus is on delivering some well-balanced and rigorous reporting that will inform, surprise and delight our readers. I want our team to tackle important social issues and empower women to make the best decisions regarding their health and financial situation. *Châtelaine* thinks highly of its readers, which adds depth to its contents and allows it to occupy a very special place in the ecosystem of Quebec publications created for a predominantly female audience.

- Camille Cardin-Goyer, Editor-in-Chief

What We Offer

We'll help tailor your campaign to one (or all) of our robust media channels, whether it's a print magazine ad delivered to the home of a devoted *Châtelaine* subscriber, or digital custom content amplified across fr.chatelaine.com and our social channels.

430K+
Monthly Active Users

389K+
Readers Per Issue

**BRANDED
CONTENT**

ADVERTISING



170K+
Social Followers

EVENTS

Meet Our Audience

655,000

Digital reach

1,044,000

Print + digital reach

PRINT

389,000

readers per issue

DIGITAL

292,360

active users
per month

EMAIL

54,261

subscribers

SOCIAL

163,400

followers

	Print	Digital
Female	62%	60%
Male	38%	40%
Average HHI	\$76,889	\$76,697
Average Age	46	46



SOCIAL FOOTPRINT



FACEBOOK
101K+



PINTEREST
10K+



INSTAGRAM
20K+



TWITTER
30K+



Reaching Quebec Women

Our educated,
informed and
engaged readers

SJC

Compared to the average Canadian:

25%

more likely to pay more for products
that elevate my status

30%

more likely to keep up
with the latest fashions

37%

more likely to have their holiday choices
influenced by travel articles in magazines

33%

more likely to use beauty products
to make themselves feel better



Spending Power

COLLECTIVELY, **CHÂTELAIN** READERS SPENT:



FRAGRANCE: \$26M
in the P12M



CREDIT CARDS: \$1B
monthly average



INT'L TRAVEL: \$856M
on their last trip



HOME ELECTRONICS: \$455M
in the P2Y



FURNITURE: \$467M
in the P12M



FOOTWEAR: \$182M
in the P12M



CLOTHING (F): \$285M
in the P12M



SPORTS EQUIP: \$302M
in the P12M



JEWELLERY: \$151M
in the P12M



HOME DECOR: \$207M
in the P12M



Our Content

Beauty

New products for the body, face and hair + expert tips to simplify your everyday beauty routine

Home

Inspiring deco tips and ideas to transform and improve your home environment

Decor

Decor that inspire us and tips for transforming your home

Money

Expert advice on how to properly manage your assets

Society

In-depth stories that address essential topics of interest to women + portraits of exceptional women

Health

Everything to take better care of yourself and others, physically and psychologically

Food

Delicious recipes for everyday meals or big events

And Also...

- Interviews with prominent personalities and new talents to watch
- Travel stories meant to inspire
- *Châtelaine's* favorite new books to read



Editorial Calendar

SPRING

CELEBRITY INTERVIEW

The comedian and actress is now a showbiz staple in Quebec. She talks to us about her career, her family heritage, and her plans for the future.

SOCIETY

How the social enterprise Petites-Mains helps immigrant women find their place in Quebec.

TRAVEL

A dream vacation in the paradise islands of Turks and Caicos.

STYLE

The new art of layering perfumes to create your own unique fragrance.

MORE TO COME!

HEALTH

Why are more couples sleeping in separate beds?

FINANCE

How AI could help improve your finances.

HOME

DIY queen Alexandra Gater suggests small DIY projects for every room in the house.

CUISINE

The return of the Pantry Awards: the best grocery store products + irresistible brunch recipes + cooking with asparagus, strawberries and maple syrup.



Print

Four times a year, the print edition of *Châtelaine* arrives in homes across Canada and on newsstands in Quebec, delivering trusted advice, inspiring stories, and the latest trends to our loyal readers.

Issue	Space Close	Material Close	Impact Date	On-Sale Date
Spring	Thu Feb 05/26	Mon Feb 09/26	Mon Mar 09/26	Mon Mar 09/26
Summer	Mon May 25/26	Wed May 27/26	Mon Jun 22/26	Mon Jun 22/26
Fall	Thu Jul 30/26	Wed Aug 05/26	Mon Aug 31/26	Mon Aug 31/26
Winter	Fri Oct 09/26	Wed Oct 14/26	Mon Nov 09/26	Mon Nov 09/26

RATES (NET)								
Frequency Discount	Discount Rate	FULL PAGE	DPS	OBC	IBC	IFC SPREAD	½ PAGE	⅓ PAGE
1x	-	\$10,200	\$17,850	\$12,750	\$11,220	\$22,313	\$6,630	\$4,590
3x	25%	\$7,650	\$13,388	-	-	-	\$4,973	\$3,443
6x	35%	\$6,630	\$11,603	-	-	-	\$4,310	\$2,984

Digital

DIRECT DISPLAY OPTIONS

ROS + RON DISPLAY

Starting at: \$25/CPM (Video: \$40/CPM)

Run-of-Site (ROS) display allows you to reach a broad audience across *fr.chatelaine.com*. For extended reach, Run-of-Network (RON) campaigns deliver your message across the entire *SJC Media* network. Both options offer geo-targeting and category targeting, allowing precise audience refinement based on location and content interests.

CATEGORY TAKEOVER

Starting at: Ask your sales rep.

For maximum visibility, opt for a full category takeover to dominate the user experience and ensure your brand stands out. Focus on key content verticals like food, style, home, and more to align with your target audience's interests.

HOMEPAGE TAKEOVER + POE

Starting at: \$1,300/day (NET)

Looking for maximum impact? This opportunity offers advertisers 100% share of voice and averages 15K daily impressions on the homepage and most other points of entry.



Our direct display options allow you to collaborate with our experienced team to craft a custom digital display campaign tailored to your goals. From setup and execution to real-time monitoring, we handle every detail so you can focus on seeing the results.

Digital PROGRAMMATIC SOLUTIONS

We offer two programmatic solutions that enable media buyers to seamlessly purchase display and video ad inventory across fr.chatelaine.com and the entire SJC Media network. These solutions provide a streamlined and flexible approach to media buying, combining automation with premium inventory access.

GUARANTEED DEALS

Programmatic Guaranteed (PG) Deals modernize direct ad buying by offering a more data-driven and automated approach, allowing advertisers to reserve our most premium and guaranteed inventory ahead of campaigns more easily than ever before.

PRIVATE AUCTION

Programmatic Marketplace (PMP) or Private Auction Deals offer more flexibility for media buying, enabling advertisers to use real-time bidding to purchase non-guaranteed impressions with convenience and without commitment, while maintaining the flexibility to buy in real-time.



Email

OUR NEWSLETTERS

Connect with our engaged community through a variety of newsletters that offer **premium display ads** and exciting **sponsorship opportunities**. From fashion and lifestyle to cooking, our carefully curated content makes sure your brand reaches the right readers at just the right time.



SJC

Our weekly dose of fashion, beauty, and accessories – delivered right to inboxes.

C'est exquis



Discover fresh culinary ideas every week – our go-to guide for cooking inspiration



Stay up to date with our daily roundup of the latest stories, keeping you in the know.

Email

NEWSLETTER SPONSORSHIP

Starting at: Ask your sales rep.

Amplify your brand's presence with our exclusive newsletter sponsorships. Dominate our readers' inboxes with a fully immersive takeover that puts your brand front and center. Through thoughtful logo placements, seamless product mentions, and custom-tailored content, we integrate your message naturally into our newsletters, creating genuine engagement with our dedicated audience.

Select the perfect fit for your brand with our two options: 'C'est exquis' (food-themed) and 'C'est EXTRA' (focussed on fashion, beauty and home decor). Choose the newsletter that aligns best with your goals and let your brand take the spotlight.



Newsletter	Subscribers	Open Rate
C'est exquis	35,200	60%
Daily	33,700	60%
C'est extra	32,200	64%

Email

SPONSORSHIP ELEMENTS

LOGO
INTEGRATION



CONTENT
ALIGNMENT (3X)

Etes-vous comme moi, aspirant à un souper sophistiqué en fin de semaine, mais souvent freiné par le tourbillon des activités quotidiennes? Le secret de ma cuisine réside dans mon mélangeur, un outil modeste qui transforme instantanément des ingrédients simples en plats exquis. Avec lui, fruits, légumes, et épices deviennent en quelques minutes un smoothie parfait, une sauce riche ou un potage onctueux.

Dans notre newsletter d'aujourd'hui, nous sommes ravis de collaborer avec **Beast Blender**, l'outil de prédilection pour mêler aisément simplicité et raffinement. Imaginez préparer sans effort un bol de smoothie aux baies, agrémenté de fruits frais et de noix, ou peut-être serez-vous tenté par notre [Smoothie au melon, au kiwi, à l'avocat, et à l'ananas](#) la prochaine fois? Chaque recette promet une expérience gustative unique.

Bon appétit! 🍓🥑🥑

Julie

[Voir les recettes](#)



Plongez dans la riche collection de recettes savoureuses de *Châtelaine* en compagnie de notre rédactrice en chef, Julie Gobeil, qui vous dévoile ses trouvailles.

La Taille Parfaite Pour Votre Comptoir



Le meilleur mélangeur Beast + système d'hydratation vous permet de réaliser des mélanges parfaits et soyeux et de l'eau infusée. Meticuleusement conçu – Nous avons réfléchi à la façon dont chaque composant pourrait être amélioré pour augmenter la longévité et réduire les vibrations et le bruit.

Beast: Mélangeur (399,85\$)

[Acheter maintenant](#)

Bol de smoothie protéiné



Un bol de smoothie, c'est le déjeuner complet de l'heure. Plus crémeux et épais que le smoothie à boire, on le mange à la cuillère. Avec un bon dosage de protéines, ce bol de smoothie saura nous rassasier jusqu'au dîner.

[Voir les recettes](#)

Publicité



FEATURED
PRODUCT
MODULE



Soupe aux carottes à l'érable



La recette idéale pour un peu de fantaisie! Déposer de la crème sure au centre du bol de potage de carottes, puis y passer délicatement un cure-dent afin de créer une «œuvre» culinaire.

[Voir la recette](#)

Écrivez-moi

Vos questions et vos demandes spéciales sont les bienvenues! [Parlez-moi](#) (chatainequebec@stjoseph.com) aussi de vos inspirations culinaires et de vos recettes de *Châtelaine* préférées. Je pourrais décider de publier votre message pour en faire bénéficier toute la communauté de *Châtelaine*.

Abonnez-vous au magazine *Châtelaine*



CHATELAINE

DISPLAY AD:
BIG BOX



Publicité

*Images are for mockup purposes only.

Email

Subscribers: 20,200+

EBLASTS

Starting at: \$4,600

Our eblast list is comprised of subscribers who have opted to receive communications from *Châteline* partners. Engage this audience with an e-blast designed specifically for your event, promotion or product sampling offer.

Subscribers: 32,200+

NEWSLETTERS DISPLAY

Starting at: \$4,600

Châteline subscribers love seeing us in their inbox, evident by tremendous open rates that far exceed industry benchmarks. Align your brand with Big Box display ads in our daily newsletter.

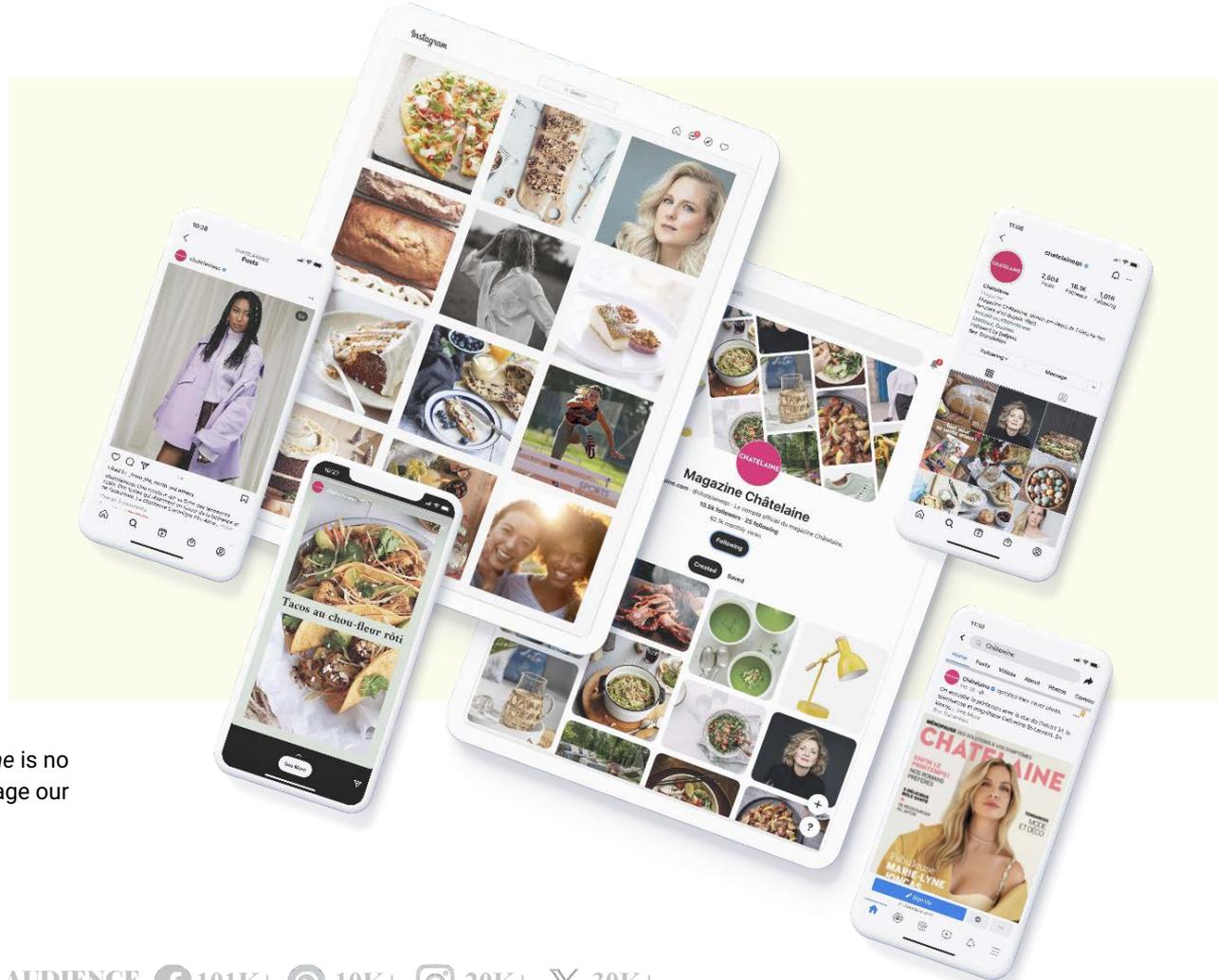
Newsletter



EBlast

Social

With a combined following of 170K +, *Châteline* is no stranger to social media. We know how to engage our followers on every platform that matters.



AUDIENCE  101K+  10K+  20K+  30K+

Branded Content

Storytelling is what we do, and we'd love to help tell your brand's story. Our iconic media brands craft stories that resonate with Canadians, and our new branded content studio will lend that same editorial expertise to creating content that elevates your brand.

INTEGRATED EDITORIAL

- Best for advertisers looking for editorial recommendations on how to most effectively and authentically integrate into our content
- Voice, look and feel of the content will match the brand's style

SPONSOR CONTENT

- Best for marketers with a specific message or theme in mind, with less flexibility to align with editorial recommendations
- Voice, look and feel of the content itself will differ from the brand's style



Create, Publish and Amplify

Our range of branded content services is carefully designed to offer advertisers unparalleled opportunities to connect with our audience. Whether it's expertly written articles that resonate with readers, captivating digital publications, or dynamic video and social content, we tailor each element to perfectly align with your brand. By leveraging a personalized approach and focusing on strategies that truly resonate with Quebec women, we ensure that your message not only reaches but also deeply engages our local audience.



CUSTOM ARTICLES

Craft compelling articles tailored to your brand's voice, ready for both print and digital platforms.

PREMIUM DIGITAL DESTINATIONS

Elevate your brand with custom-designed digital spaces, enhancing the reader experience and showcasing your content.

SOCIAL CONTENT CREATION

Engage our audience with tailor-made short form videos for platforms like TikTok, and captivating posts for Facebook and Instagram feeds and stories.

PREMIUM NEWSLETTERS

Design impactful newsletters for powerful e-blasts, maximizing your message's reach.

CUSTOM PHOTO AND VIDEO

Editorial-quality photo and video shoots that elevate your custom content to the next level, bringing your vision to life.

CUSTOM DIGITAL ADS

Create eye-catching digital ads, including display, DOOH, video and audio, to amplify your brand's presence.

INFLUENCER COLLABS

Targeted partnerships with influencers to enhance brand resonance and authentically engage with your audience.

PERFORMANCE MARKETING

Launch campaigns aimed at driving specific consumer actions, boosting conversions and brand engagement.

CONTESTING AND GIVEAWAYS

Efficiently manage contests and giveaways to enhance brand or product awareness and foster email list growth.

4.3X
HIGHER PVS THAN
BENCHMARK



Branded Content Case Study

IKEA X CHATELAINE

OBJECTIVE

Position IKEA as the go-to destination for innovative, family-friendly kitchen solutions by showcasing their expertise in creating dream kitchens. Amplify IKEA's reach through a co-branded collaboration that integrates their products across print, digital and social platforms.

APPROACH

We developed a national co-branded campaign featured in our special English and French Kitchen Issues, with a custom-built IKEA kitchen showcased on the cover and highlighted in a feature story filled with expert renovation tips. The content, labeled "In partnership with IKEA," extended across print, digital, and social platforms, including premium ad placements, editorial integrations and engaging organic social content to maximize impact and inspire readers.

Signature and Custom Events

Whether it's sponsoring one of our signature events or working with us to celebrate a public or private special initiative, our virtual/live events provide excellent value, reach and return. All-inclusive, customized programs can be as simple as RSVP management from start to finish, or as grand as securing top vendors, branding/signage, photography, entertainment and more.

MARKETING, AWARENESS & REACH

We manage the promotional campaign, invites, ticketing (if required), RSVPs and production of all assets; as well as targeted invitations or deployment of a promotional campaign across our robust print, digital and/or social channels.

CONTENT & POST EVENT COVERAGE

Social coverage during the event with the option to have an editor on-site to co-host, participate in a panel or curate content.

Opportunity for print, digital and/or social post-event coverage.



Affiliate Marketing

By seamlessly integrating affiliate marketing links into our sponsored content programs, we unlock the potential to drive incremental revenue for our partners. Additionally, our premium placements, exemplified by listicle features, provide brands with prime real estate in targeted commerce content. What sets us apart is our commitment to accessibility; we proudly support all major affiliate platforms.

How we activate affiliate partnerships:

- Integrate affiliate marketing links in sponsored content program to drive incremental revenue.
- Sponsor premium placements (ex. listicle placements) in targeted commerce content for 3 or 6 months.
- We support all major affiliate platforms including Rakuten, Impact, Skimlinks and ShareASale.





MEET SJC MEDIA

Chatelaine is published by SJC Media, the largest Canadian publisher of trusted brands that serve communities of loyal fans, which can be leveraged by our advertising partners.

We produce best-in-class content through our premium print, digital and social pillars. Our reach extends coast to coast, touching more than 23 million Canadians through our portfolio of national and local media brands, allowing advertisers to reach and engage with Canada's most sought-after consumers.

We connect to our influential and discerning audiences through trusted, entertaining, empowering, innovative, authentic and inclusive journalism and storytelling. As a media company for the future, with a remarkable past, we strive to be as diverse and inclusive as the communities we serve.



We are beyond content. We are SJC Media.





SJC

Beyond media.

Contact Us

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