

REACHING FAMILIES FOR THE PAST 10 YEARS



PRINT

READERSHIP*

349,000
READERS

13.1
READERS PER COPY

32% / 68%
RATIO MEN / WOMEN

W35-64
(IND. 144)
PRINCIPAL TARGET

\$66,764
HOUSEHOLD INCOME

CIRCULATION

26,567
TOTAL COPIES

22,682
NEWSSTAND SALES

3,827
SUBSCRIBERS

52
ISSUES PER YEAR

\$4.84
MAGAZINE COVER PRICE

GEOGRAPHICAL SEGMENTATION

QUEBEC 96%

ATL. 2%

ONT. 2%

DIGITAL

SOCIAL MEDIA

f 49,200
FANS