FRANCOISCHARRON.COM CELEBRATES ITS 15TH ANNIVERSARY!

An established brand that inspires confidence
For over 15 years, the francoischarron.com team has been busy at work making technology easy and attractive to newcomers! The popular website has established itself as the #1 French-language technology and lifestyle reference website in Canada.

François, a popular influencer
In addition to being a commentator, host, entrepreneur and web popularizer for more than 25 years, François Charron was part of the Salut Bonjour team for 18 years. He is also the creator of the francoischarron.com website which attracts 1.35 million unique visitors each month and interacts daily with its vast community on social networks. François gives lectures, appears on several radio stations in Quebec and hosts the podcast “La vie est belle”!
A NEW PHILOSOPHY FOR A NEW REALITY

Our mission is evolving

The pandemic has changed both our daily habits and lifestyle. Now more than ever, technology is at the centre of our everyday life. On the one hand, it allows us to live connected to each other, but we are also discovering how important it is to let go if we want to stay balanced.

Francoischarron.com is becoming the reference for Quebecers who want to take advantage of technology in their daily lives, in addition to being a source of ideas on how to disconnect.
THE BEST OF TECHNOLOGY

Our team helps Quebecers simplify their life through technology. We guide Internet users on how to use social networks, enjoy the web safely and avoid fraud. We also help them discover useful technological tools and assist them with online shopping.

FrançoisCharron.com helps everyone live connected.
Savoir decrocher.

RECOMMENDATIONS THAT INSPIRE YOU

The new web resource where Quebeckers can find ideas of activities to do at home, close to home, in their region or anywhere in Quebec.

Activities that everyone can do at home

Tourist attractions and surprising businesses

Recipes, BBQ, drinks, a good affordable bottle of wine

Visit

Leisure

Home

Savour
AN EVEN MORE ATTRACTIVE AND POWERFUL INTERFACE

A brand-new website

For its 15th anniversary, francoischarron.com has treated itself to a new multi-platform web environment that is even faster, more engaging and dynamic.
A WEB TV FOR EVEN MORE CONTENT STREAMING

100% video

Since video content generates higher engagement rates, all of our segments are now accompanied by a video.

Our content can be streamed anytime on our web TV channel.

Reviews, technology, tips, WebBuzz, funny videos ... it’s all here! Soon we’ll be adding clips that help you disconnect: visit, leisure, home, savour.
For the past 15 years, the francoischarron.com website has continued to grow, constantly increasing its traffic and notoriety year after year.

A strong online presence

6 000 000 page views per month

3,1 pages viewed per visit

1,35M unique visitors per month

*Google Analytics (December 2020)
A WEBSITE THAT EVERYONE LOVES

Perfect for the whole family

Thanks to the variety of topics we cover, our content reaches a vast audience. There is something for everyone on our website.

25-54
YEARS OLD

53%
WOMEN

48%
MEN

THAT CROSSES BORDERS

Our brand is well established within the French-speaking population of Canada. With one third of our visitors coming from Europe, our content also has an international reach.

63%
CANADA

25%
FRANCE

TRAFFIC SOURCES

55%
ORGANIC SEARCH

25%
FACEBOOK

18%
DIRECT

*Google Analytics (December 2020)
A HYPERACTIVE COMMUNITY

We share our content on all of our social media platforms. Every day, our engaged community is at the forefront of technology and lifestyle news and members interact in large numbers with our content. Across our network, francoischarron.com has more than 260,000 subscribers.

*December 2020*
SUPER POPULAR CONTESTS

To promote your products

Our contest section generates millions of page views per month and enjoys a phenomenal participation rate.

With contests, you can increase your visibility and chances of acquiring new customers.

100K entries per contest
87K subscribers to our contest newsletter
+30K worth of prizes per year

*January 2021.
# MUCH MORE THAN A WEBSITE

A large content distribution network
Francoischarron.com broadcasts to a much larger audience than its website

<table>
<thead>
<tr>
<th>WEB</th>
<th>RADIO</th>
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<tbody>
<tr>
<td>24/7 real-time content broadcasting</td>
<td>Broadcast throughout Quebec on Cogeco Média’s airwaves</td>
</tr>
<tr>
<td>Reach of 1 million unique visitors per month</td>
<td>A technology segment on ChoiRadioX’s airwaves in Quebec</td>
</tr>
<tr>
<td>Including 5 Quebec regional newspaper websites</td>
<td>A network of 32 independent radio stations throughout</td>
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EXPERT CONTRIBUTORS

They help you disconnect

After having taken up the challenge of discussing holiday plans in a pandemic during the summer of 2020, GuideVacances.ca’s star-studded team of experts is now at francoischarron.com. It’s never been trendier to disconnect!
A NEW PROJECT: REMODELING AN RV

The latest in home renovation, decor and technology

François Charron discovers the world of RVs and embarks on a major project: turning a 1995 RV into a modern beauty.

Follow along for tips and advice as François embarks on this great adventure.

THE NEW REFERENCE FOR HOLIDAYS SPENT AT HOME

Staycations: A growing trend in Quebec

Quebecers want to rediscover their province and take advantage of their region’s attractions. Staycations are growing in popularity and with good reason: they are both economical and accessible!

- 80% of Quebecers expect to stay in Quebec for their holidays
- 31% of vacationers plan to stay at home

85% of Quebecers plan to travel by RV or car for their holiday

160% increase in the Canadian RV market by 2024

20% of Quebecers are into camping

NEW FOR SPRING 2021

*1 Sondage annuel 2020 de CAA-Québec sur les intentions de vacances
*3 Portrait de la pratique du camping au Québec - 2017, Camping Québec, Rapport final
A NEW PODCAST

Every week, François Charron welcomes inspiring, well-known guests.

A glass of bubbly in hand, François Charron chats with people he loves and who inspire him, to find out who they really are and what motivates them. And get ready for positivity! Life might be a roller coaster at times, but the goal of this podcast is to always finish by saying, “Life is beautiful”!

Available on every platform!

SPONSOR THE PODCAST

Contact us to discuss the many opportunities available.
INFORMATION AND WEBSITE VISIBILITY REQUESTS

Vincent Paquette
Editor in chief

vincent@francoischarron.com