

## Magazine Topline Readership

Vividata Fall 2020 Adults 18+

Average Issue Audience 18+ (000)		
Title	Footprint (1)	Print (2)
<b>Any Magazine English/French (3)</b>	<b>20,510</b>	<b>17,456</b>
<b>Any Magazine English/French (3) Reach %</b>	<b>67%</b>	<b>57%</b>
<b>English Magazines</b>		
<b>Any Magazine English (3)</b>	<b>17,781</b>	<b>15,072</b>
Air Canada enRoute	1,994	1,551
AMA Insider Magazine	1,208	1,064
Best Health	1,208	671
CAA Ontario & Atlantic (formerly CAA Magazine)	3,614	3,271
CAA Manitoba	334	302
CAA Saskatchewan	297	262
CAA Magazine Summary	5,453	4,899
Canada's History	1,689	1,034
Canadian Geographic	3,917	2,691
CANADIAN HOUSE & HOME	2,210	1,666
Canadian Living	3,840	3,021
Chatelaine	3,353	2,426
Cineplex Magazine	4,540	3,507
Cottage Life	1,976	1,349
ELLE CANADA	2,172	1,538
FASHION Magazine	1,951	1,335
Financial Post Magazine	1,246	641
FOOD & DRINK	2,402	1,968
Good Times	842	759
Hello! Canada	1,488	710
InStyle	1,945	1,226
Maclean's	4,237	2,524
NOW	538	366
Our Canada	1,797	1,200
Outdoor Canada	2,376	1,631
People	3,009	2,047
Professionally Speaking	794	561
Reader's Digest	4,429	3,571
Real Simple	1,117	719
Report On Business Magazine	2,126	1,075
Sports Illustrated	2,440	1,273
Style at Home	2,157	1,614
The Hockey News	1,643	731
Today's Parent	2,172	1,275
Toronto Life	1,715	1,010
Vancouver Magazine	437	284
Western Living	317	220
Zoomer Magazine	2,077	1,430

Average Issue Audience 18+ (000)		
Title	Footprint (1)	Print (2)
<b>French Magazines</b>		
<b>Any Magazine French (3)</b>	<b>4,689</b>	<b>3,831</b>
5 ingrédients-15 minutes	687	498
Bel Âge magazine	1,079	960
CAA Québec	1,946	1,601
Châtelaine (Fr)	858	658
Clin d'oeil	666	546
Coup de pouce	1,448	1,171
ELLE QUÉBEC	595	446
L'actualité	1,200	721
Les Affaires/Les Affaires Plus	991	511
Les Idées de ma Maison	699	551
Magazine Véro	730	453
RICARDO Magazine	1,913	1,163
Sélection du Reader's Digest	612	485
Urbania (Digital Only)	383	-

**Fall 2020 Fieldwork Period:** July 2019 - June 2020

**Note on Trending:** Readership measurement metrics changed in 2016, comparisons should only be made as far back as 2016-Q4 results.

**Note on titles previously measured in print, now measured as digital only:** Canadian Business, Flare, MoneySense, Sportsnet and Parents Canada are no longer reported as magazines under "Readership Specific". Past month Digital Audience for these titles will be listed under "Websites/Apps".

**Notes:**

(1) Footprint = Unduplicated audience of Print and Digital (Digital = Audiences who read or looked into any digital content within a specific time period (time period varies from yesterday up to past 6 months, and is based on the publication frequency of the print issue of the magazine).

(2) Print = Average issue audience of the printed magazine within a specific time period (yesterday up to past 6 months, depending on the publication frequency of the print magazine).

(3) Any Magazine = Unduplicated audience of all measured magazines.

\* Data relatively unstable (small sample size)

Source: Vividata Fall 2020 Study



## Magazine Monthly Digital Reach

Vividata Fall 2020 Adults 18+

Monthly Digital Audience 18+ (000)	
Title	Monthly (1)
<b>Any Magazine English/French (2)</b>	<b>9,976</b>
<b>Reach %</b>	<b>33%</b>
<b>English Magazines</b>	
<b>Any Magazine English (2)</b>	<b>8,494</b>
Air Canada enRoute	575
AMA Insider Magazine	115
Best Health	470
CAA Ontario & Atlantic (formerly CAA Magazine)	288
CAA Manitoba	30*
CAA Saskatchewan	24*
CAA Magazine Summary	457
Canada's History	557
Canadian Geographic	1,107
CANADIAN HOUSE & HOME	722
Canadian Living	1,129
Chatelaine	864
Cineplex Magazine	1,407
Cottage Life	618
ELLE CANADA	884
FASHION Magazine	832
Financial Post Magazine	609
FOOD & DRINK	446
Good Times	112
Hello! Canada	886
InStyle	914
Maclean's	2,152
NOW	447
Our Canada	539
Outdoor Canada	638
People	2,156
Professionally Speaking	169
Reader's Digest	1,124
Real Simple	521
Report On Business Magazine	1,262
Sports Illustrated	1,451
Style at Home	721
The Hockey News	1,079
Today's Parent	908
Toronto Life	888
Vancouver Magazine	126
Western Living	123
Zoomer Magazine	655

Monthly Digital Audience 18+ (000)	
Title	Monthly (1)
<b>French Magazines</b>	
<b>Any Magazine French (2)</b>	<b>2,248</b>
5 ingrédients-15 minutes	289
Bel Âge magazine	183
CAA Québec	343
Châtelaine (Fr)	183
Clin d'oeil	154
Coup de pouce	392
ELLE QUÉBEC	200
L'actualité	597
Les Affaires/Les Affaires Plus	515
Les Idées de ma Maison	176
Magazine Véro	188
RICARDO Magazine	956
Sélection du Reader's Digest	164
Urbania	383

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**Notes:**

- (1) Digital = Audience who accessed any digital content of the magazine in the past 30 days.
- (2) Any Magazine = Unduplicated audience of all measured magazines.

\* Data relatively unstable (small sample size)

#Sample size too small for reliability - shown for consistency only

Source: Vividata Fall 2020 Study