

# 100% QUEBEC CELEBRITY NEWS MAGAZINE



## PRINT

### READERSHIP\*

187,000  
READERS

11.4  
READERS PER COPY

31%/69%  
RATIO MEN/WOMEN

W35+  
(IND. 148)  
PRINCIPAL TARGET  
\$65,726  
HOUSEHOLD INCOME

### CIRCULATION

16,366  
TOTAL COPIES

13,304  
NEWSSTAND SALES

3,062  
SUBSCRIBERS

52  
ISSUES PER YEAR  
\$3.75  
MAGAZINE COVER  
PRICE

### GEOGRAPHICAL SEGMENTATION



## DIGITAL

### SOCIAL MEDIA

f 16,000  
FANS

t 38,000  
FOLLOWERS

## 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.

