

# QUEBEC'S MOST POPULAR WEEKLY MAGAZINE

QUEBECOR



## PRINT

### READERSHIP\*

497,000  
READERS

16.1  
READERS PER COPY

32% / 68%  
RATIO MEN / WOMEN

W35+  
(IND. 148)  
PRINCIPAL TARGET

\$61,726  
HOUSEHOLD INCOME

### CIRCULATION

30,826  
TOTAL COPIES

24,876  
NEWSSTAND SALES

5,596  
SUBSCRIBERS

52  
ISSUES PER YEAR

\$4.95  
MAGAZINE COVER  
PRICE

### GEOGRAPHICAL SEGMENTATION

QUEBEC 96%

ONT. 2%

ATL. 2%

## DIGITAL

### SOCIAL MEDIA

f 78,750  
FANS

t 18,400  
FOLLOWERS

## SPECIAL ISSUES TOPICS

\_ EATING HEALTHY

\_ WORLD CUISINE

\_ CHEFS

\_ SPECIAL EDITION

## REGULAR EDITION

\_ FRONT PAGE ON  
SOAP OPERAS

LAST WEEK OF JULY

Sources: Vividata Spring 2019, Total Canada, 14+ / \*Profile: English Canada 14+ / Circulation: AAM, December 2018 / Social Media: April 2019  
\*Print version only.

7JOURS