



## Magazine Topline Readership Vividata 2016 Q4

12+ Average Issue Audience (000)		
Title	Digital/ Print (1)	Print (2)
<b>Any Magazine English/French (3)</b>	<b>23925</b>	<b>22136</b>
<b>English Magazines</b>		
<b>Any Magazine English (3)</b>	<b>20929</b>	<b>19197</b>
Air Canada enRoute	2086	1824
AMA Insider Magazine	1117	1049
Best Health	818	530
CAA Magazine	3258	3073
CAA Manitoba	327	302
CAA Saskatchewan	212	200
CAA Alberta/Manitoba/Saskatchewan	1657	1551
Canada's History	1250	826
Canadian Geographic	3943	3176
CANADIAN HOUSE & HOME	2141	1834
Canadian Living	4107	3582
Chatelaine	3267	2961
Cineplex Magazine	4772	4047
Cottage Life	1782	1407
ELLE CANADA	1742	1410
FASHION Magazine	1647	1345
Financial Post Magazine	1487	766
FOOD & DRINK	2489	2266
Good Times	#	621
Hello! Canada	1241	811
Live Better	4436	4011
Maclean's	2783	1567
NOW	471	390
Ontario OUT OF DOORS	598	504
Our Canada	1596	1210
Outdoor Canada	2182	1753
ParentsCanada	1489	1078
People	3342	2738
Professionally Speaking	679	482
Reader's Digest	4906	4370
Report On Business Magazine	1678	1148
Starweek	848	764
Style at Home	1971	1759
The Hockey News	1433	798
Today's Bride	1167	654
Today's Parent	1804	1409
Toronto Life	1087	785
Vancouver Magazine	310	261
Western Living	312	284
Zoomer Magazine	1701	1348

12+ Average Issue Audience (000)		
Title	Digital/ Print (1)	Print (2)
<b>Any Magazine English/French (3)</b>	<b>23925</b>	<b>22136</b>
<b>French Magazines</b>		
<b>Any Magazine French (3)</b>	<b>5691</b>	<b>5185</b>
5 ingrédients-15 minutes	446	396
7 Jours	667	628
Bel Âge magazine	944	886
CAA Québec Touring (Fr & En)	1266	1143
Châtelaine (Fr)	917	826
Clin d'oeil	680	605
Cool!	292	263
Coup de pouce	1519	1347
Dernière Heure	221	173
Échos Vedettes	191	157
ELLE QUÉBEC	641	573
La Semaine	477	438
L'actualité	938	664
Le Magazine Cineplex	804	677
Les Affaires/Les Affaires Plus	961	568
Les Idées de ma Maison	847	742
Magazine Espaces	244	183
Magazine Véro	644	538
RICARDO Magazine	1946	1400
Sélection du Reader's Digest	670	606
Star Système	247	215
Summum	291	253
TV Hebdo	348	282
Vivre Mieux	1172	984

**2016-Q4 Fieldwork Period:** January - December 2016  
(12 months)

**Note on Digital Metrics:** Digital readership measurement is significantly changed in 2016, and cannot be compared to previous results.

**Notes:**

(1) Digital/Print = 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)

Source: Vividata 2016 Q4 Readership and Product Database



## Magazine Monthly Digital Reach

### Vividata 2016 Q4

12+ Monthly Digital Reach (000)	
Title	Monthly (1)
<b>Any Magazine English/French (2)</b>	<b>9272</b>
<b>English Magazines</b>	
<b>Any Magazine English (2)</b>	<b>7953</b>
Air Canada enRoute	334
AMA Insider Magazine	83
Best Health	231
CAA Magazine	184
CAA Manitoba	32*
CAA Saskatchewan	20*
CAA Alberta/Manitoba/Saskatchewan	135
Canada's History	315
Canadian Business	544
Canadian Geographic	701
CANADIAN HOUSE & HOME	397
Canadian Living	732
Chatelaine	445
Cineplex Magazine	1047
Cottage Life	306
ELLE CANADA	404
FASHION Magazine	384
Financial Post Magazine	642
Flare	201
FOOD & DRINK	221
Hello! Canada	468
Live Better	540
Maclean's	1373
MoneySense	547
NOW	256
Ontario OUT OF DOORS	112
Our Canada	357
Outdoor Canada	336
ParentsCanada	328
People	1365
Professionally Speaking	116
Reader's Digest	667
Report On Business Magazine	660
Sportsnet Magazine	1624
Starweek	250
Style at Home	308
The Hockey News	760
Today's Bride	164
Today's Parent	498
Toronto Life	395
Vancouver Magazine	54
Western Living	35
Zoomer Magazine	323

12+ Monthly Digital Reach (000)	
Title	Monthly (1)
<b>Any Magazine English/French (2)</b>	<b>9272</b>
<b>French Magazines</b>	
<b>Any Magazine French (2)</b>	<b>1925</b>
5 ingrédients-15 minutes	94
7 Jours	79
Bel Âge magazine	82
CAA Québec Touring (Fr & En)	86
Châtelaine (Fr)	109
Clin d'oeil	89
Cool!	48
Coup de pouce	253
Dernière Heure	60
Échos Vedettes	52
ELLE QUÉBEC	84
La Semaine	105
L'actualité	348
Le Magazine Cineplex	171
Les Affaires/Les Affaires Plus	374
Les Idées de ma Maison	123
Magazine Espaces	57
Magazine Véro	60
RICARDO Magazine	709
Sélection du Reader's Digest	76
Star Système	95
Summum	46
TV Hebdo	135
Vivre Mieux	198

**2016-Q4 Fieldwork Period:** January - December 2016 (12 months)

**Note on Digital Metrics:** Digital readership measurement is significantly changed in 2016, and cannot be compared to previous results.

**Notes:**

- (1) Digital = Audience who accessed any digital content of the magazine in the past month
- (2) Any Magazine = Unduplicated audience of all measured magazines.

\* Data relatively unstable (small sample size)

Source: Vividata 2016 Q4 Readership and Product Database