

# CIRCULATION HIGHLIGHTS

## The only nationally distributed food and beverage magazine in Canada

### The largest and most qualified audited Canadian circulation

The only Canadian food and beverage magazine with 3rd party audited circulation  
*(Audited by ABC – Audit Bureau of Circulation and members of The Advertising Standards Council)*

- > **59,832\*** total readers (3.8 readers/issue)

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- > **59 minutes** – average time spent reading per issue

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- > Loyal Readers – **98%** read **4 out of 4** issues

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- > **98%** rate editorial excellent

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- > **89%** possess purchasing authority

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- > **96%** took an action as a result of reading *Food in Canada*

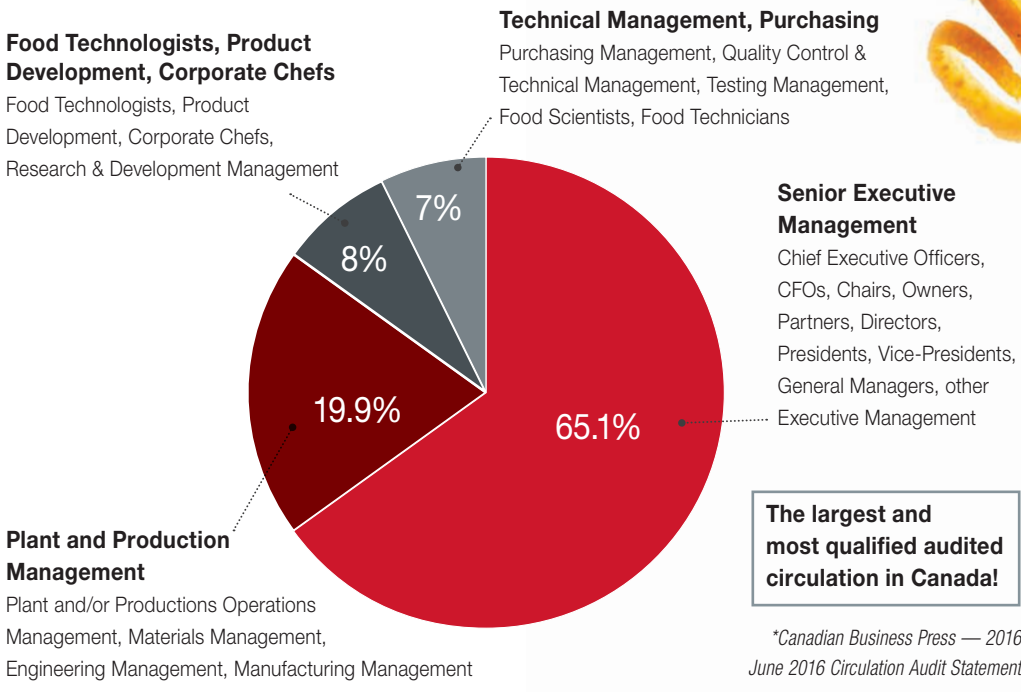
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- > **79%** of readers contacted an advertiser directly from seeing their ad in *Food in Canada*



## WHO READS *Food in Canada*?

**11,945\*** National Subscribers – THAT’S WHO!



**The largest and most qualified audited circulation in Canada!**

*\*Canadian Business Press — 2016 June 2016 Circulation Audit Statement*