

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)



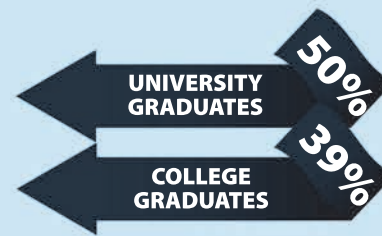
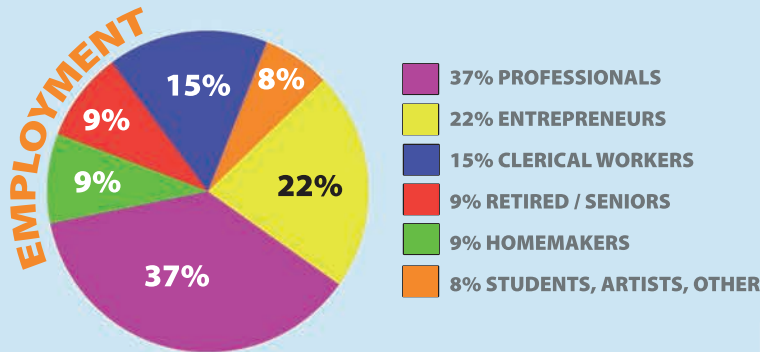
2,950
LIKES



3,065
FOLLOWERS

Available in more than **590** outlets.

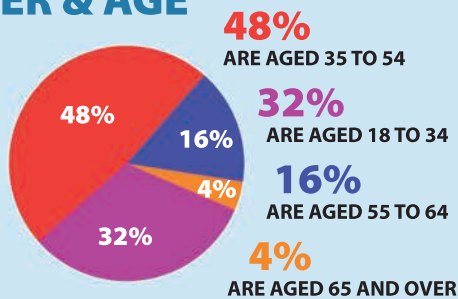
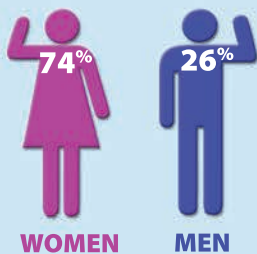
HOUSEHOLD INCOME



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 to sign up!