



Magazine Topline Readership

Vividata Spring 2021 Adults 18+

Any Magazine (1) 18+						
	Footprint (2)		Print (3)		Monthly Digital (4)	
Region	(000s)	Reach %	(000s)	Reach %	(000s)	Reach %
National	17,834	58%	14,329	47%	8,404	27%
English Canada	13,979	57%	11,343	46%	6,390	26%
French Canada	3,855	64%	2,986	50%	2,013	33%
Newfoundland and Labrador	232	52%	193	43%	99	22%
Prince Edward Island	67	54%	47	38%	27	22%
Nova Scotia	374	47%	277	35%	162	20%
New Brunswick	344	54%	293	46%	119	19%
Quebec	4,454	63%	3,447	49%	2,322	33%
Ontario	7,181	61%	5,931	50%	3,309	28%
Manitoba	502	47%	426	40%	202	19%
Saskatchewan	511	54%	426	45%	182	19%
Alberta	2,172	62%	1,792	51%	963	27%
British Columbia	1,998	48%	1,498	36%	1,019	24%

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 2021 Study

Spring 2021 Fieldwork Period: January 2020 – December 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.