



Magazine Topline Readership

Vividata Spring 2018 Adults 18+

Any Magazine (1) 18+						
Region	Footprint (2)		Print (3)		Monthly Digital (4)	
	(000s)	Reach %	(000s)	Reach %	(000s)	Reach %
National	21,240	72%	19,127	65%	7,702	26%
English Canada	16,689	73%	15,090	66%	6,009	26%
French Canada	4,551	72%	4,036	63%	1,693	27%
Newfoundland and Labrador	300	67%	263	59%	114	26%
Prince Edward Island	100	74%	72	53%	16	12%
Nova Scotia	558	74%	513	68%	167	22%
New Brunswick	399	63%	356	57%	136	22%
Quebec	4,876	72%	4,308	63%	1,832	27%
Ontario	8,564	75%	7,875	69%	3,094	27%
Manitoba	792	75%	705	66%	215	20%
Saskatchewan	598	70%	519	60%	200	23%
Alberta	2,311	69%	2,091	63%	835	25%
British Columbia	2,741	70%	2,423	62%	1,091	28%

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 Spring 2018 Study

Spring 2018 Fieldwork Period: January 2017 - December 2017 (12 months)

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