

Competitive Stance

Comparing Top 10 Magazine Titles and TV Shows

American Idol recently took the top two spots on Canada’s Top English TV shows list, as measured by audience during w/o January 18 and 24, 2010. Idol generated 3.2 million viewers during the Wednesday showing and 3.0 million viewing on Tuesday. Clearly, it’s a top TV show.

Despite that impressive showing , 5 magazines deliver 12+ audiences in excess of American Idol. In fact, magazines take six of the top 10 spots:

Rank	Magazine/TV Show	Audience
1	Reader's Digest	6,423,000
2	Canadian Living	3,800,000
3	what's cooking	3,581,000
4	Chatelaine	3,549,000
5	Canadian Geographic	3,458,000
6	American Idol (CTV, Wednesday)	3,191,000
7	American Idol (CTV, Tuesday)	3,040,000
8	Criminal Minds (CTV, Wednesday)	2,736,000
9	NFL Playoffs (CTV, Sunday 6:30-10:30 p.m.)	2,620,000
10	Canadian House & Home	2,357,000
11	Maclean's	2,341,000
12	Grey's Anatomy (CTV, Thursday)	2,339,000
13	NFL Playoffs (CTV, Sunday 3-6:30 p.m.)	2,323,000
14	CAA Magazine	2,306,000
15	C.S.I. New York (CTV, Wednesday)	2,305,000

Without a doubt, the magazine industry delivers numbers that not only play hard but play to win! Magazines rate #1 in consumer engagement, are best at throwing readers to websites/search and win in generating purchase intent. All in all, magazines are the total package. Make the connection with magazines.

Source: Marketing Online, "CTV Sweeps Top 10 TV" by Canadian Press, February 1, 2010..BBM Canada top 10 English television programs in Canada, persons 2+ for the week of Jan,18-24, 2010.(National, Calgary, Toronto and Vancouver data are copyright BBM Canada; Quebec (Franco) data are copyright BBM Canada); PMB Fall 2009, Readers 12+