

A photograph of four almond and blueberry scones arranged on a white, curved plate. The scones are golden-brown with visible blueberries and almond slices. The background is a light, textured surface.

Canadian  
Living

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REAL LIFE MADE SIMPLE

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2021

# 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



Family income  
**\$80,942**



W35+  
**INDEX 154**



Reader/copy  
**16,9**



Subscribers  
**95,097**



Male readership  
**31%**



Female readership  
**69%**



Ontario readership  
**46%**



Visitors  
**67%**

## HIGHLIGHTS

- 4,043,000 readers across all platforms
- 3,165,000 print readers
- 180,043 copies (circulation)
- 130,012 subscribers

## DIGITAL

- 982,072 page views per month
- 12,000 unique visitors per month
- 211,969 Facebook fans
- 63,727 Twitter subscribers
- 153,393 Instagram subscribers

Quebecor Insights  
Sources: Vividata Fall 2020, Total Canada, 14+/\*Profile: English Canada 14+ /  
Circulation: AAM, June 2020 / Social media: December 2020 / Digital: Google  
Analytics, monthly average (May-October 2020) / Newsletter: January 2020.



Loves shopping for clothes

133



Homeowner

107



Likes cultural outings

114



Women MOPE's

129



Makeup enthusiasts

152



Loves interior design ideas

106

# READER PROFILE



A14-17  
5%



A18-34  
24%



A35-64  
46%



A65+  
25%

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# CANADIAN LIVING'S READERSHIP IN DETAIL

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Print readership

3,049,000  
2,298,000



Magazine subscribers

130,012  
92,349



Love to cook

1,505,000  
1,126,000



Brand-loyal

1,835,000  
1,431,000



Community (fans)

212k  
163k

# READERS WHO ARE LOYAL AND COMMITTED TO THE BRAND

• Canadian living

• Chatelaine



63%

Plan to travel in  
the next year



55%

renovated their  
home in the  
last 2 years



53%

prefer to  
buy locally

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# A BRAND FOR ACTIVE AND MODERN WOMEN

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# EDITOR'S NOTE

**Canadian Living is the go-to magazine for a simpler life in Canada already 45 years!**

A veritable personal assistant, Canadian Living assists its readers in every aspect of their life, compiling everything they need to know with regard to fashion, beauty, health, and home. The magazine's tried and tested recipes are in high demand from our readers.

Canadian Living's accessible, simple, energetic, seasoned, and credible tone inspires trust.

**INSPIRING, ENTERTAINING,  
ACCESSIBLE**



**Canadian  
Living**



# ASSERTIVE ASSOCIATION

- Inspiring, entertaining, accessible
- On the lookout for new things
- Curious
- Brand-loyal and very committed
- Bold
- Sensitive to societal issues
- Knows how to enjoy life, pursues hobbies
- Gastronomes and foodies



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# APPENDICES

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# WHY CHOOSE MAGAZINES

## THEY'RE STILL POPULAR

Almost **Two-thirds** of Canadians (62%) read the print version of a magazine, and **1 out of 2** read a digital magazine.

## THEY ADAPT

**Print** and **digital** editions, **website**, **app**, and **social media**. Cross-platform formats help integrate magazines into readers' lifestyles.

## THEY INSPIRE US TO ACTION

**42%** of Canadians have taken action after seeing a magazine ad.

## THEY REACH ALL GENERATIONS

**54%** of Generation **Z**, **57%** of **Millennials**, **60%** of Generation **X**, **68%** of **Baby Boomers** and **74%** of the **silent** generation have read a printed magazine during the last month.

## THEY HAVE VALUE

In an age of free access to information, Canadians are still willing to pay for magazines. A total of **28.3** million magazines sold in the past year.



## JANUARY-FEBRUARY

Woollens, cocooning

**Body care:** tips and products for soft skin all winter long

A soft spot for almond; taking up the vegan challenge!

3-course menu (aperitif, appetizer, and main) with fish and seafood from Quebec

Hearty soup meals and fondue fans

**Closing** November 10 / **Material** November 16 / **Kiosk** December 14

## MARCH

Cure indoor wear (lingerie, night clothes, cocooning),

Home hair care and colouring!

**We love:** ginger

3-course menu with ideas from today's mothers

**Closing** January 5 / **Material** January 11 / **Kiosk** February 8

## APRIL

### EASTER

**Trends:** The best of spring at appealing prices

Beauty: profiles of women and their beauty-care routines

**We love:** shallots

Inexpensive recipes at under \$5 a portion

**3-course menu:** Easter (lamb)

**Features:** maple syrup and crêpes (sweet and savoury)

**Closing** February 2 / **Material** February 8 / **Kiosk** March 8

## MAY

The season's FASHION prints and a look at perfumes

Practical ideas for starting a vegetable patch

City or country living?

**We love:** Nordic shrimp

**3-course menu:** Italian dishes

Features on fine herbs and ready-made dough

**Closing** March 9 / **Material** March 15 / **Kiosk** April 12

## JUNE

### FATHER'S DAY

Dresses: our summer faves & Feature on swimsuits

Fire up the BBQ!

**We love:** lettuce

**3-course menu:** a gourmet BBQ meal for Father's Day

Guest-friendly BBQ offerings and grilled desserts

**Closing** April 6 / **Material** April 12 / **Kiosk** May 10



## JULY/AUGUST

### FASHION-BEAUTY-DECORATION

Manicure/pedicure: best summer combos?

Decorate your terrace at low cost

**We love:** watermelon

**3-course menu:** veggie menu

**Feature** on cheese and frozen desserts

**Closing** May 18 / **Material** May 25 / **Kiosk** June 21

## SEPTEMBER

### BACK TO SCHOOL

Fashion trends for the season

Makeup 101 (4 pages)

Create a practical vestibule

**We love:** ground cherries

**3-course menu:** Harvest brunch

Batch cooking (4 or 5 suppers "ready" in 3 hours on Sunday morning)

Breakfasts to go (make them ahead of time and pop them in the freezer!)

**Closing** July 6 / **Material** July 12 / **Kiosk** August 9

## OCTOBER

Revisiting a classic: the white shirt

Hair guide: fine, curly, unruly

Now is the time to plant our bulbs in our garden!

Reducing cold-air infiltration before winter

**We love:** cauliflower

**Menu of the week:** market-inspired seasonal dishes

3-course bistro menu!

Reinventing pizza (polenta crust, flatbread, socca, muffin mould, etc.)

**Closing** August 10 / **Material** August 16 / **Kiosk** September 13

## NOVEMBER

### COMFORT FOOD

A stylish winter without sacrificing warmth

Makeup for mature skin

Lights up – how to dress up your windows

My daughter, my best friend

**We love:** leeks

**3-course menu:** root vegetables, from appetizers to dessert

Features on gourmet pasta and upside-down cakes

**Closing** September 7 / **Material** September 13 / **Kiosk** October 11

## DECEMBER

### CHRISTMAS

The little black dress

Lipsticks: a how-to guide

3 Christmas home-decoration options, 3 styles

**We love:** oysters

**3-course menu:** a veggie Christmas

**Feature 1:** Christmas potluck

**Feature 2:** Side dishes

**Feature 3:** Cookies and squares

**Closing** October 5 / **Material** October 12 / **Kiosk** November 8





**SPECIAL ISSUE**

INTERNATIONAL RECIPES

Closing February 15 / Material February 22 / Kiosk March 29



**SPECIAL ISSUE**

HOLIDAY BAKING

Closing August 16 / Material August 23 / Kiosk September 27

# RATE CARD

Canadian  
Living

	Single page	Double page	Half page	Half page double	Third of a page	C2 + page 3	C3	C4
1-5X	\$44,970	\$85,440	\$33,615	\$63,870	\$23,050	\$108,870	\$52,720	\$60,035
6-11X	\$43,620	\$82,880	\$32,605	\$61,950	\$22,360	\$105,605	\$51,140	\$58,240
12-17X	\$42,270	\$80,320	\$31,600	\$60,035	\$21,670	\$102,340	\$49,565	\$56,430

