



Press release

## TVA Publications is Canada's #1 publisher of paid-circulation print magazines

*9 million readers on all platforms*

**MONTREAL, October 17, 2018** – TVA Publications is a key influencer on the magazines market and Canada's #1 publisher of paid-circulation print magazines. It has held its position as the Canadian leader and the top publisher in Quebec with legions of loyal readers from coast to coast: its English titles reach more than 5.7 million readers and its French-language titles more than 3.7 million. In all, 9 million readers across all platforms now choose Quebecor's magazines.

"The latest Vividata survey shows increased readership for many of our print magazines: *Style at Home, Good Times, 7 Jours, TV Hebdo, Bel Âge magazine, Dernière Heure* and *Coup de pouce*," noted Lyne Robitaille, Senior Vice President, Newspapers, Magazines, Distribution & Printing, Quebecor. "We are constantly striving to offer content that reflects our readers' interests and passions, and our performance shows we are succeeding."

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

TVA Publications' fashion magazines are the authority on style for Canadian fashionistas. The ***Elle*** brand reaches more than 2 million cross-platform readers and is Canada's fashion leader. On the French side, ***ELLE Québec*** is THE fashion source for millennial and Generation X women. ***Clin d'œil*** held its #1 position in the Quebec fashion magazine market with 513,000 cross-platform readers per month.

### **Lifestyle magazines inspire 5.7 million readers**

In the lifestyle magazine category, the ***Canadian Living, Good Times, Bel Âge magazine*** and ***Coup de pouce*** brands held their popularity with 5.7 million readers in all demographics.

In English Canada, ***Canadian Living*** continued to perform strongly with 3,154,000 readers for its print edition.

***Bel Âge magazine*** is growing in print and on all platforms. It is a favourite with readers aged 50 and over, as is its English counterpart ***Good Times***

**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 top print magazine among women in the 18+ and 25-54 age groups.

**Style at Home and Les idées de ma Maison: The decorating standards**

TVA Publications boasts Canada's most popular destinations for home decorators with nearly 2.6 million cross-platform readers, a 2% increase. **Style at Home** remains Canada's most-read decorating magazine among women aged 18+, 18-34 and 25-54 across all platforms. In Quebec, **Les idées de ma Maison** is a decorating must, drawing 646,000 readers.

**Celebrity news popular with Quebec readers**

Quebecers want to read about local celebrities and that is reflected in the popularity of entertainment magazines. More than a million people read Quebecor's entertainment weeklies in print or online, a 3% increase.

Source: Vividata, Fall 2018, Canada Total, 14+ / Change vs Summer 2018

**TVA GROUP**

TVA Group Inc., a subsidiary of Quebecor Media Inc., is a communications company engaged in the broadcasting, film and audiovisual production, and magazine publishing industries. TVA Group Inc. is North America's largest broadcaster of French-language entertainment, information and public affairs programming and one of the largest private-sector producers of French-language content. It is also the largest publisher of French-language magazines and publishes some of the most popular English-language titles in Canada. The Corporation's Class B shares are listed on the Toronto Stock Exchange under the ticker symbol TVA.B.

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