



Press release

TVA Publications stands out with 9.3 million cross-platform readers

MONTREAL, May 1, 2019 – TVA Publications has registered a stellar performance by increasing its readership, confirming its status as a key player in Canada’s magazine market and the #1 publisher of French-language magazines. More than 9.3 million readers choose TVA Publications titles (3.8 million in French and 6.1 million in English). TVA Publications therefore maintains its position as an influencer across all platforms in Canada’s magazine market.

“The latest Vividata survey had very positive numbers for our magazines,” says Lyne Robitaille, Senior Vice President, Newspapers, Magazines, Distribution & Printing, Quebecor. “The vast majority of our titles grew their readership. TVA Publications’ custom content division also performed strongly; most notably, CAA Québec’s magazine was the most-read magazine in the French-language market with more than 1.8 million readers.”

Canada’s fashion leaders

Clin d’œil’s readership surged 19%, cementing its position as Québec’s fashion magazine leader with 615,000 cross-platform readers.

TVA Publications fashion magazines, which include *Elle Canada*, *Elle Québec* and *Clin d’œil*, held their spot as Canada’s fashion authorities with an 8% increase in readership.

Lifestyle magazines inspire 6 million readers

With more than 6 million cross-platform readers, TVA Publications’ lifestyle magazines *Canadian Living*, *Coup de pouce*, *Good Times* and *Bel Âge* continue to be popular favourites, growing their readership by 3%.

Canadian Living distinguished itself by increasing its readership by 5% to nearly 3.9 million readers on all platforms.

Coup de pouce is the most-read French-language lifestyle magazine with more than 1.4 million readers on all platforms, a 1% increase. Its print edition spans generations as the most-read magazine among millennial women and women aged 35-64 alike.

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

TVA Publications' magazines remain Canada's most popular destinations for home decorators with nearly 2.8 million cross-platform readers, a 4% increase. ***Style at Home*** grew its readership by 2% and ***Les idées de ma Maison*** by a remarkable 9%.

Foray into travel, adventure and the great outdoors

Espaces, the Québec French-language magazine about travel, adventure and the great outdoors that recently joined the TVA Publications family, also registered significant 7% growth, which bodes well for the future.

Entertainment magazines: All the news about Québec stars

The close connection between Quebecers and their celebrities is reflected in the popularity of entertainment magazines. Nearly 1.1 million people read TVA Publications' celebrity news weeklies in print or online.

Source: Vividata Spring 2019, Canada Total, 14+ / Variations vs. Winter 2019

About TVA Group

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

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