

# VITALITY MAGAZINE READER PROFILE

As of January 1, 2016

## STATISTICS

**60,000**  
CIRCULATION PER ISSUE  
(AVERAGE)

**3,883**  
DIGITAL  
SUBSCRIPTIONS

**85,000**  
UNIQUE ONLINE VISITORS  
(AVERAGE PER MONTH)



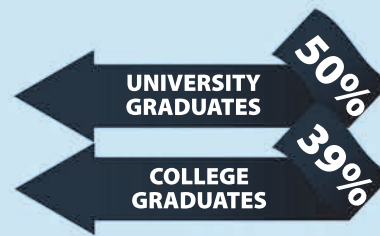
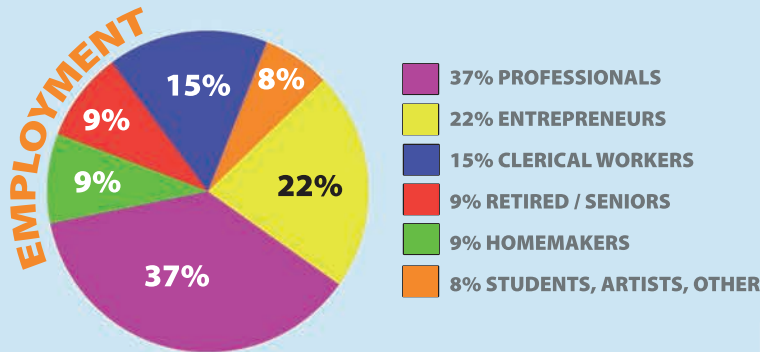
**2,950**  
LIKES



**3,065**  
FOLLOWERS

Available in more than **590** outlets.

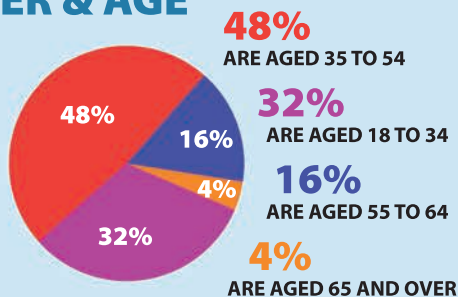
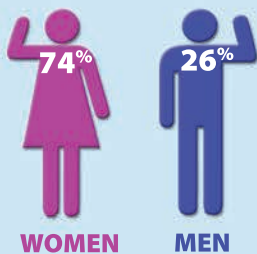
## HOUSEHOLD INCOME



## LEISURE ACTIVITIES

- 83%** dine out at least once a month
- 67%** are involved in regular fitness (yoga, tai chi, pilates, walking, etc.)
- 56%** regularly attend either live performances, lectures, or seminars
- 54%** are regular consumers of health-related books, magazines, audio books
- 52%** enjoy regular bodywork; shiatsu, massage, acupuncture, etc.
- 47%** support either organic gardening, lawn care, or farming
- 45%** take at least one major holiday per year

## GENDER & AGE



## CIRCULATION

VITALITY MAGAZINE IS PUBLISHED 10X PER YEAR AND IS AVAILABLE **FREE** OF CHARGE WITHIN THE GREATER TORONTO AREA.

### GEOGRAPHIC BREAKDOWN

**140,000** READERS PER ISSUE  
**2.3** PERSON PASS-ALONG RATE  
(average per household)

**85%** distributed in the **GTA**  
(includes Durham, Halton, Peel and York Regions)  
**14%** distributed across **Ontario**  
(north to Barrie, west to London, east to Peterborough)  
**1%** mailed to paid subscribers

### TYPE OF OUTLETS

**60%** health food stores, bookstores, fitness stores  
**15%** libraries, hospitals, universities, wellness centres  
**14%** restaurants, nightclubs, theatres  
**11%** selected offices, clinics

## SPECIAL FEATURES

Vitality magazine, in business since **1989**, offers the best coverage of the Ontario health marketplace compared to any other magazine in Ontario.



**CANADIAN OWNED**  
unique Canadian content

Readers report keeping copies **Loyal** for months, if not years at a time.

Vitality magazine is now digital, email [subscribe@vitalitymagazine.com](mailto:subscribe@vitalitymagazine.com) to sign up!