

Magazine Topline Readership

Vividata Winter 2021 Adults 18+

Average Issue Audience 18+ (000)		
Title	Footprint (1)	Print (2)
Any Magazine English/French (3)	18,865	15,748
Any Magazine English/French (3) Reach %	62%	57%
English Magazines		
Any Magazine English (3)	16,031	13,394
Air Canada enRoute	1,736	1,265
AMA Insider Magazine	1,209	1,044
Best Health	1,220	606
CAA Ontario & Atlantic (formerly CAA Magazine)	3,453	3,113
CAA Manitoba	288	259
CAA Saskatchewan	272	235
CAA Magazine Summary	5,222	4,651
Canada's History	1,624	914
Canadian Geographic	3,634	2,392
CANADIAN HOUSE & HOME	2,097	1,503
Canadian Living	3,542	2,661
Chatelaine	3,117	2,113
Cineplex Magazine	3,861	2,823
Cottage Life	1,797	1,102
ELLE CANADA	2,090	1,393
FASHION Magazine	1,940	1,220
FOOD & DRINK	2,348	1,825
Good Times	386	320
Hello! Canada	1,447	611
Maclean's	3,955	2,188
Our Canada	1,688	1,030
Professionally Speaking	762	515
Reader's Digest	4,144	3,249
**Report On Business Magazine	1,661	778
Style at Home	2,055	1,421
Today's Parent	2,092	1,108
Toronto Life	1,666	876
Zoomer Magazine	1,919	1,232

Average Issue Audience 18+ (000)		
Title	Footprint (1)	Print (2)
French Magazines		
Any Magazine French (3)	4,564	3,602
Bel Âge magazine	1,035	915
CAA Québec	1,872	1,511
Châtelaine (Fr)	805	592
Clin d'oeil	673	531
Coup de pouce	1,383	1,094
ELLE QUÉBEC	604	431
L'actualité	1,159	666
Les Affaires/Les Affaires Plus	952	476
Les Idées de ma Maison	678	522
Magazine Véro	733	441
RICARDO Magazine	1,871	1,080
Sélection du Reader's Digest	580	452
Urbania (Digital Only)	382	-

Winter 2021 Fieldwork Period: October 2019 - September 2020 (12 months)

Changes in sampling methodology were made in 2019, and therefore we suggest that comparisons to past SCC studies should be done with the understanding that differences may not be due to market changes only, but also to changes in data collection.

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)

**Report on Business reporting is based on 9 months of measurement (Oct 2019 – Jun 2020)

Source: Vividata Winter 2021 Study



Magazine Monthly Digital Reach

Vividata Winter 2021 Adults 18+

Monthly Digital Audience 18+ (000)	
Title	Monthly (1)
Any Magazine English/French (2)	8,587
Reach %	28%
English Magazines	
Any Magazine English (2)	7,054
Air Canada enRoute	530
AMA Insider Magazine	137
Best Health	523
CAA Ontario & Atlantic (formerly CAA Magazine)	284
CAA Manitoba	24*
CAA Saskatchewan	26*
CAA Magazine Summary	471
Canada's History	580
Canadian Geographic	1,108
CANADIAN HOUSE & HOME	747
Canadian Living	1,164
Chatelaine	917
Cineplex Magazine	1,274
Cottage Life	632
ELLE CANADA	912
FASHION Magazine	852
FOOD & DRINK	481
Good Times	88
Hello! Canada	931
Maclean's	2,151
Our Canada	590
Professionally Speaking	181
Reader's Digest	1,159
**Report On Business Magazine	1,030
Style at Home	721
Today's Parent	905
Toronto Life	951
Zoomer Magazine	646

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)
 **Report on Business reporting is based on 9 months of measurement (Oct 2019 – Jun 2020)
 #Sample size too small for reliability - shown for consistency only

Source: Vividata Winter 2021 Study

Monthly Digital Audience 18+ (000)	
Title	Monthly (1)
French Magazines	
Any Magazine French (2)	2,184
Bel Âge magazine	179
CAA Québec	331
Châtelaine (Fr)	178
Clin d'oeil	164
Coup de pouce	397
ELLE QUÉBEC	229
L'actualité	597
Les Affaires/Les Affaires Plus	498
Les Idées de ma Maison	174
Magazine Véro	197
RICARDO Magazine	980
Sélection du Reader's Digest	166
Urbania	382

Winter 2021 Fieldwork Period: October 2019 - September 2020 (12 months)

Please note that changes in sampling methodology were made in 2019, and therefore we suggest that comparisons to past SCC studies should be done with the understanding that differences may not be due to market changes only, but also to changes in data collection.