

Magazine Topline Readership

Vividata Winter 2022 Adults 18+

Average Issue Audience 18+ (000)

Title	Footprint (1)	Print (2)
Any Magazine English/French (3)	17,199	12,864
Any Magazine English/French (3) Reach %	56%	42%
English Magazines		
Any Magazine English (3)	14,490	10,748
Air Canada enRoute	1,655	936
AMA Insider Magazine	1,110	894
Best Health	1,527	602
CAA Ontario & Atlantic (formerly CAA Magazine)	3,556	3,041
CAA Manitoba	288	261
CAA Saskatchewan	264	225
CAA Magazine Summary	5,218	4,420
Canada's History	1,813	846
Canadian Geographic	3,623	1,911
CANADIAN HOUSE & HOME	2,097	1,251
Canadian Living	3,140	1,902
Chatelaine	2,626	1,274
Cottage Life	2,054	1,021
ELLE CANADA	2,239	996
FASHION Magazine	1,972	719
FOOD & DRINK	2,625	1,798
Good Times	464	239
Hello! Canada	1,797	644
Maclean's	3,499	1,455
Our Canada	1,974	878
Professionally Speaking	807	476
Reader's Digest	3,624	2,394
Report On Business Magazine	2,207	716
Style at Home	2,040	926
Toronto Life	1,730	674
Zoomer Magazine	2,043	1,159

Average Issue Audience 18+ (000)

Title	Footprint (1)	Print (2)
French Magazines		
Any Magazine French (3)	4,306	3,051
Bel Âge magazine	898	747
CAA Québec	1,720	1,316
Châtelaine (Fr)	646	376
Clin d'oeil	578	320
Coup de pouce	1,094	755
ELLE QUÉBEC	760	398
L'actualité	1,055	492
Les Affaires/Les Affaires Plus	997	369
Les Idées de ma Maison	585	325
Magazine Véro	713	332
RICARDO Magazine	1,570	669
Sélection du Reader's Digest	512	369
Urbania (Digital Only)	307	-

Winter 2022 Fieldwork Period: October 2020 - September 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 Winter 2022 Study



Magazine Monthly Digital Reach

Vividata Winter 2022 Adults 18+

Monthly Digital Audience 18+ (000)	
Title	Monthly Reach
Any Magazine English/French (1)	8,727
Reach %	28%
English Magazines	
Any Magazine English (1)	7,272
Air Canada enRoute	692
AMA Insider Magazine	157
Best Health	722
CAA Ontario & Atlantic (formerly CAA Magazine)	405
CAA Manitoba	29*
CAA Saskatchewan	29
CAA Magazine Summary	620
Canada's History	782
Canadian Geographic	1,507
CANADIAN HOUSE & HOME	1,048
Canadian Living	1,433
Chatelaine	1,144
Cottage Life	837
ELLE CANADA	1,212
FASHION Magazine	1,088
FOOD & DRINK	603
Good Times	116
Hello! Canada	1,275
Maclean's	2,369
Our Canada	839
Professionally Speaking	265
Reader's Digest	1,538
Report On Business Magazine	1,269
Style at Home	857
Toronto Life	1,239
Zoomer Magazine	776

Monthly Digital Audience 18+ (000)	
Title	Monthly Reach
French Magazines	
Any Magazine French (1)	2,299
Bel Âge magazine	209
CAA Québec	328
Châtelaine (Fr)	213
Clin d'oeil	221
Coup de pouce	446
ELLE QUÉBEC	301
L'actualité	650
Les Affaires/Les Affaires Plus	571
Les Idées de ma Maison	224
Magazine Véro	250
RICARDO Magazine	946
Sélection du Reader's Digest	208
Urbania	307

Winter 2022 Fieldwork Period: October 2020 - September 2021 (12 months)

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Notes:

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

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