



Magazine Topline Readership

Vividata Winter 2021 Adults 18+

Any Magazine (1) 18+						
Region	Footprint (2)		Print (3)		Monthly Digital (4)	
	(000s)	Reach %	(000s)	Reach %	(000s)	Reach %
National	18,865	62%	15,748	51%	8,587	28%
English Canada	14,839	60%	12,509	51%	6,569	27%
French Canada	4,026	67%	3,239	54%	2,018	33%
Newfoundland and Labrador	234	52%	200	45%	91	20%
Prince Edward Island	67	54%	48	39%	28	23%
Nova Scotia	394	49%	316	40%	155	19%
New Brunswick	378	60%	336	53%	123	19%
Quebec	4,636	65%	3,724	52%	2,340	33%
Ontario	7,577	64%	6,476	55%	3,404	29%
Manitoba	527	49%	456	43%	197	18%
Saskatchewan	555	59%	469	50%	210	22%
Alberta	2,285	65%	1,955	55%	983	28%
British Columbia	2,213	53%	1,767	42%	1,057	25%

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 2021 Study

Winter 2021 Fieldwork Period: October 2019 - September 2020

Changes in sampling methodology were made in 2019, and therefore we suggest that comparisons to past SCC studies should be done with the understanding that differences may not be due to market changes only, but also to changes in data collection.