

# STYLE AT HOME

CANADIAN DECOR  
INSPIRING, AFFORDABLE & FUN!

The latest trend tips from experts and real decors that allow readers to create their dream homes.



CANADA'S  
**styleat home**



Household income  
**\$93,396**



F35-64  
**INDEX 179**



Readers / copy  
**11.3**



Subscribers  
**72k**



Male readers  
**21%**



Female readers  
**79%**



Ontario readers  
**51%**



Users  
**60%**

## HIGHLIGHTS

- 2,083,000 readers across all platforms
- 1,709,000 print readers
- 145,210 copies (circulation)
- 103,762 subscribers

## DIGITAL

- 167,700 page views per month
- 79,210 users per month
- 199,750 Facebook fans
- 251,983 Twitter followers
- 360,726 Instagram followers

Quebecor Insights  
Sources: Vividata Fall 2019, Total Canada, 14+ / Profile: English Canada 14+ /  
Circulation: AAM June 2019 / Social media: Nov. 2019 / Digital: Google Analytics, monthly  
average (May – Oct. 2019) / Newsletter: Nov. 2019.