

# MEDIA KIT



April 2017

## THE SHORT STORY

Le Cahier was born under this name in April 2013. Before that, it existed under the name CamilleDg.com, Camille Dg's personal blog. The name of the blog had to change in order to represent the whole team once camille decided to take other writers under her wing. A year later, in April 2014, the English version of Le Cahier was born: The Booklet.

We are a Notebook with no binding composed of a team of contributors, each with their own style, field of expertise and sense of humor. The common denominator: we don't take ourselves too seriously.

## THE TEAM

### Camille Dg

Established in the blogging world since 2008, Camille's original personal blog eventually changed its name to become Le Cahier. She is Le Cahier/The Booklet's Editor in chief, while also being a TV Host on many channels both in French and English across Canada. Camille is also an ambassador for many brands, such as Veuve Clicquot, Iris and Hyba. She is an avid traveller who's always dreaming of her next adventure!

### Virginie Pichet

Virginie is the blog's editor since the beginning. She is in charge of all the content that is published, she takes care of our contributors and she handles many collaborations with different brands.

### Maxim Potvin

Maxim is a content creator for the blog's social channels, the website and he's also a community manager. He handles the partnerships with the brands and ensures everything goes according to plan.

### The Contributors

Le Cahier's team is comprised of over 70 regular contributors with some spontaneous additions at times.



# STATISTICS

## Le Cahier has:

Over 73 000 fans on Facebook  
 Over 49 700 followers on Instagram  
 Over 5 100 followers on Twitter  
 Over 500 000 page views per month

## The Booklet has:

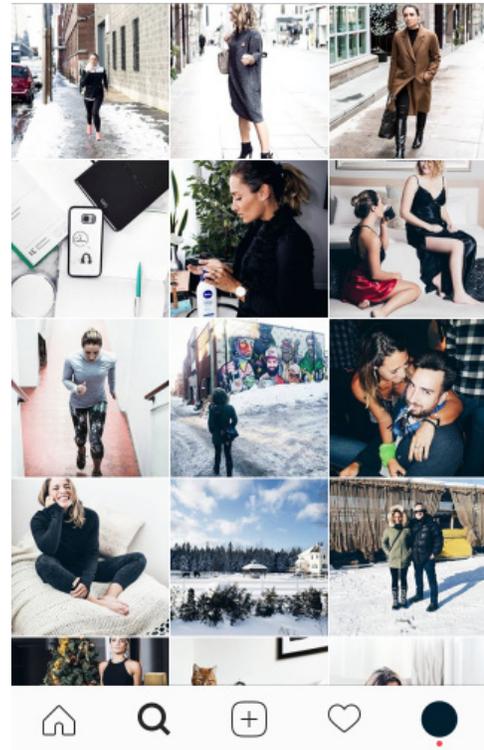
Over 3 100 fans on Facebook  
 Over 8 400 followers on Instagram  
 Over 10 000 page views per month

## Camille Dg has:

Over 13 500 fans on Facebook  
 Over 50 100 followers on Instagram  
 Over 12 100 followers on Twitter

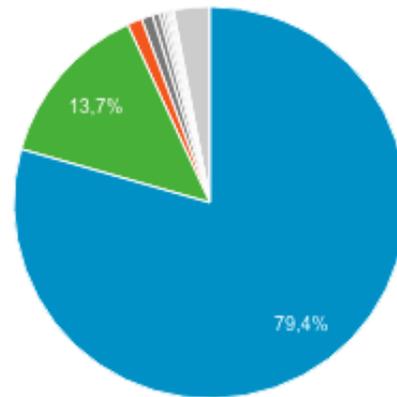
## Virginie Pichet has:

Over 10 600 followers on Instagram



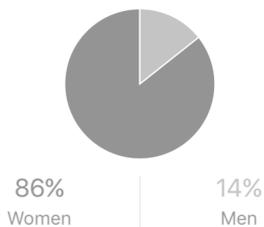
# OUR READERS

1. Canada
2. France
3. United States

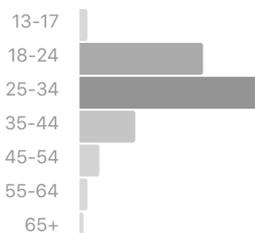


# OUR FOLLOWERS ON INSTAGRAM

GENDER

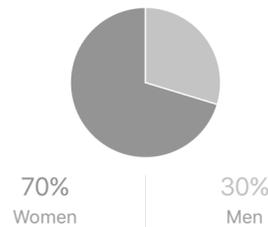


AGE RANGE

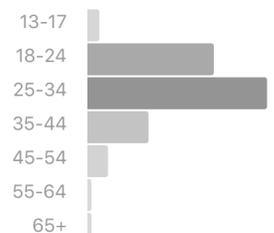


@bloglecahier

GENDER



AGE RANGE



@Camille\_Dg

# COLLABORATIONS

As a brand, there are many ways for you to collaborate with Le Cahier. We are experts in content creation of all kinds: writing, photo, video. We can also help you with all of your Social Media needs via Codmorse, our communications agency.

For any and all questions, please contact us at [info@lecahier.com](mailto:info@lecahier.com)

Our service catalog works just like a grocery list, you can pick and chose your favorite items. **We also offer tailored solutions to meet your needs as well as long term deals. Just let us know what you have in mind!**



## Sponsored article

A blog post (approx. 400 words) about your brand. You may see the article before it is published and may change a few things if needed. The article will indicate “Sponsored by” at the top. Please note that Le Cahier has to try out your products or services beforehand.

*Includes social shares on Facebook and Twitter and a Facebook boost of 50\$*

## Sponsored Instagram posts

We publish an original picture, taken by our team, on one of our accounts. Both @Camille\_Dg and @boglecahier are great for sharing sponsored content. The account where the publication is published can be discussed so we can find the best fit.

## Videos

Over the years, Le Cahier has acquired some expertise in the production of web videos that we regularly publish on our YouTube channel. We offer many different options, just tell us what you have in mind!

*Includes social shares on Facebook and Twitter and a Facebook*

## Additional social shares

Sponsored articles always come with Facebook and Twitter shares. It is also possible to add social shares to make sure it reaches even more readers over time.

## Instagram Takeover

Camille Dg takes control of your Instagram account!

## Translation

The translation of your article. It will be published at the same time as the French version on our blog's English counterpart : The-Booklet.com

## Your logo in Le Cahier's partners section

We can add your logo on Le Cahier's landing page, in the footer, with a clickable link to your website.

## Inclusion in a slideshow

Every article listing different products is presented as a slideshow. You can purchase a spot in the list and add a line of key messaging as well as a link to your website.

## Pinned article

A mention of your sponsored article in the slider on the top part of our landing page.

## Additional Facebook boost

Depending on your budget, we can create a Facebook ad to reach more Facebook users. For instance, a \$100 budget will reach approximately 10 000 to 20 000 people.



## Exclusivity

Exclusivity guarantees that no competitors of your brand will be associated with either Camille or featured on the blog.

*Different conditions applies.*

## Hosting

Camille and Virginie can host an event or a live video!

*Hosting examples available on demand*

## Lookbook

We can feature your brand (fashion) in the blog's lookbook. The looks are presented in an article, and shared on our social media channels . A complete document about this option is available, just reach out to us!

## Newsletter

A reference to the article or giveaway in the weekly newsletter. This newsletter is sent to over 5 000 readers.

**Rate: \$100**

## Contests and giveaways

We offer different giveaway options across our platforms to suit your needs!

### Comments on the article

A blog post (approx. 300 words), about your brand, with a simple giveaway in the comment box. Le Cahier has to try your products or services. The participants have to answer a simple question in order to have a chance to win. The gift is at your discretion, but the value must be of at least \$150.

### Facebook app

A giveaway is organized in a special personalized Facebook application, installed on Le Cahier's blog page. The application is a simple form in which participants enter their names and contact information. The advantage of this method is that you can compile the names and emails of the participants who "opt-in", so you can add them in your own database or send them your newsletter when relevant.

*\*This price includes: the graphic design and programming of the app, a blog post on Le Cahier including a link to the application, names and email addresses of all the participants that checked opt-in.*

### Instagram

A giveaway that takes place on one or more of our Instagram accounts: @BlogLeCahier, @The\_Booklet or @Camille\_Dg.

**Please note that any prize over \$100 must be declared to the RACJQ and a fee of 10% of the value will be added to the invoice.**



/bloglecahier  
/page.camilledg



@bloglecahier



@Bloglecahier  
@Camille\_Dg  
@The\_booklet



438-383-4867



@bloglecahier  
@camilledg



info@lecahier.com



@bloglecahier  
@thebooklet



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