

# THE SECRET WORLD OF INTERNATIONAL STARS

QUEBECOR



## PRINT

### READERSHIP\*

140,000  
READERS

13.1  
READERS PER COPY

27% / 73%  
RATIO MEN / WOMEN

W18-34  
(IND. 186)  
PRINCIPAL TARGET

\$76,984  
HOUSEHOLD INCOME

### SOCIAL MEDIA

f 28,400  
FANS

### CIRCULATION

10,706  
TOTAL COPIES

10,609  
NEWSSTAND SALES

97  
SUBSCRIBERS

26  
ISSUES PER YEAR

\$4.49  
MAGAZINE COVER  
PRICE

### GEOGRAPHICAL SEGMENTATION

QUEBEC 99%

ATL 1%

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

star  
système