

Magazine Topline Readership

Vividata Fall 2021 Adults 18+

Average Issue Audience 18+ (000)		
Title	Footprint (1)	Print (2)
Any Magazine English/French (3)	17,462	13,446
Any Magazine English/French (3) Reach %	57%	44%
English Magazines		
Any Magazine English (3)	14,714	11,316
Air Canada enRoute	1,684	991
AMA Insider Magazine	1,143	935
Best Health	1,509	682
CAA Ontario & Atlantic (formerly CAA Magazine)	3,558	3,105
CAA Manitoba	296	267
CAA Saskatchewan	271	232
CAA Magazine Summary	5,268	4,538
Canada's History	1,915	966
Canadian Geographic	3,711	2,049
CANADIAN HOUSE & HOME	2,201	1,398
Canadian Living	3,200	2,055
Chatelaine	2,748	1,409
Cottage Life	2,086	1,107
ELLE CANADA	2,138	1,079
FASHION Magazine	1,997	840
FOOD & DRINK	2,626	1,771
Good Times	437	270
Hello! Canada	1,860	733
Macleans	3,545	1,584
Our Canada	1,986	1,007
Professionally Speaking	835	498
Reader's Digest	3,626	2,485
Report On Business Magazine	2,234	784
Style at Home	2,256	1,142
Toronto Life	1,752	711
Zoomer Magazine	2,106	1,237

Average Issue Audience 18+ (000)		
Title	Footprint (1)	Print (2)
French Magazines		
Any Magazine French (3)	4,380	3,194
Bel Âge magazine	926	787
CAA Québec	1,711	1,349
Châtelaine (Fr)	700	434
Clin d'oeil	623	397
Coup de pouce	1,135	802
ELLE QUÉBEC	712	403
L'actualité	1,064	530
Les Affaires/Les Affaires Plus	1,044	447
Les Idées de ma Maison	684	412
Magazine Véro	741	341
RICARDO Magazine	1,658	790
Sélection du Reader's Digest	529	380
Urbania (Digital Only)	335	-

Fall 2021 Fieldwork Period: July 2020 - June 2021 (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.

Source: Vividata Fall 2021 Study



Magazine Monthly Digital Reach

Vividata Fall 2021 Adults 18+

Monthly Digital Audience 18+ (000)	
Title	Monthly Reach
Any Magazine English/French (1)	8,783
Reach %	29%
English Magazines	
Any Magazine English (1)	7,285
Air Canada enRoute	674
AMA Insider Magazine	156
Best Health	701
CAA Ontario & Atlantic (formerly CAA Magazine)	408
CAA Manitoba	28
CAA Saskatchewan	29
CAA Magazine Summary	622
Canada's History	763
Canadian Geographic	1,468
CANADIAN HOUSE & HOME	1,013
Canadian Living	1,385
Chatelaine	1,158
Cottage Life	817
ELLE CANADA	1,136
FASHION Magazine	1,011
FOOD & DRINK	626
Good Times	113
Hello! Canada	1,260
Maclean's	2,328
Our Canada	809
Professionally Speaking	269
Reader's Digest	1,489
Report On Business Magazine	1,303
Style at Home	893
Toronto Life	1,239
Zoomer Magazine	779

Monthly Digital Audience 18+ (000)	
Title	Monthly Reach
French Magazines	
Any Magazine French (1)	2,255
Bel Âge magazine	204
CAA Québec	324
Châtelaine (Fr)	209
Clin d'oeil	213
Coup de pouce	443
ELLE QUÉBEC	268
L'actualité	626
Les Affaires/Les Affaires Plus	601
Les Idées de ma Maison	232
Magazine Véro	252
RICARDO Magazine	953
Sélection du Reader's Digest	202
Urbania	335

Fall 2021 Fieldwork Period: July 2020 - June 2021 (12 months)

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

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