

THE MAGAZINE THAT LEAVES NO ONE INDIFFERENT

QUEBECOR



PRINT

READERSHIP*

127,000
READERS

23
READERS PER COPY

40% / 60%
RATIO MEN / WOMEN

W25-54
(IND. 164)
PRINCIPAL TARGET

\$58,775
HOUSEHOLD INCOME

CIRCULATION

5,510
TOTAL COPIES

5,392
NEWSSTAND SALES

118
SUBSCRIBERS

26
ISSUES PER YEAR

\$4.25
MAGAZINE COVER PRICE

GEOGRAPHICAL SEGMENTATION

QUEBEC 100%

DIGITAL

SOCIAL MEDIA

f 7,300
FANS