

Magazine Topline Readership

Vividata Fall 2018 Adults 18+

Any Magazine (1) 18+						
Region	Footprint (2)		Print (3)		Monthly Digital (4)	
	(000s)	Reach %	(000s)	Reach %	(000s)	Reach %
National	21,397	73%	19,463	66%	7,619	26%
English Canada	16,913	73%	15,465	67%	5,958	26%
French Canada	4,483	71%	3,998	63%	1,661	26%
Newfoundland and Labrador	288	66%	252	58%	114	26%
Prince Edward Island	86	68%	83	65%	18	14%
Nova Scotia	572	74%	528	68%	168	22%
New Brunswick	407	65%	367	58%	126	20%
Quebec	4,832	71%	4,303	63%	1,808	27%
Ontario	8,608	76%	7,954	70%	3,015	26%
Manitoba	813	75%	740	68%	272	25%
Saskatchewan	585	70%	542	65%	193	23%
Alberta	2,421	72%	2,223	66%	830	25%
British Columbia	2,783	71%	2,472	63%	1,075	27%

Notes:

- (1) Any Magazine = Unduplicated audience of all measured magazines.
- (2) 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).
- (3) 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).
- (4) Digital = Audience who accessed any digital content of the magazine in the past 30 days.

Source: Vividata Fall 2018 Study

Fall 2018 Fieldwork Period: July 2017 - June 2018 (12 months)

Note on Trending: Readership measurement metrics changed in 2016, comparisons should only be made as far back as 2016-Q4 results.