

Magazine Topline Readership Vividata Summer 2018 Adults 18+

Any Magazine (1) 18+						
Region	Footprint (2)		Print (3)		Monthly Digital (4)	
	(000s)	Reach %	(000s)	Reach %	(000s)	Reach %
National	21,389	73%	19,340	66%	7,700	26%
English Canada	16,865	73%	15,339	67%	6,046	26%
French Canada	4,524	71%	4,001	63%	1,654	26%
Newfoundland and Labrador	297	68%	258	59%	128	29%
Prince Edward Island	82	73%	79	70%	17	15%
Nova Scotia	547	72%	495	65%	193	25%
New Brunswick	445	67%	389	59%	157	24%
Quebec	4,837	71%	4,265	63%	1,785	26%
Ontario	8,659	76%	8,008	70%	3,075	27%
Manitoba	804	75%	729	68%	243	23%
Saskatchewan	604	71%	544	64%	199	23%
Alberta	2,375	71%	2,154	64%	839	25%
British Columbia	2,740	70%	2,417	62%	1,064	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 Summer 2018 Study

Summer 2018 Fieldwork Period: April 2017 - March 2018 (12 months)

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