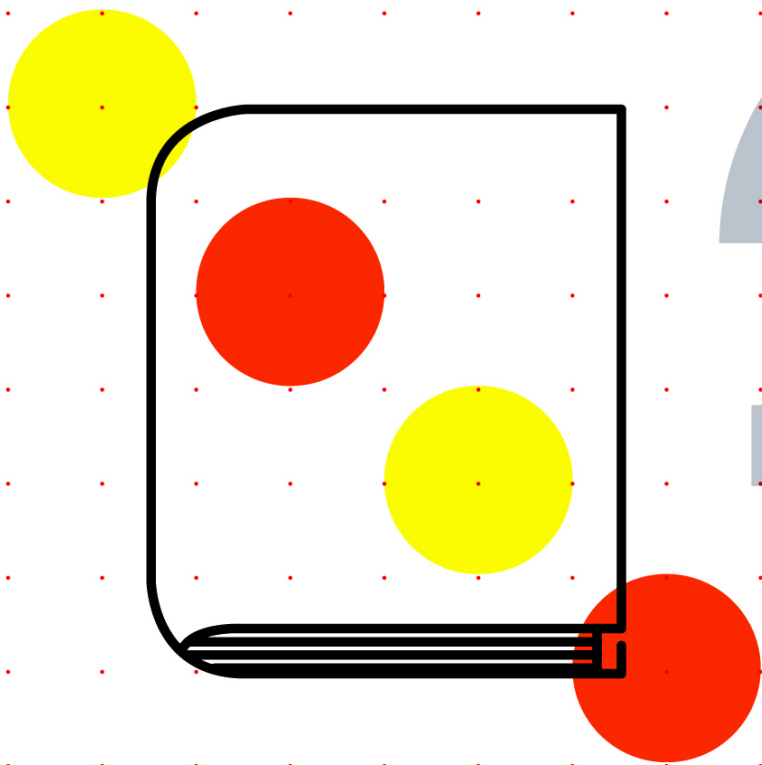


# Magazine Trends



20  
16

Magazines  
Canada

# Top English Magazines

Rank	Title	Category	Readership (000)	Frequency
1	Reader's Digest	General Interest	4,492	Monthly
2	Canadian Living	Women's	3,834	Monthly
3	Canadian Geographic	General Interest	3,439	Bi-monthly
4	Chatelaine	Women's	3,200	Monthly
5	Maclean's	News	2,193	Weekly
6	Canadian House & Home	Home Shelter	1,886	Monthly
7	Hockey News	Sports	1,810	26 X
8	Today's Parent	Parenting	1,771	Monthly
9	Outdoor Canada	Fishing & Hunting	1,675	6 X
10	Style At Home	Home Shelter	1,642	Monthly
11	Sportsnet	Sports	1,586	15 X
12	Elle Canada	Women's	1,574	Monthly
13	Cottage Life	Home Shelter	1,441	Monthly
14	Zoomer	Aging	1,396	Monthly
15	FASHION	Women's	1,269	Monthly

Source: Vividata 2015-Q4

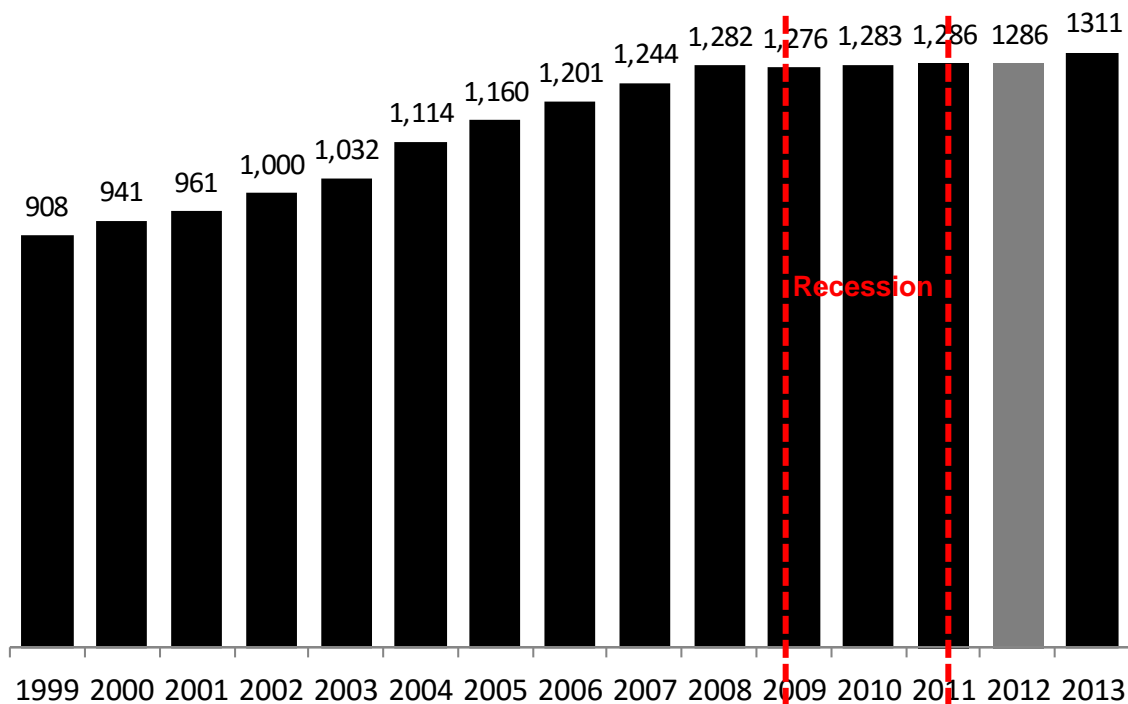
# Top French Magazines

Rank	Title	Category	Readership (000)	Frequency
1	Ricardo	Food	1,428	8 X
2	Coup de pouce	Women's	1,234	Monthly
3	L'actualité	News	851	20 X
4	Touring (Bilingual)	General Interest	791	Quarterly
5	Bel Âge	Mature Market	745	11 X
6	Châtelaine	Women's	737	Monthly
7	Sélection de Reader's Digest	General Interest	704	Monthly
8	Les idées de ma maison	Home Shelter	621	10 X
9	Véro	Women's	582	5 X
10	7 Jours	Women's	567	Weekly
11	ELLE Québec	Women's	556	Monthly
12	Les Affaires	Business	500	
13	Clin d'oeil	Women's	493	Monthly
14	Fleurs Plantes Jardins	Gardening	427	Monthly
15	La Semaine	General Interest	390	Weekly

Source: Vividata 2015-Q4

# Number of Consumer Titles

## Number of Canadian Consumer Magazine Titles



Source: Statistics Canada; Masthead Magazine



**New launches in  
the past 5 years**

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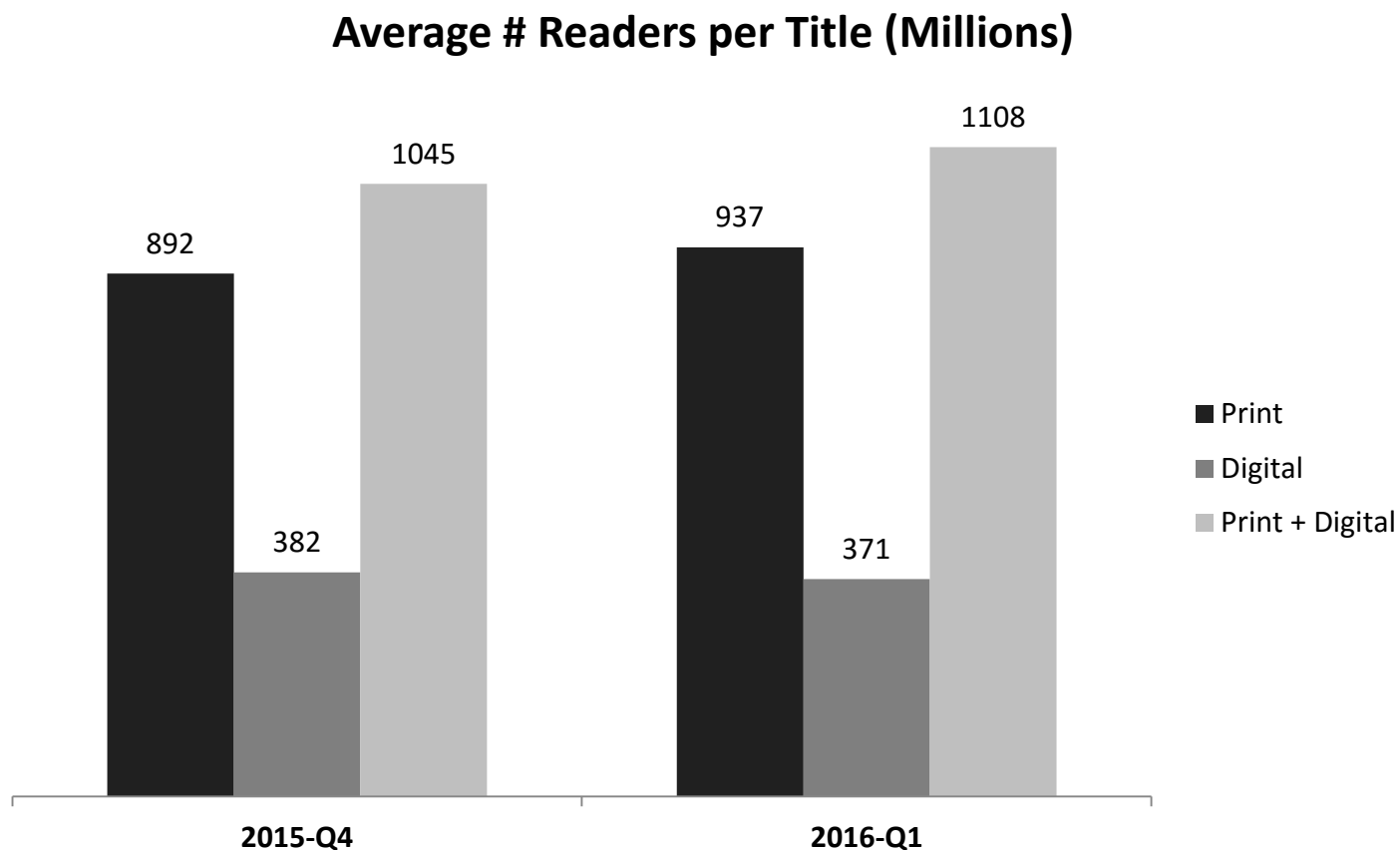
**89**

**New launches in  
the past 10 years**

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**281**

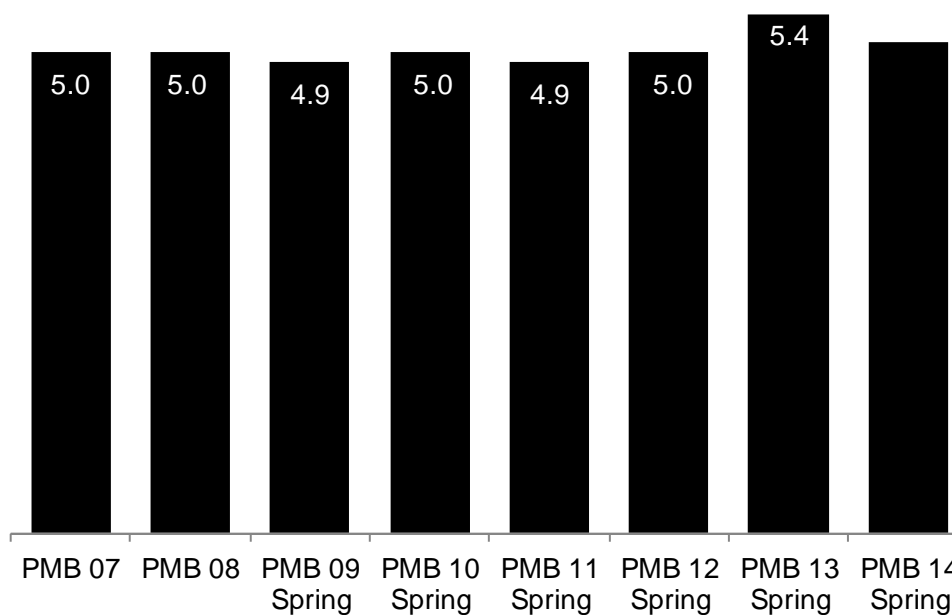
# Average Readership per Title is Stable



Source: Vividata

# Average Readers per Copy is Stable

## Average # Readers per Copy

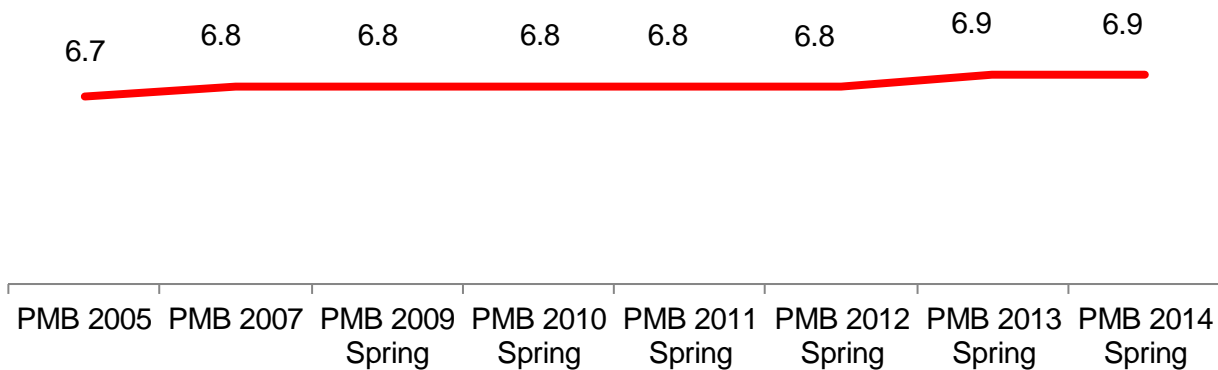


Source: PMB





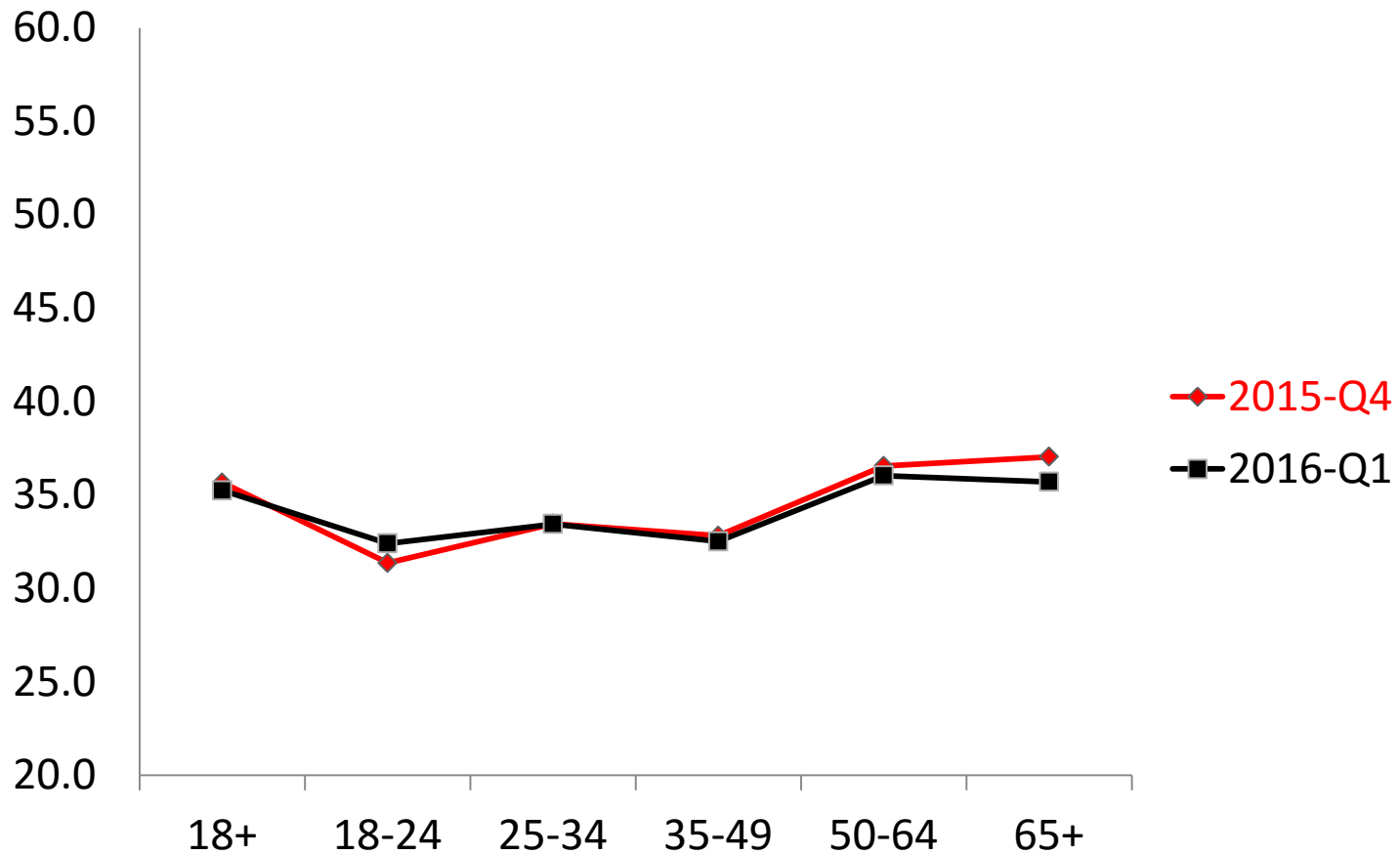
# Reader Interest Scores Remain Stable



Source: PMB



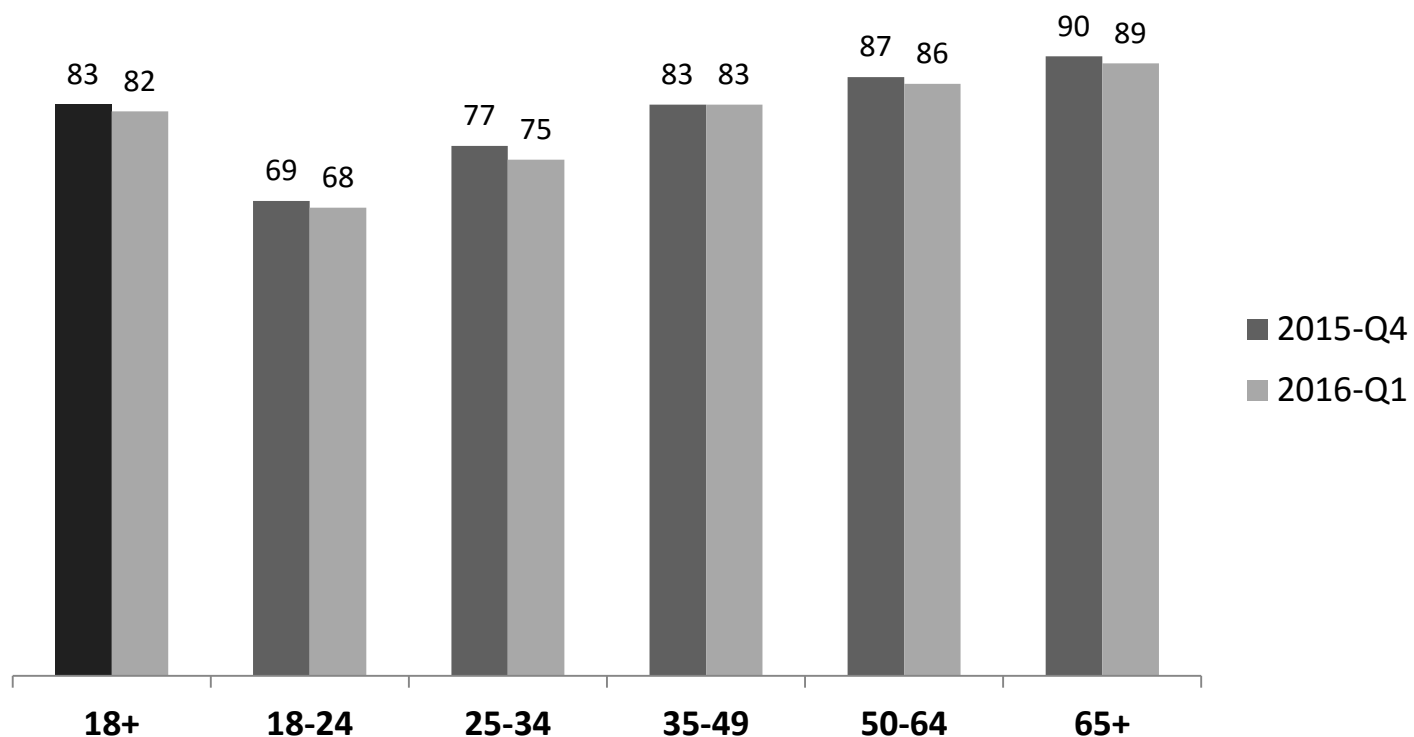
# Time Spent Reading Remains Stable Among All Ages



Source: Vividata

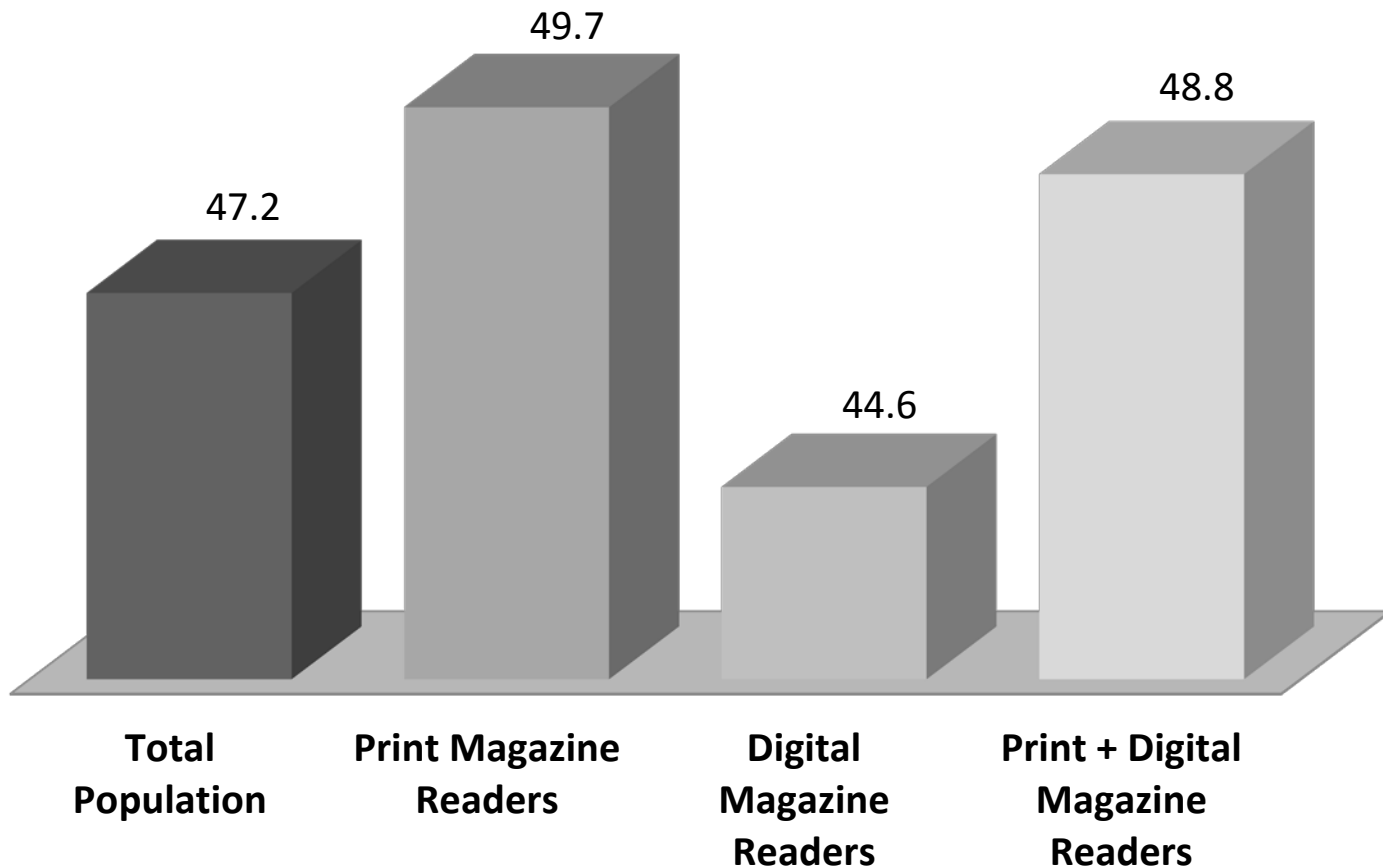
# Magazines are Read by All Age Groups

## % Read a Magazine in the Past 3 Months

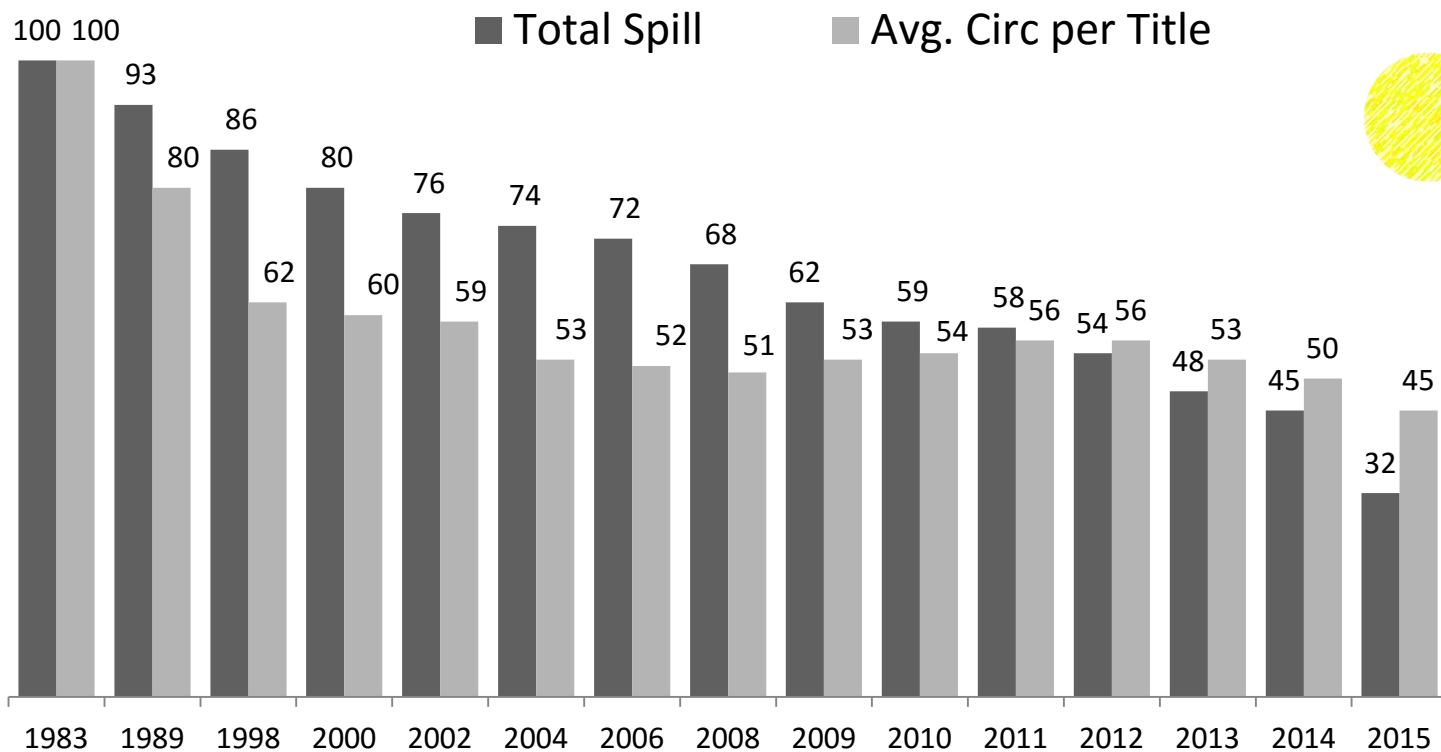


Source: Vivdata

# Magazine Readers are Younger than the General Population



# U.S. Spill is in Decline



U.S. spill circulation is in long term decline as Canadian publications repatriate readership

# Two U.S. Spill Titles in Canada's Top 100

## **Title** *(Ranking)*

**National Geographic** (40)  
**People** (78)

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## **Tax Deductibility**

**Foreign-based magazines**  
with less than 80% original Canadian content (as above)  
may only deduct **50%** of advertising expenses

**Magazines with 80%+ original Canadian content**  
may deduct **100%**

# For More Information



[www.magazinescanada.ca](http://www.magazinescanada.ca)



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