



Press release

TVA Publications maintains status as key player in Canada’s magazine market and #1 in French magazines
Nearly 9 million readers on all platforms

MONTREAL, November 13, 2019 – TVA Publications has held its position as an influencer from coast to coast with a substantial 7% increase in cross-platform readership. It remains a Canadian magazine leader with a total of nearly 9 million loyal readers and it is the top publisher in Quebec. Its English titles reach 5.3 million readers and its French titles 3.9 million.

“The survey results show that Canada’s magazines market is growing both in print and across all platforms,” says Lyne Robitaille, Senior Vice President, Newspapers, Magazines, Distribution & Printing, Quebecor. “We are pleased to see that 14 of our publications registered strong growth. This success demonstrates our ability to offer all readers from all generations compelling content.”

Clin d’œil, Quebec’s most popular fashion and beauty magazine, posts 22% growth
Clin d’œil magazine’s readership surged 22%, cementing its position as Quebec’s fashion and beauty leader. It had 626,000 avid readers per month on all platforms, 135,000 more than its closest rival.

Lifestyle magazines draw 6.3 million readers*

In the lifestyle magazine category, the ***Canadian Living***, ***Good Times***, ***Bel Âge*** and ***Coup de pouce*** brands continued to inspire Canadians from the Atlantic to the Pacific, reaching 6.3 million cross-platform readers in all demographics, a 12% increase.

Canadian Living alone reached more than 4 million readers, a 13% increase. ***Coup de pouce*** was the most-read French-language print paid-circulation lifestyle magazine with nearly 1.5 million readers on all platforms. Its print version had a long lead over the competition among women aged 18+, millennial women, and women aged 25-54.

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

Canadians looking for home ideas turn to TVA Publications. More than 2.7 million readers across all platforms read our decorating magazines, up 7%.

Style at Home remained Canada’s most-read decorating magazine among women aged 18+, millennial women and women aged 35-64 across all platforms with 7% growth. In

Quebec, ***Les idées de ma maison*** remained the standard-setter in home decoration, increasing its readership by 11% to 720,000.

Espaces, the magazine about travel, adventure and the great outdoors, increased its cross-platform readership by 24% to 290,000.

Entertainment news: Quebec readers keen on popular culture

Quebecers continue to be captivated by local celebrities. Not surprisingly, more than 1.1 million readers flocked to TVA Publications' entertainment weeklies in print or online. ***7 Jours*** remained the pace-setter with 555,000 readers.

Source: Vividata Fall 2019, Canada Total, 14+/Variations vs Fall 2018

* Includes *Good Times* and *Bel âge*

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 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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