



Magazine Topline Readership

Vividata Fall 2021 Adults 18+

Any Magazine (1) 18+						
Region	Footprint (2)		Print (3)		Monthly Digital (4)	
	(000s)	Reach %	(000s)	Reach %	(000s)	Reach %
National	17,462	57%	13,446	44%	8,783	29%
English Canada	13,794	56%	10,721	43%	6,804	27%
French Canada	3,668	61%	2,725	46%	1,979	33%
Newfoundland and Labrador	184	44%	145	34%	91	22%
Prince Edward Island	71	55%	48	37%	33	26%
Nova Scotia	388	48%	279	34%	179	22%
New Brunswick	339	52%	279	43%	137	21%
Quebec	4,313	61%	3,204	45%	2,337	33%
Ontario	7,299	61%	5,883	49%	3,528	30%
Manitoba	528	49%	426	40%	225	21%
Saskatchewan	479	53%	397	44%	182	20%
Alberta	2,042	59%	1,538	44%	1,010	29%
British Columbia	1,820	42%	1,247	29%	1,061	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 Fall 2021 Study

Fall 2021 Fieldwork Period: July 2020 - June 2021

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.