

CANADIAN LIVING

RECOMMENDING THE BEST IDEAS FOR A SIMPLER LIFE!

An accessible, simple, energetic, seasoned, and trusted tone. Find trust and confidence with Canadian Living.

Cross-platform brand profile



Household income
\$85,976



W35+
INDEX 165



Readers/copy
12.3



Subscribers
79,872



Male readership
28%



Female readership
72%



Ontario readership
50%



Users
64%



Canadian Living

HIGHLIGHTS

- 4,041,000 readers across all platforms
- 3,413,000 print readers
- 271,511 copies (circulation)
- 227,311 subscribers

DIGITAL

- 1,070,343 page views per month
- 505,498 users per month
- 215,986 Facebook fans
- 65,336 Twitter subscribers
- 142,907 Instagram subscribers

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