



Magazine Topline Readership

Vividata Spring 2022 Adults 18+

Average Issue Audience 18+ (000)

Title	Footprint (1)	Print (2)
Any Magazine English/French (3)	16,737	12,128
Any Magazine English/French (3) Reach %	54%	39%
English Magazines		
Any Magazine English (3)	13,902	9,926
AMA Insider Magazine	1,046	831
Best Health	1,619	584
CAA Ontario & Atlantic (formerly CAA Magazine)	3,421	2,911
CAA Manitoba	295	250
CAA Saskatchewan	277	235
CAA Magazine Summary	5,039	4,228
Canada's History	1,687	764
Canadian Geographic	3,372	1,752
CANADIAN HOUSE & HOME	2,154	1,267
Canadian Living	3,098	1,798
Chatelaine	2,484	1,047
Cottage Life	1,966	902
ELLE CANADA	2,376	912
FASHION Magazine	1,984	681
FOOD & DRINK	2,671	1,856
Hello! Canada	1,808	649
Maclean's	3,234	1,240
Our Canada	1,960	868
Reader's Digest	3,368	2,108
Report On Business Magazine	2,266	708
Style at Home	1,949	804
Toronto Life	1,757	634
Zoomer Magazine	1,956	1,064

Average Issue Audience 18+ (000)

Title	Footprint (1)	Print (2)
French Magazines		
Any Magazine French (3)	4,389	3,017
Bel Âge magazine	959	800
CAA Québec	1,760	1,311
Châteline (Fr)	594	310
Clin d'oeil	539	274
Coup de pouce	1,095	707
ELLE QUÉBEC	755	348
L'actualité	1,104	490
Les Affaires/Les Affaires Plus	988	316
Les Idées de ma Maison	545	293
Magazine Véro	712	336
RICARDO Magazine	1,536	605
Sélection du Reader's Digest	514	353
Urbania (Digital Only)	321	-

Spring 2022 Fieldwork Period: January 2021 – December 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.

Urbania - Digital Only

Air Canada enRoute, Good Times, Professionally Speaking - No longer available.

Financial Post Magazine, InStyle, NOW, People, Real Simple, Sports Illustrated, The Hockey News, Today's Parent, Vancouver Magazine, Western Living - Screener-only

Source: Vividata Spring 2022 Study



Magazine Monthly Digital Reach

Vividata Spring 2022 Adults 18+

Monthly Digital Audience 18+ (000)	
Title	Monthly Reach
Any Magazine English/French (1)	8,853
Reach %	29%
English Magazines	
Any Magazine English (1)	7,306
AMA Insider Magazine	145
Best Health	806
CAA Ontario & Atlantic (formerly CAA Magazine)	425
CAA Manitoba	29*
CAA Saskatchewan	31*
CAA Magazine Summary	630
Canada's History	795
Canadian Geographic	1,452
CANADIAN HOUSE & HOME	1,087
Canadian Living	1,567
Chatelaine	1,195
Cottage Life	847
ELLE CANADA	1,264
FASHION Magazine	1,092
FOOD & DRINK	592
Hello! Canada	1,297
Maclean's	2,263
Our Canada	876
Reader's Digest	1,589
Report On Business Magazine	1,341
Style at Home	888
Toronto Life	1,312
Zoomer Magazine	765

Monthly Digital Audience 18+ (000)	
Title	Monthly Reach
French Magazines	
Any Magazine French (1)	2,416
Bel Âge magazine	222
CAA Québec	334
Châtelaine (Fr)	225
Clin d'oeil	220
Coup de pouce	492
ELLE QUÉBEC	302
L'actualité	708
Les Affaires/Les Affaires Plus	579
Les Idées de ma Maison	208
Magazine Véro	270
RICARDO Magazine	924
Sélection du Reader's Digest	214
Urbania	321

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