

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



**37,886\*** total readers (3.8 readers/issue)

**The largest and most qualified audited Canadian circulation**

The only Canadian food & beverage processing magazine with third-party audited circulation

*(The Alliance for Audited Media)*

**89%** possess purchasing authority



**59 minutes** average time spent reading per issue



**Loyal Readers**  
98% read 4 out of 4 issues

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

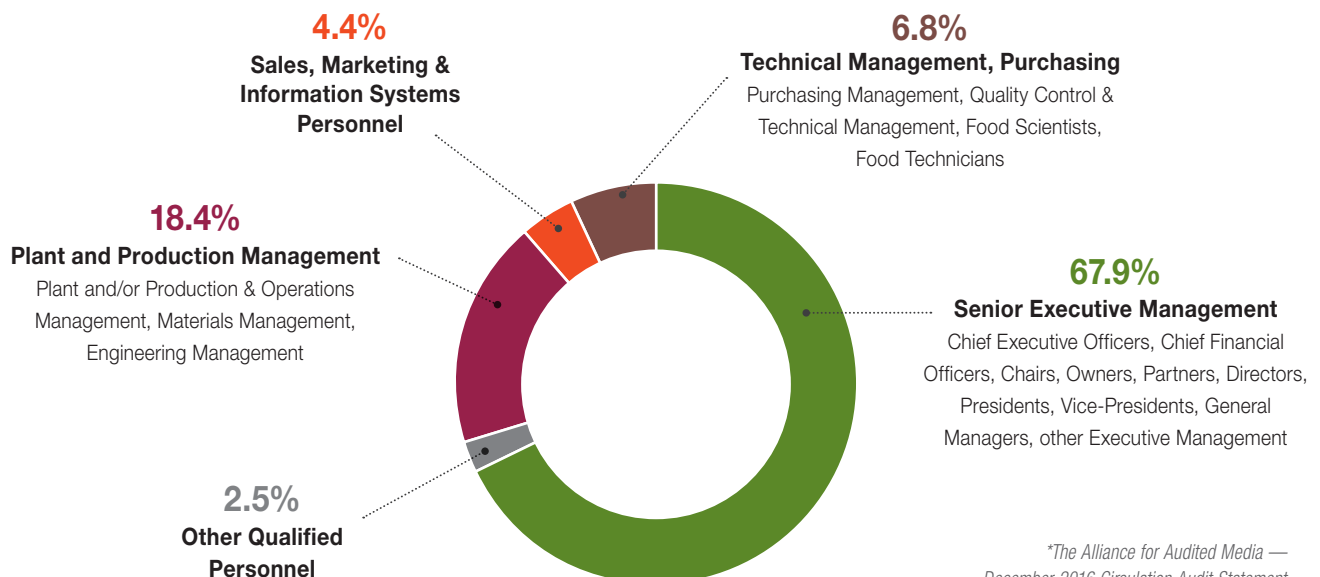


**98%** rate editorial as **excellent**

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

## WHO READS *Food in Canada*?

**9,970\*** National Subscribers – THAT'S WHO!



*\*The Alliance for Audited Media — December 2016 Circulation Audit Statement*