

REACHING FAMILIES FOR THE PAST 10 YEARS



PRINT

READERSHIP*

377,000
READERS

14.3
READERS PER COPY

31%/69%
RATIO MEN/WOMEN

W35+
(IND. 124)
PRINCIPAL TARGET

\$64,806
HOUSEHOLD INCOME

CIRCULATION

26,384
TOTAL COPIES

22,535
NEWSSTAND SALES

3,802
SUBSCRIBERS

52
ISSUES PER YEAR

\$4.95
MAGAZINE COVER
PRICE

GEOGRAPHICAL SEGMENTATION

QUEBEC 93%

ONT. 5%

ATL. 2%

DIGITAL

SOCIAL MEDIA

f 49,000
FANS

SPECIAL ISSUES TOPICS

_ CUISINE -
MARIE-JOSÉE TAILLEFER

_ USEFUL

_ EXTRA

_ HEALTH

_ SPECIAL ISSUE

REGULAR EDITION

_ FRONT PAGE ON
SOAP OPERAS

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