

## Magazine Topline Readership

### Vividata Winter 2019 Adults 18+

Any Magazine (1) 18+						
Region	Footprint (2)		Print (3)		Monthly Digital (4)	
	(000s)	Reach %	(000s)	Reach %	(000s)	Reach %
<b>National</b>	<b>21,496</b>	<b>73%</b>	<b>19,457</b>	<b>66%</b>	<b>7,848</b>	<b>27%</b>
English Canada	16,974	74%	15,457	67%	6,135	27%
French Canada	4,521	71%	4,000	63%	1,713	27%
Newfoundland and Labrador	272	62%	239	54%	107	24%
Prince Edward Island	80	66%	78	64%	19	16%
Nova Scotia	578	73%	530	67%	173	22%
New Brunswick	409	66%	366	59%	131	21%
Quebec	4,877	72%	4,307	63%	1,889	28%
Ontario	8,690	76%	7,972	70%	3,158	28%
Manitoba	831	76%	759	69%	293	27%
Saskatchewan	569	69%	529	64%	175	21%
Alberta	2,470	74%	2,252	67%	880	26%
British Columbia	2,721	69%	2,426	62%	1,023	26%

**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 Winter 2019 Study

**Winter 2019 Fieldwork Period: October 2017 - September 2018 (12 months)**

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