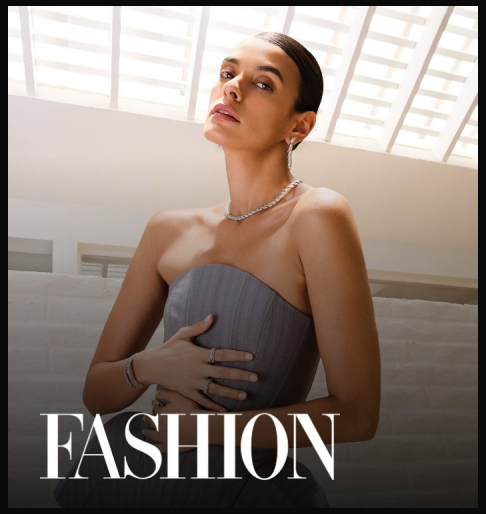
Eight brands. One media partner.

SJC Media's brands reach millions of Canadians every month across print, digital, social, email and live events. The snapshots that follow cover one brand each: the 2027 print schedule, digital and email products, editorial lineup, audience profile and event sponsorship opportunities.



















Toronto Life is the city's most confident, elevated and influential publication: the insider's guide to living the very best life in Toronto. Its gripping features (memoirs, crime stories, investigations into the halls of power) make headlines, fuel dinner-party conversation and set the agenda for the city.

Toronto Life

ADVERTISING SNAPSHOT

2027 SJC

4.6M
TOTAL PRINT + DIGITAL REACH

745K
AVG. MONTHLY ACTIVE USERS

1.2M
SOCIAL FOOTPRINT

PRINT SCHEDULE

Issue	Ad close	On sale	Issue	Ad close	On sale
Jan	Nov 24	Dec 21	Jul	May 25	Jun 21
Feb	Dec 18	Jan 25	Aug	Jun 28	Jul 26
Mar	Jan 26	Feb 22	Sep	Jul 26	Aug 23
Apr	Feb 23	Mar 22	Oct	Aug 20	Sep 20
May	Mar 30	Apr 26	Nov	Sep 27	Oct 25
Jun	Apr 27	May 24	Dec	Oct 26	Nov 22

DIGITAL & EMAIL

Product	Details
Display & video ads	1P audiences, direct or programmatic
Sponsored content	Digital articles + traffic drivers
Homepage Takeover + POE	300K daily impressions*
Editorial newsletters	50K subs · 55% open rate
Dedicated e-blasts	10.2K subs · 48.5% open rate

*Canadian impressions

EDITORIAL LINEUP · Q1 2027

The Analog Issue
JANUARY
The Analog Guide to Finding Joy in 2027: the city's best screen-free things to see and do. Navigator: a sneak peek at Toronto's coolest new gyms and its fanciest breads.

The Pearson Gold Heist
FEBRUARY
The inside story of a $20-million caper. Navigator: the ultimate 2027 dating guide and, just in time for the end of Dry January, Toronto's best happy hours.

The Money Issue
MARCH
A citywide survey on tipping culture: what Torontonians tip at restaurants, bars, spas and salons, and when not to. Navigator: the best cheap eats under $15.

AUDIENCE

50% Male & female, evenly split

38 Average age

$91K Average HHI

66% College or university +

40% MOPEs

935K Print readers per issue

EVENT SPONSORSHIPS

MAY · 300 GUESTS
Motive
Toronto Life's true crime festival: a full-day expo celebrating TL's favourite genre.

JUNE · 1,200 GUESTS
Best Restaurants Month
Our signature food and drink event: the city's best restaurants, plus a month of programming.
See the 2026 event

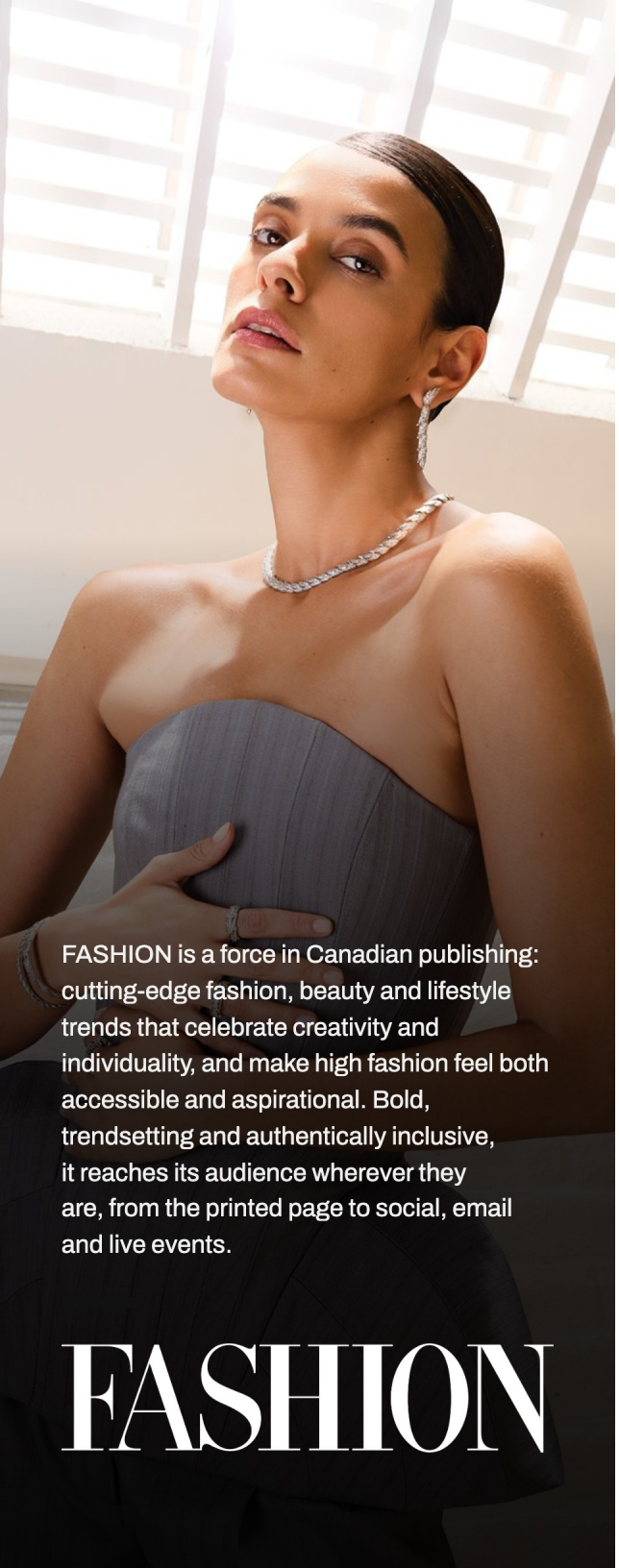
JULY · 250 GUESTS
Toronto Life Loves...
Our summer neighbourhood tour series.

AUGUST · 200 GUESTS
Garden Party
Toronto Life's annual summer party.
See the 2025 event

SEPTEMBER · 400 GUESTS
Best Dressed x Hollywood North
A VIP reception for the Best Dressed List, then the HELLO! Canada TIFF kick-off party.
See the 2026 event

NOVEMBER · 250 GUESTS
Rising Stars x Most Influential
Toronto Life's celebration of the city's 50 Most Influential People.
See the 2025 event

Source: Vividata SCC, Fall 2026 (Adults 14+); print readership Fall 2025; SJC Brand Reach Q2 2026



FASHION is a force in Canadian publishing: cutting-edge fashion, beauty and lifestyle trends that celebrate creativity and individuality, and make high fashion feel both accessible and aspirational. Bold, trendsetting and authentically inclusive, it reaches its audience wherever they are, from the printed page to social, email and live events.

FASHION

ADVERTISING SNAPSHOT

2027 SJC

5.0M
TOTAL PRINT + DIGITAL REACH

196K
AVG. MONTHLY ACTIVE USERS

3.1M
SOCIAL FOOTPRINT

PRINT SCHEDULE

Issue	Ad close	On sale
Mar	Jan 18	Feb 16
Apr	Mar 1	Mar 30
Summer	Apr 19	May 18
Sep	Jul 5	Aug 3
Oct	Aug 20	Sep 21
Nov	Sep 24	Oct 26
Winter	Nov 1	Nov 30

DIGITAL & EMAIL

Product	Details
Display & video ads	1P audiences, direct or programmatic
Sponsored content	Digital articles + traffic drivers
Homepage Takeover + POE	4K daily impressions*
Editorial newsletters	9.8K subs · 53% open rate
Dedicated e-blasts	7.5K subs · 53.8% open rate

*Canadian impressions

EDITORIAL LINEUP · 2027

Spring Trends
MARCH
Top womenswear, menswear and beauty trends, plus spring jewellery, watches and must-see travel.

Travel + Sports
APRIL
The perfect summer getaway, a sustainable travel spotlight and a sports-meets-style primer.

PRIDE Spotlight
SUMMER
LGBTQ+ disruptors and tastemakers across style and beauty, plus the reveal of the Beauty Awards 2027.

The Ones
SEPTEMBER
Canadian phenoms in print, digital and a star-studded party during TIFF, plus the best of fall trends.

Power of Sport
OCTOBER
Rising stars across the major leagues, plus performance innovation in clothing and beauty.

Lifestyle Issue
NOVEMBER
Peak entertaining season: elevated dinner parties, stylish culinary influencers and all things good taste.

Jewellery & Gift-Giving
WINTER
The latest jewellery and watch styles, emerging brands to know and FASHION's ultimate Gift Guide across fashion, beauty, tech and home.

AUDIENCE

53% Female

38 Average age

$86K Average HHI

63% College or university +

38% MOPEs

1.26M Print readers per issue

EVENT SPONSORSHIPS

JUNE · 100 GUESTS
The Beauty Awards
Chatelaine x FASHION x HELLO! Canada's inaugural gala celebrating the best in beauty.
See the 2026 event

SEPTEMBER · 400 GUESTS
THE ONES
The next generation of Canadian fashion icons: exclusive print and digital features and a star-studded TIFF party.
See the 2026 event

DECEMBER · 100 GUESTS
The Drop Awards
A celebration of the year's best product launches and the winners of The Drop Awards.
See the program

Source: Vividata SCC, Fall 2026 (Adults 14+); print readership Fall 2025; SJC Brand Reach Q2 2026



Maclean's is Canada's best-known and most beloved national magazine, covering politics, culture, trends, ideas and personalities through blockbuster longform storytelling. In print, online, on social, in its newsletter and at live events, it helps readers understand their country and their world.

MACLEAN'S

ADVERTISING SNAPSHOT

2027 SJC

3.2M
TOTAL PRINT + DIGITAL REACH

354K
AVG. MONTHLY ACTIVE USERS

507K
SOCIAL FOOTPRINT

PRINT SCHEDULE

Issue	Ad close	On sale	Issue	Ad close	On sale
Jan/Feb	Nov 24	Dec 21	Aug	Jun 18	Jul 20
Mar	Jan 26	Feb 23	College Guide SIP	Aug 3	Aug 31
Apr	Feb 23	Mar 23	Sep	Jul 26	Aug 24
Univ. Guide SIP	Mar 2	Mar 30	Oct	Aug 20	Sep 21
May	Mar 22	Apr 20	Nov	Sep 21	Oct 19
Jun	Apr 27	May 25	Dec	Oct 26	Nov 23
Jul	May 25	Jun 22	Jan/Feb 2028	Nov 23	Dec 21

DIGITAL & EMAIL

Product	Details
Display & video ads	1P audiences, direct or programmatic
Sponsored content	Digital articles + traffic drivers
Homepage Takeover + POE	71K daily impressions*
Editorial newsletters	58.3K subs · 57.8% open rate
Dedicated e-blasts	15.6K subs · 49.5% open rate

*Canadian impressions

EDITORIAL LINEUP · Q1 2027

The Year Ahead
JANUARY/FEBRUARY
The annual forecast of the people, trends and ideas that will define Canada in 2027: politics, the economy, culture and the big stories to watch.

Carneymania
MARCH
50 ways the world is obsessed with Mark Carney: a cover package on how Canada's prime minister became a global fascination.

MACLEAN'S EDUCATION

The Guide to Canadian Universities
SPECIAL ISSUE · ON SALE MAR 30
How to get into the best Canadian universities, the country's best programs and how to land scholarships.

University Rankings
NOVEMBER ISSUE · ON SALE OCT 19
The definitive annual ranking of Canada's best universities, and the most anticipated issue of the year.

The Guide to Canadian Colleges
SPECIAL ISSUE · ON SALE AUG 31
Our annual guide to the top colleges: how to get in, how to thrive and how to pick the right program.

AUDIENCE

58% Male
42 Average age
$88K Average HHI
66% College or university +
36% MOPEs
1.52M Print readers per issue

EVENT SPONSORSHIPS

FEBRUARY · 80 GUESTS
The Maclean's Ideas Summit: The Year Ahead
A thought leadership experience on the big ideas that will shape Canada in 2027. This year's theme: Frontiers.
See the 2026 event

JUNE · 250 GUESTS
The Nation Building Summit
A thought leadership experience about defending Canada.

Source: Vividata SCC, Fall 2026 (Adults 14+); print readership per SJC Brand Reach Q2 2026



Canadian Business is a progressive media brand for executives and entrepreneurs who want to do business better. Founded in 1928 to cover the people, companies and ideas shaping Canada's economy, CB is a trusted source of advice, insight and inspiration, with a network of like-minded leaders driven to innovate and improve.

Canadian Business

ADVERTISING SNAPSHOT

2027 SJC

129K	25K	47K
TOTAL DIGITAL REACH	AVG. MONTHLY ACTIVE USERS	SOCIAL FOOTPRINT

DIGITAL & EMAIL

Product	Details
Display & video ads	1P audiences, direct or programmatic
Sponsored content	Digital articles + traffic drivers
Homepage Takeover + POE	1K daily impressions*
Editorial newsletters	1.6K subs · 39.2% open rate
Dedicated e-blasts	4.3K subs · 50.2% open rate

*Canadian impressions

EDITORIAL PILLARS

People
LEADERS
Profiles and Q&As with the executives behind Canada's most newsworthy companies, and CB Playbook, the biweekly newsletter of business-leadership case studies.

Ideas
STRATEGIES & OP-EDS
In-depth features with practical, actionable advice on the challenges every business faces, plus as-told-to op-eds on the bold ideas reshaping Canadian business.

SPECIAL PROJECTS

CB Innovation Awards 2027
SPECIAL INSERT WITHIN MACLEAN'S
Showcasing the winners of the CB Innovation Awards, with a program overview and profiles of the honourees.

Small Business Month
SPECIAL INSERT WITHIN MACLEAN'S
A celebration of the innovation and resilience of Canada's small business community.

How to Start a Business in Canada
SIP
A standalone special interest publication for first-time founders and side-hustlers taking the leap.

AUDIENCE

54%	51	$109K	54%	38%	1.75x
Male	Average age	Average HHI	University degree +	MOPEs	More likely to hold a university degree

EVENT SPONSORSHIPS

APRIL · 125 GUESTS
The CB Innovation Awards
A celebration of Canada's Most Innovative Companies.
See the 2026 event

OCTOBER · 150 GUESTS
Better Future
A series of thought leadership events during Small Business Month.

Source: Vividata SCC/Digital, Summer 2026 (Adults 18+, 28-day unique visitors); SJC Brand Reach Q2 2026



Chatelaine celebrates, inspires, informs and empowers Canadian women in their late 20s and beyond, across print, digital, social video and live events. Canadian women contain multitudes, and Chatelaine covers everything that matters to them, from climate change and caregiving to career transformations, Canadian fashion and what to cook now.

CHATELAINE

ADVERTISING SNAPSHOT

2027 SJC

3.7M
TOTAL PRINT + DIGITAL REACH

431K
AVG. MONTHLY ACTIVE USERS

790K
SOCIAL FOOTPRINT

PRINT SCHEDULE

Issue	Ad close	On sale
Spring	Feb 4	Mar 8
Summer	May 13	Jun 14
Fall	Jul 22	Aug 23
Winter	Oct 1	Nov 1

DIGITAL & EMAIL

Product	Details
Display & video ads	1P audiences, direct or programmatic
Sponsored content	Digital articles + traffic drivers
Homepage Takeover + POE	77K daily impressions*
Editorial newsletters	63.3K subs · 60% open rate
Dedicated e-blasts	23.8K subs · 56.5% open rate

*Canadian impressions

EDITORIAL LINEUP · SPRING 2027

How to Do Everything Better
COVER THEME
A service-driven issue giving readers tangible, expert-backed advice across every Chatelaine pillar, with a cover star interview on life, work, beauty, ambition and the art of living well.

Service pillars
FOOD · HEALTH · MONEY · HOME · STYLE · BEAUTY
Bake your own bread and sharpen your knives; start weightlifting at any age; make a will, buy a first home, invest for the first time; the amateur DIYer's home guide; find your personal style; DIY haircare.

Longreads
FEATURES
Talking to your family about AI when you don't agree; why aging parents keep their medical histories from their adult kids; and inside the money-manifestation coaching boom targeting women.

The Pantry Awards
AWARDS
Our third-annual Pantry Awards: the tastiest products on grocery store shelves, from jam to tomato sauce to better-for-you snacks.

AUDIENCE

57% Female

42 Average age

$86K Average HHI

65% College or university +

33% MOPEs

1.38M Print readers per issue

EVENT SPONSORSHIPS

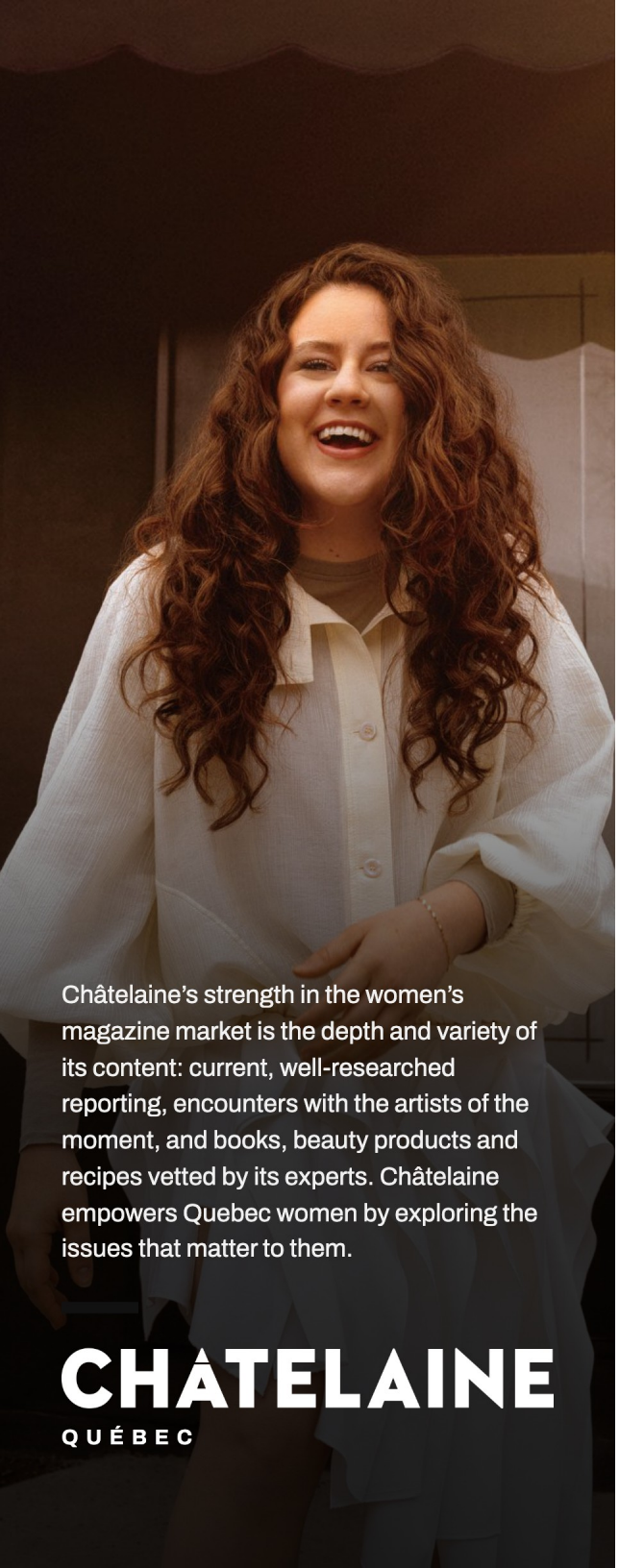
JUNE · 100 GUESTS
The Beauty Awards
AWARDS CEREMONY
Chatelaine x FASHION x HELLO! Canada's inaugural gala celebrating the very best in beauty.

See the 2026 event

JULY · 400 GUESTS
The Women's Wellness Show
SPOTLIGHT ON MENOPAUSE
A curated gathering at the intersection of wellness, beauty and everyday rituals: expert-led conversation, practical advice and thoughtful discovery for modern Canadian women.

OCTOBER · 100 GUESTS
Eternal Harvest
POWERED BY THE PANTRY AWARDS
A dynamic food and drink experience celebrating the holidays and in-home entertaining.

Source: Vividata SCC, Fall 2026 (Adults 14+); print readership Fall 2025; SJC Brand Reach Q2 2026



Châtelaine's strength in the women's magazine market is the depth and variety of its content: current, well-researched reporting, encounters with the artists of the moment, and books, beauty products and recipes vetted by its experts. Châtelaine empowers Quebec women by exploring the issues that matter to them.

CHÂTELAINE
QUÉBEC

ADVERTISING SNAPSHOT

2027 SJC

1.0M
TOTAL PRINT + DIGITAL REACH

143K
AVG. MONTHLY ACTIVE USERS

167K
SOCIAL FOOTPRINT

PRINT SCHEDULE

Issue	Ad close	On sale
Spring	Feb 22	Mar 26
Summer	Jun 7	Jul 9
Fall	Aug 16	Sep 17
Winter	Oct 25	Nov 26

DIGITAL & EMAIL

Product	Details
Display & video ads	1P audiences, direct or programmatic
Sponsored content	Digital articles + traffic drivers
Homepage Takeover + POE	40K daily impressions*
Editorial newsletters	28.4K subs · 63% open rate
Dedicated e-blasts	14.2K subs · 63.9% open rate

*Canadian impressions

EDITORIAL LINEUP · SPRING 2027

Intentionality
COVER THEME
What if what matters most isn't what we do, but why we do it? A spring issue about taking ownership of our choices, whether spontaneous, bold or carefully considered.

The Big Interview
COVER STORY
A candid conversation with an icon of the art of living on pleasure, work, beauty, ambition and the passage of time.

Features
STYLE · TRAVEL · WINE
The Spring 2027 trend report; a night in the history of the Château Frontenac; Aarhus, Denmark's best-kept secret; a first-person try at group matchmaking; and five bottles that taste like wine's future.

The Pantry Awards
AWARDS
Our third-annual Pantry Awards: the tastiest products on grocery store shelves, from jam to tomato sauce to better-for-you snacks.

AUDIENCE

56% Female

44 Average age

$80K Average HHI

65% College or university +

26% MOPEs

389K Print readers per issue

EVENT SPONSORSHIPS

SEPTEMBER · 50 GUESTS

Prix Chatelaine Salon
An intimate evening marking the kick-off of Châtelaine's Fall issue: a power salon dinner, a celebratory toast, a meaningful conversation and the Prix Chatelaine awards.



Source: Vividata SCC, Fall 2026 (Adults 14+); print readership Fall 2025; SJC Brand Reach Q2 2026



La force de Châtelaine, c'est la profondeur et la variété de son contenu : des reportages fouillés et d'actualité, des rencontres avec les artistes de l'heure, et des livres, des produits de beauté et des recettes testés par ses experts. Châtelaine donne du pouvoir aux Québécoises en explorant les enjeux qui leur tiennent à cœur.

CHÂTELAINE
QUÉBEC

APERÇU PUBLICITAIRE

2027 SJC

1,0 M
PORTÉE TOTALE IMPRIMÉ + NUMÉRIQUE

143 K
UTILISATEURS ACTIFS MENSUELS (MOY.)

167 K
ABONNÉS SUR LES RÉSEAUX SOCIAUX

CALENDRIER IMPRIMÉ

Numéro	Clôture pub	En kiosque
Printemps	22 févr.	26 mars
Été	7 juin	9 juill.
Automne	16 août	17 sept.
Hiver	25 oct.	26 nov.

NUMÉRIQUE ET COURRIEL

Produit	Détails
Publicités display et vidéo	Auditoires 1P, direct ou programmatique
Contenu commandité	Articles numériques + amplification
Habillage d'accueil + POE	40 K impressions par jour*
Infolettres éditoriales	28,4 K abonnés · 63 % d'ouverture
Envois courriel dédiés	14,2 K abonnés · 63,9 % d'ouverture

*Impressions au Canada

PROGRAMMATION ÉDITORIALE · PRINTEMPS 2027

L'intentionnalité
THÈME DE LA UNE
Et si l'essentiel n'était pas ce que l'on fait, mais pourquoi on le fait? Un numéro sur l'art de s'approprier ses choix, spontanés, audacieux ou mûrement réfléchis.

La grande entrevue
EN COUVERTURE
Une icône de l'art de vivre se confie sur le plaisir, le travail, la beauté, l'ambition et le temps qui passe.

Reportages
MODE · VOYAGE · VIN
Tendances mode du printemps; une nuit au Château Frontenac; Aarhus, secret bien gardé du Danemark; le matchmaking de groupe à l'essai; cinq bouteilles qui annoncent l'avenir du vin.

Le Palmarès gourmand
PRIX
Troisième édition de notre Palmarès gourmand : des produits testés et approuvés, de la confiture aux collations santé, pour mieux choisir à l'épicerie.

AUDITOIRE

56 %
Femmes

44
Âge moyen

80 K$
Revenu moyen du ménage

65 %
Diplôme collégial ou universitaire

26 %
Gestionnaires, propriétaires et professionnels

389 K
Lecteurs par numéro (imprimé)

COMMANDITES D'ÉVÉNEMENTS

SEPTEMBRE · 50 INVITÉES
Prix Châtelaine · Salon
Une soirée intime qui lance le numéro d'automne de Châtelaine : un souper-salon, un toast, une conversation inspirante et la remise des Prix Châtelaine.



Source : Vividata SCC, automne 2026 (14 ans et plus); lectorat imprimé automne 2025; SJC Brand Reach, T2 2026



Today's Parent is written by parents for parents: the moms, the dads, the caregivers. A safe place to land (and sometimes a fun place to climb), it cuts through the guilt and noise with well-researched, doable advice from experts, stories from real families, activities for the little ones and product recommendations you can trust.

Today's Parent

ADVERTISING SNAPSHOT

2027 SJC

4.5M
TOTAL DIGITAL REACH

490K
AVG. MONTHLY ACTIVE USERS

2.9M
SOCIAL FOOTPRINT

DIGITAL & EMAIL

Product	Details
Display & video ads	1P audiences, direct or programmatic
Sponsored content	Digital articles + traffic drivers
Homepage Takeover + POE	19K daily impressions*
Editorial newsletters	35K subs · 56.8% open rate
Dedicated e-blasts	20.6K subs · 51.7% open rate

*Canadian impressions

EDITORIAL LINEUP · Q1 2027

Horoscopes
JANUARY

Editorial Your baby's astrological and Chinese zodiac signs, and what the Year of the Fire Goat holds for your family.

Social Monthly horoscope posts; post-holiday organizing; Kid Inventor Day; LEGO Day.

Commerce Baby gear essentials, nursery organization, winter products and family wellness.

Financial literacy
FEBRUARY

Editorial Should your child get an allowance? Teaching kids about money and family budgeting.

Social Family Day plans; Valentine's crafts; Black History Month.

Commerce Valentine's gifts for kids, family travel essentials, baby monitors and strollers.

Surviving March Break
MARCH

Editorial Family activities, vacation prep and packing lists.

Social Packing tips and easy crafts; International Women's Day (Mar 8); Pi Day (Mar 14); Puppy Day (Mar 23).

Commerce Spring baby gear, outdoor play, Easter baskets and early Mother's Day gifts.

PRODUCT MARKETING PROGRAMS

Today's Parent APPROVED QUALITY EASE OF USE VALUE

Today's Parent Approved
PRODUCT EVALUATION AND ENDORSEMENT PROGRAM

Built for advertisers and loved by readers. Products are tested by a real family and a product expert; those that earn the seal get a one-year licence to use it in their own marketing plus a turnkey campaign across Today's Parent's channels:

Web
EXPERT REVIEW
A 750+ word expert review with test-family quotes, on a roadblocked page where only your ads appear.

Social
VIDEO & POSTS
A custom 60-second review video plus static posts, organic and boosted across TikTok, Instagram, Facebook and more.

Email
NEWSLETTER & EBLAST
A sponsored weekly newsletter featuring your review, plus a custom eBlast driving to your product page.

AUDIENCE

67% Female

51% Aged 25 to 44

1.19M Canadian users a year

79% Read on mobile

49% In Ontario

35% Aspiring cooks

Source: Google Analytics 4, Canada, Oct 2025 to Oct 2026 (age/gender from classified users); SJC Brand Reach Q2 2026



HELLO!'s ethos of kindness makes it a beacon for millions of smart, educated Canadians who love entertainment and escapism, covered in a positive, uplifting way. Hollywood, royal and Canadian stars share their stories exclusively with HELLO!, making it Canada's #1 newsstand title and the leading Canadian entertainment brand on Instagram.

HELLO! CANADA

ADVERTISING SNAPSHOT

2027 SJC

4.4M TOTAL PRINT + DIGITAL REACH

475K AVG. MONTHLY ACTIVE USERS (WEB)

500K+ APPLE NEWS MONTHLY USERS

1.6M SOCIAL FOOTPRINT

PRINT SCHEDULE

Issue	Ad close	On sale	Issue	Ad close	On sale	Issue	Ad close	On sale	Issue	Ad close	On sale
Jan 18	Dec 17	Jan 7	Apr 26	Apr 5	Apr 15	Jul 26	Jul 5	Jul 15	Oct 18	Sep 27	Oct 7
Feb 1	Jan 11	Jan 21	May 10	Apr 19	Apr 29	Aug 9	Jul 19	Jul 29	Nov 1	Oct 8	Oct 21
Feb 15	Jan 25	Feb 4	May 24	May 3	May 13	Aug 23	Jul 30	Aug 12	Nov 15	Oct 25	Nov 4
Mar 1	Feb 8	Feb 18	Jun 7	May 17	May 27	Sep 6	Aug 16	Aug 26	Nov 29	Nov 8	Nov 18
Mar 15	Feb 22	Mar 4	Jun 21	May 31	Jun 10	Sep 20	Aug 30	Sep 9	Dec 13	Nov 22	Dec 2
Mar 29	Mar 8	Mar 18	Jun 28	Jun 7	Jun 17	Oct 4	Sep 13	Sep 23	Dec 27	Dec 6	Dec 16
Apr 12	Mar 19	Apr 1	Jul 12	Jun 21	Jul 1						

26 biweekly issues. Issue is the cover date; on sale is the Ontario newsstand date.

DIGITAL & EMAIL

Product	Details
Display & video ads	1P audiences, direct or programmatic
Sponsored content	Digital articles + traffic drivers
Editorial newsletters	18.2K subs · 67.8% open rate
Dedicated e-blasts	6.2K subs · 57.6% open rate

AUDIENCE

53% Female

39 Average age

$82K Average HHI

65% College or university +

36% MOPEs

850K Print readers per issue

EVENT SPONSORSHIPS

JUNE · 100 GUESTS

The Beauty Awards

Chatelaine x FASHION x HELLO! Canada's inaugural gala celebrating the very best in beauty.

See the 2026 event

SEPTEMBER · 400 GUESTS

Best Dressed x Hollywood North

A VIP reception for the Toronto Life Best Dressed List, followed by the iconic HELLO! Canada x Toronto Life party to kick off TIFF.

See the 2026 event



Source: Vividata SCC, Fall 2025 (Adults 14+); SJC Brand Reach Q2 2026; MAU: Google Analytics, Canada, avg. Apr–Sep 2026; Ap