



Press release

TVA PUBLICATIONS HOLDS ITS LEADING POSITION IN QUEBEC

Quebec-based publisher also remains a major player in Canada

MONTREAL, April 19, 2018 – TVA Publications remains a vital influencer in Canada and the leader in Quebec, reaching 9.1 million readers across the country on all platforms. It cemented its status as a key player in Canada's magazines market, drawing 6.7 million readers to its English-language titles and 2.9 million to its French-language titles.

"Canadians are very loyal to the brands that speak to them and bring them together," says Lyne Robitaille, Senior Vice President, Newspapers, Magazines, Distribution & Printing, Quebecor. "The latest Vividata shows that in every category – lifestyle, fashion, decorating, entertainment news – our readers, especially women, have a remarkably strong commitment to our magazines. We also see increases in readership for two magazines at opposite ends of the age spectrum, **Cool!** and **Bel Âge**. So our titles are informing and entertaining Canadians of all ages. That accomplishment motivates us to keep raising the bar and diversifying our approach."

The voice of fashion in Canada for nearly 2.3 million readers on all platforms

TVA Publications' fashion magazines are the authorities on style for fashionistas from coast to coast. **ELLE Canada** and **ELLE Québec** are Canada's top fashion combo with nearly 2.0 million cross-platform readers. In Quebec, **ELLE Québec** and **Clin d'œil** reach 818,000 avid readers per month. **Clin d'œil** was the leader in the Quebec fashion magazine market with 522,000 readers in print and 575,000 cross-platform readers.

Lifestyle magazines inspire almost 6 million readers

TVA Publications' lifestyle magazines – **Canadian Living**, **Coup de pouce**, **Good Times** and **Bel Âge** – carry diverse content that is read by nearly 6 million people on all platforms.

In English Canada, **Canadian Living** performed strongly with 3,669,000 readers on all platforms.

Coup de pouce remains the pace-setter in Quebec as the most-read French-language lifestyle magazine, reaching more than 1.3 million readers across all platforms. It is also the #1 print magazine among women in the 18+ and 18-34 age groups.

Bel Âge, a favourite with readers aged 50 and over, also registered significant growth in cross-platform readership. It now reaches 929,000 readers, while its English counterpart **Good Times** has 594,000 readers on all platforms.

Style at Home and Les idées de ma Maison: The decorating standard-setters

TVA Publications' titles are Canada's most popular destinations for home decorators with more than 2.4 million cross-platform readers. **Style at Home** remains Canada's most-read decorating magazine among women aged 18+ and 18-34 with 1,840,000 readers per month on all platforms. In Quebec, **Les idées de ma Maison** is a decorating must, drawing 621,000 readers.

Spotlight on the stars in Quebec

Celebrity news remains one of Quebecers' favourite topics. Entertainment-focused titles, including **7 Jours**, **La Semaine**, **Écho Vedettes** and **TV Hebdo**, attracted more than one million readers across all platforms. **7 Jours** held its position as the most popular source of entertainment news with 503,000 readers.

Lastly, among young people, **Cool!** magazine was a standout with strong increases in both print and cross-platform readership (8% and 9% respectively).

Source:

Vividata Spring 2018, Multiplatform, Total Canada, 12+ / variation vs 2017 Q3

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