



Magazine Topline Readership

Vividata Spring 2021 Adults 18+

Average Issue Audience 18+ (000)		
Title	Footprint (1)	Print (2)
Any Magazine English/French (3)	17,834	14,329
Any Magazine English/French (3) Reach %	58%	47%
English Magazines		
Any Magazine English (3)	14,924	12,015
Air Canada enRoute	1,600	1,077
AMA Insider Magazine	1,207	1,037
Best Health	1,262	605
CAA Ontario & Atlantic (formerly CAA Magazine)	3,371	2,993
CAA Manitoba	285	260
CAA Saskatchewan	274	234
CAA Magazine Summary	5,137	4,523
Canada's History	1,664	878
Canadian Geographic	3,516	2,123
CANADIAN HOUSE & HOME	2,025	1,372
Canadian Living	3,263	2,302
Chatelaine	2,894	1,793
Cottage Life	1,874	1,084
ELLE CANADA	2,091	1,310
FASHION Magazine	1,871	1,085
FOOD & DRINK	2,233	1,640
Good Times	381	310
Hello! Canada	1,486	555
Maclean's	3,725	1,878
Our Canada	1,679	944
Professionally Speaking	799	493
Reader's Digest	3,852	2,906
Report On Business Magazine	1,977	803
Style at Home	2,025	1,293
Toronto Life	1,699	812
Zoomer Magazine	1,936	1,197

Average Issue Audience 18+ (000)		
Title	Footprint (1)	Print (2)
French Magazines		
Any Magazine French (3)	4,469	3,407
Bel Âge magazine	943	808
CAA Québec	1,827	1,451
Châtelaine (Fr)	746	521
Clin d'oeil	640	478
Coup de pouce	1,271	971
ELLE QUÉBEC	633	444
L'actualité	1,136	617
Les Affaires/Les Affaires Plus	996	488
Les Idées de ma Maison	666	488
Magazine Véro	741	409
RICARDO Magazine	1,847	975
Sélection du Reader's Digest	570	436
Urbania (Digital Only)	319	-

Spring 2021 Fieldwork Period: January 2020 – December 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)

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

Cineplex Magazine - No longer available.

Source: Vividata Spring 2021 Study



Magazine Monthly Digital Reach

Vividata Spring 2021 Adults 18+

Monthly Digital Audience 18+ (000)	
Title	Monthly (1)
Any Magazine English/French (2)	8,404
Reach %	27%
English Magazines	
Any Magazine English (2)	6,811
Air Canada enRoute	546
AMA Insider Magazine	154
Best Health	559
CAA Ontario & Atlantic (formerly CAA Magazine)	321
CAA Manitoba	26*
CAA Saskatchewan	31
CAA Magazine Summary	532
Canada's History	627
Canadian Geographic	1,224
CANADIAN HOUSE & HOME	817
Canadian Living	1,218
Chatelaine	974
Cottage Life	695
ELLE CANADA	987
FASHION Magazine	823
FOOD & DRINK	521
Good Times	97
Hello! Canada	1,023
Maclean's	2,213
Our Canada	636
Professionally Speaking	219
Reader's Digest	1,223
Report On Business Magazine	1,244
Style at Home	742
Toronto Life	1,069
Zoomer Magazine	689

Monthly Digital Audience 18+ (000)	
Title	Monthly (1)
French Magazines	
Any Magazine French (2)	2,229
Bel Âge magazine	197
CAA Québec	337
Châtelaine (Fr)	181
Clin d'oeil	173
Coup de pouce	403
ELLE QUÉBEC	249
L'actualité	616
Les Affaires/Les Affaires Plus	515
Les Idées de ma Maison	190
Magazine Véro	225
RICARDO Magazine	1,020
Sélection du Reader's Digest	171
Urbania	319

Spring 2021 Fieldwork Period: January 2020 – December 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.

Notes:

(1) Digital = Audience who accessed any digital content of the magazine in the past 30 days.

Cineplex Magazine - No longer available.

* Data relatively unstable (small sample size)

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Cineplex Magazine - No longer available.

Source: Vividata Spring 2021 Study