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FOR IMMEDIATE RELEASE

Canadian Health & Lifestyle magazine, once again scores big with readers!

Toronto, ON – On Monday March 31, 2008 The Print Measurement Bureau (PMB) released its 2008 annual survey with results showing that *Canadian Health & Lifestyle* magazine ranks once again in the **top ten** for readership in Canada. This new study reports the average audience of 137 national and regional magazines, and daily newspapers, from a sample base of close to 25,000 respondents.

In their first year PMB study, *Canadian Health & Lifestyle* ranked **in the top ten**. Now, being a part of the 2 year study, the readership has increased, putting this top health magazine at number 7 for national readership.

Top 10 English-language magazines (Total readership)

Title	PMB 2008	PMB 2007	+/- change
Reader's Digest	6.882 million	7.085 million	-2.9%
Canadian Living	4.308 million	4.268 million	0.9%
Chatelaine	3.865 million	4.22 million	-8.4%
People	3.648 million	3.74 million	-2.5%
What's Cooking	3.588 million	3.5 million	2.5%
Canadian Geographic	3.469 million	4.4 million	-21.1%
Canadian Health & Lifestyle	2.525 million	2.413 million	4.6%
Canadian House & Home	2.523 million	2.426 million	4%
Maclean's	2.491 million	2.753 million	-9.5%
TIME (Canada)	2.46 million	2.572 million	-4.4%

With **2,525,000** readers per issue, and 6.4 readers per copy, *Canadian Health & Lifestyle* has achieved great success in four years with an increased readership of almost 5% over the past year.

Launched in 2004, *Canadian Health & Lifestyle* is a national magazine that provides information on valuable topics that contribute to the healthy lifestyle busy Canadians are seeking. *Canadian Health & Lifestyle* focuses on health and wellness, fitness, self-improvement and nutrition including delicious, healthy recipes from well-known Canadian chefs. Regular columns offer advice from a medical expert, nutrition expert, pharmacist, naturopath and life coach.

Published 4 times a year with a total distribution of 1,600,000 nationally, *Canadian Health & Lifestyle* is distributed FREE through 1,100 Rexall™ family of pharmacies, 26,973 copies per issue to health practitioners' waiting rooms and 20,000 to HIC racks in hospitals/clinics. Not to mention that 115,000 copies are mailed free to readers' homes and 8,000+ include paid subscriptions, complimentary media & tradeshow copies.

For more information, contact Barbara Goodman, Editorial Director; *Canadian Health & Lifestyle*. 416-245-6302 ext 233, bgoodman@healthandlifestyle.ca
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The complete PMB 2008 Topline report is available at:
http://www.pmb.ca/public/e/pmb2008/PMB2008_topline.pdf

-30-

