

**!ndigo**

## INDIGO OUR MISSION

To provide our customers with the most inspiring retail and digital environments in the world for books and life-enriching products and experiences.

# INDIGO OUR 8M MEMBERS

## OUR BEST CUSTOMER: THE LIFE MAXIMIZER



**HOUSEHOLD**  
FAMILIES WITH CHILDREN



**GEOGRAPHY**  
BIG CITY NEIGHBOURHOODS  
INNER SUBURBS



**HIGHLY ENGAGED**  
70% OF TOTAL SALES MADE ON  
CARD

# INDIGO OUR STORES

212

STORES ACROSS  
CANADA

89

LARGE  
FORMAT

123

SMALL  
FORMAT



# INDIGO STORYTELLING



# INDIGO MAGAZINES



# INDIGO OUR ONLINE COMMUNITY

140K

AVG. DAILY TRAFFIC  
TO INDIGO.CA

4M

TOTAL MEMBER  
EMAIL BASE

28%

EMAIL OPEN RATE  
*VS. 19% INDUSTRY AV.*

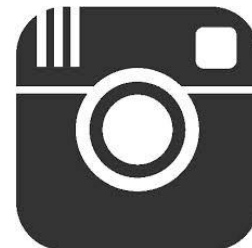
130K



510K



117K



15K



# INDIGO OUR NETWORK

Leveraging access to culture makers, the writers,  
designers, artists + value creators



Watch the video [here](#)