



LE JOURNAL DE MONTRÉAL

# THE #1 DAILY IN QUEBEC

2021 MEDIA KIT

# LE JOURNAL DE MONTRÉAL

## QUEBEC'S LEADING DAILY

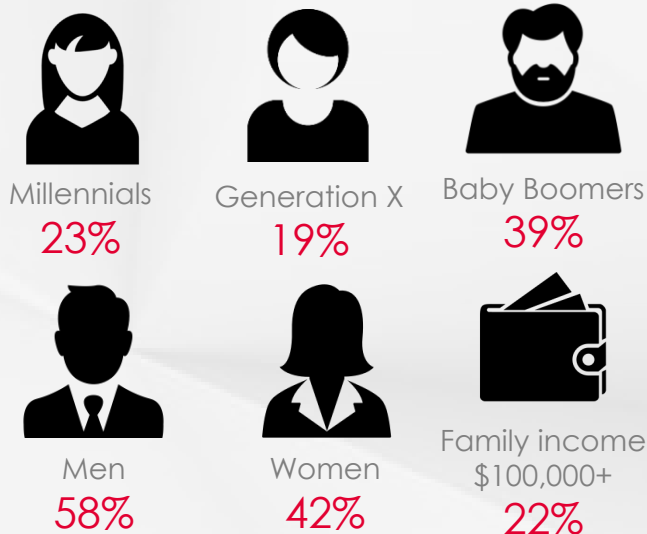
*Le Journal de Montréal* is put together in such a way as to inform, entertain, and defend the interests of more than 3 million readers!

In addition to highlighting local and international news and current events, *Le Journal de Montréal* provides diverse sections that appeal to its many readers, covering many topics including sports, personal finance, arts and entertainment, automotive news, housing and real estate, weekend activities, food and much more.

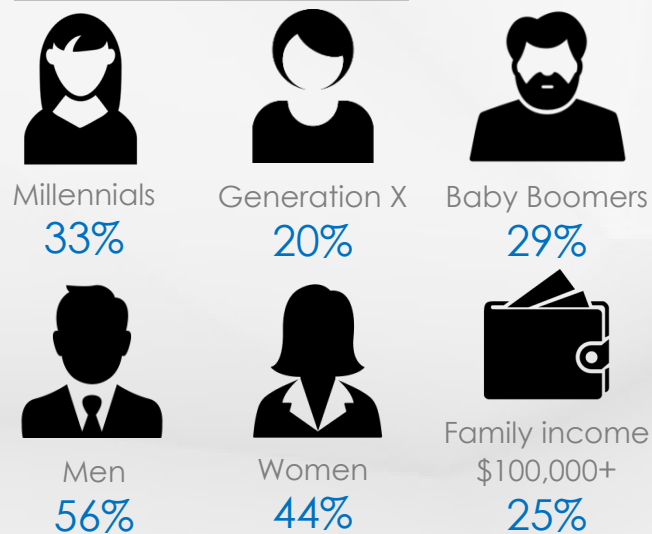
## MORE THAN **3 MILLION** MULTI-PLATFORM READERS



### READERSHIP: PRINT



### READERSHIP: DIGITAL



### PRINT

- 2,246,000 readers a week
- 756,000 readers a day (weekdays)
- 1,382,000 readers a day on Saturdays
- 1,013,000 readers a day on Sundays

### DIGITAL

- 4,054,000 Unique visitors
- 63,516,798 page views a month
- More than 700,000 Facebook fans

3 MILLION MULTI-PLATFORM READERS  
MORE THAN 2.2 MILLION PRINT READERS



Aged 25-54  
**1,458,000**  
965,000



Businesspeople  
**769,000**  
547,000



Vehicle \$30,000+  
**712,000**  
496,000



Household income \$100,000+  
**733,000**  
486,000



Homeowners  
**2,042,000**  
1,443,000

# AN AGGRESSIVELY TARGETED AUDIENCE

● MULTI-PLATFORM

● PRINT

Source: Vividata, Fall 2020, Province of Quebec, 14 years+, 7-day cumulative

**1,303,000** MULTI-PLATFORM READERS  
**756,000** PRINT READERS



AGED 18+  
**1,259,000**  
729,000



AGED 18-34  
**262,000**  
143,000



AGED 25-54  
**559,000**  
290,000



WOMEN 25-54  
**234,000**  
115,000



MEN 25-54  
**325,000**  
176,000

## OUTSTANDING RESULTS

● MULTI-PLATFORM      ● PRINT

# SATURDAY READERSHIP

**1,987,000** MULTI-PLATFORM READERS  
**1,382,000** PRINT READERS



AGED 18+  
**1,892,000**  
1,304,000



AGED 18-34  
**467,000**  
297,000



AGED 25-54  
**840,000**  
546,000



WOMEN 25-54  
**339,000**  
197,000



MEN 25-54  
**502,000**  
349,000

## OUTSTANDING RESULTS

● MULTI-PLATFORM

● PRINT

**1,546,000** MULTI-PLATFORM READERS  
**1,013,000** PRINT READERS



AGED 18+  
**1,481,000**  
962,000



AGED 18-34  
**417,000**  
274,000



AGED 25-54  
**680,000**  
406,000



WOMEN 25-54  
**272,000**  
138,000



MEN 25-54  
**408,000**  
268,000

## OUTSTANDING RESULTS

● MULTI-PLATFORM

● PRINT

**UN VRAI JOURNAL, UN JOURNAL VRAI:  
AUTHENTICITY IS OUR TOP PRIORITY**

## BUILDING BONDS

- Connect with your customers
- Accessible everywhere at all times
- Captivated and exclusive readers
- Print and web = productive synergy
- Local media
- Far-reaching media
- Effective media
- Credible media
- Flexible media
- Media delivering strong buying incentive

REACH YOUR TARGET CUSTOMER BASE

# CONTENT FOR EVERY TASTE

## SECTIONS ON VARIOUS TOPICS

- **Actualités** (news)
- **Monde** (world news)
- **Sports**
- **Spectacles** (entertainment)
- **Pause-Café** (games)
- **Argent** (finance)
- **En 5 Minutes** (5-minute overview)
- **Emplois et formation** (jobs and training)
- **Le Guide de l'Auto** (automotive guide)
- **Santé** (health)
- **Maison Extra** (real estate)

## OUR SATURDAY SUPPLEMENTS

- Cahier **Weekend** (weekend activities) – Cahier **Livres** (books)
- Cahier **Casa** (home improvement & decoration) – Cahier **Zeste** (gastronomy)

## SPECIAL TARGETED SUPPLEMENTS

- Various topics: automotive, education, housing, gift ideas, tourism, food, the golden years, and more
- We create special customized supplements for clients

EVERY DAY

FROM MONDAY TO SATURDAY

WEDNESDAY & SATURDAY

WEDNESDAY & SUNDAY

MONDAY

SATURDAY



MULTIPLE CREATIVE MEDIA OPTIONS

# CREATIVE OPTIONS

## PRIVILEGED POSITIONNING

- Front-page banner
- Front-page gatefold
- Front-page false Post-it or big box
- Pages 2 and 3
- Back cover

## CREATIVE FORMATS

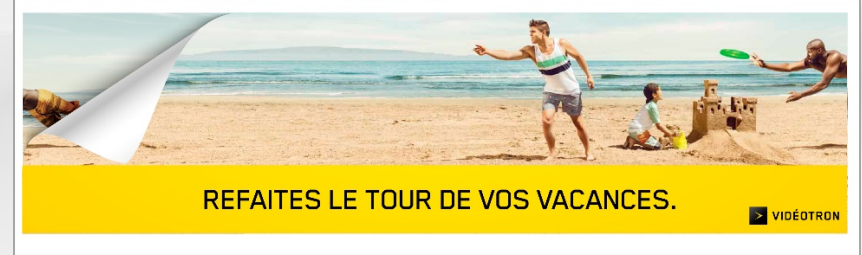
- Cover wrap\*
- Flexform format
- Folding flap\*

## INSERTS

Your circular or magazine inserted in *Le Journal de Montréal* (from Wednesday to Saturday)

TO FIND OUT MORE, PLEASE CONTACT YOUR ADVERTISING REPRESENTATIVE

\*Formats provided only for Saturday supplements





LE JOURNAL  
DE MONTRÉAL



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# POSSIBILITIES

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# RRSP AND RETIREMENT PLANNING

In this series of 6 reports by *Le Journal de Montréal* and *Le Journal de Québec*, our experts provide their best advice for successful retirement planning. From RRSP to TFSA to investment funds, readers are sure to find everything they need to know to plan for this important life stage with total peace of mind!

## BENEFITS

With a single Saturday ad in *Le Journal de Montréal* and *Le Journal de Québec*, you reach **1,813,000 Quebecers**.

- **857,000** of these readers have an RRSP
- On average, these readers invest **\$3,682** a year in their RRSP (Quebec average = **\$3,508**)

## VISIBILITY

**PRINT VERSION:** Full-page, half-page or quarter-page format in this report in the “Argent” (“Money Matters”) section

**Dates:** 6 Saturdays in a row from January 16 to February 20, 2021

**DIGITAL OFFER:** These rates include 100,000 **business/finance ROC** impressions, big box, and/or banner format; a total of 200,000 impressions if you place your ad in both dailies (further details on the following page)

Special rate for web production: \$90 per format



FORMAT	JDM RATE PER PLACEMENT INCL. 100K IMP.	JDQ* RATE PER PLACEMENT INCL. 100K IMP.
FULL-PAGE	\$7,210	\$5,585
HALF-PAGE	\$4,310	\$3,410
1/4-PAGE	\$2,710	\$2,210

**When you buy 3 or more ad placements, you get a 15% discount on each ad.**

KEY DATES	SPECIAL REPORTS
RESERVE BY	The Tuesday before publication
MATERIALS BY	The Thursday before publication
PUBLISHED ON	Saturday

Source: Vividata, Fall 2020, province of Quebec, 14+, Saturday readership, print version only  
 \*Colour as available in *Le Journal de Québec*

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# APPENDIX

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58 %  
men



42 %  
women

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23 %  
18-34

21 %  
35-49

26 %  
50-64

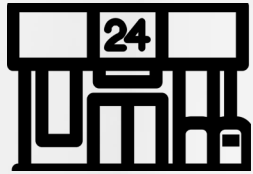
25 %  
65 and up

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# READERS' PROFILE PRINT EDITION

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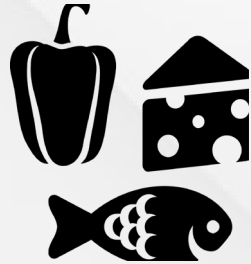
# AVAILABLE AT NEARLY 8,000 LOCATIONS!



2,872

## convenience stores

Couche Tard, Dépanneur Proprio, Boni-Soir, Shell, Petro-Canada, Esso



805

## food stores

Sobeys, Provigo, Metro, IGA



164

## specialty stores

Presse Commerce, Multimags, Aéroport, Mega Presse and many more



746

## drugstores

Jean Coutu, Familiprix, Proxim, Brunet, Pharmaprix, Uniprix



3,207

## restaurants and other establishments



57

## superstores

Walmart

DISTRIBUTED BEYOND MONTREAL



162,565 WEEKDAY COPIES

181,263 SATURDAY COPIES

162,877 SUNDAY COPIES

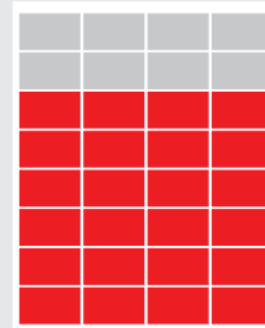
# FORMATS REGULAR EDITION



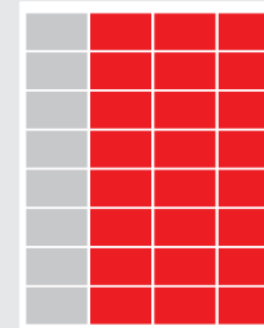
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W 21" X H 12.57"  
W 53.34 X H 31.92 cm



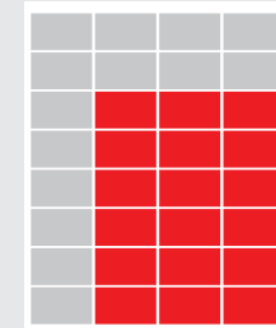
**FULL PAGE**  
W 10.25" X H 12.57"  
W 26.03 X H 31.92 cm



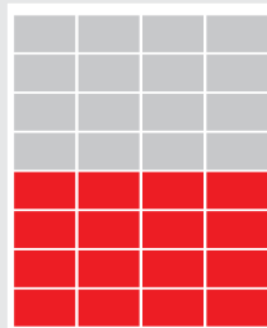
**3/4 OF A PAGE, HORIZONTAL**  
W 10.25" X H 9.43"  
W 26.03 X H 23.95 cm



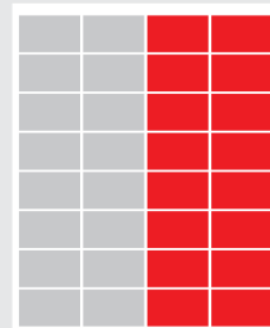
**3/4 OF A PAGE, VERTICAL**  
W 7.62" X H 12.57"  
W 19.35 X H 31.92 cm



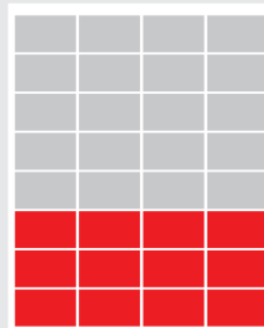
**JUNIOR PAGE**  
W 7.62" X H 9.43"  
W 19.35 X H 23.95 cm



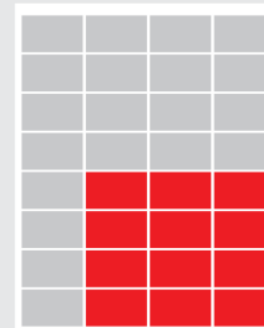
**HALF-PAGE, HORIZONTAL**  
W 10.25" X H 6.29"  
W 26.03 X H 15.97 cm



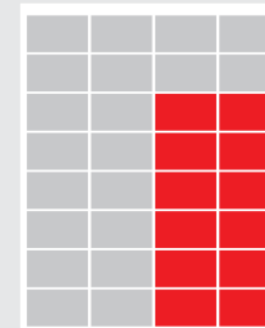
**HALF-PAGE, VERTICAL**  
W 5.04" X H 12.57"  
W 12.80 X H 31.92 cm



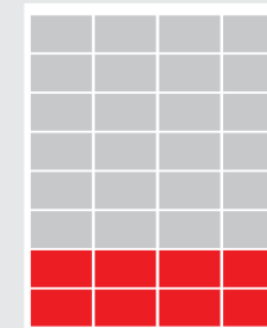
**1/3 OF A PAGE, HORIZONTAL**  
W 10.25" X H 4.71"  
W 26.03 X H 11.97 cm



**1/3 OF A PAGE**  
W 7.62" X H 6.29"  
W 19.35 X H 15.97 cm

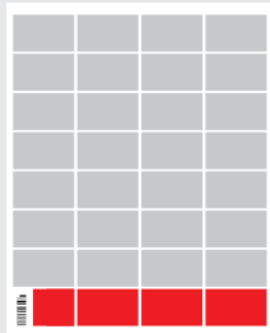


**1/3 OF A PAGE, VERTICAL**  
W 5.04" X H 9.43"  
W 12.80 X H 23.95 cm



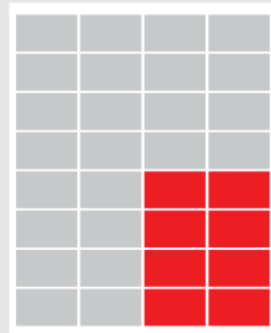
**QUARTER-PAGE, HORIZONTAL**  
W 10.25" X H 3.14"  
W 26.03 X H 7.97 cm

# FORMATS REGULAR EDITION



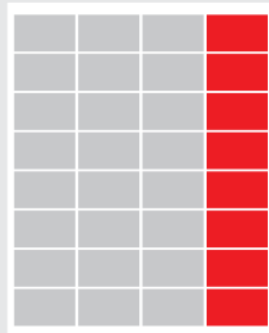
**FRONT-PAGE BANNER**

W 9.69" X H 1.57"  
W 24.61 X H 3.99 cm



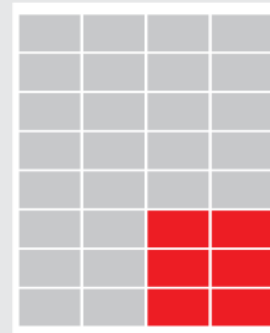
**QUARTER-PAGE**

W 5.04" X H 6.29"  
W 12.80 X H 15.97 cm



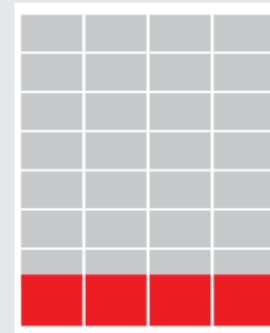
**QUARTER-PAGE, VERTICAL**

W 2.46" X H 12.57"  
W 6.24 X H 31.92 cm



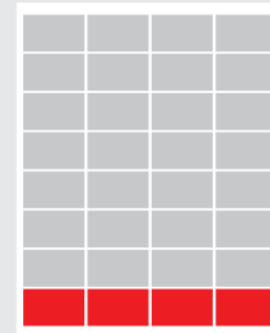
**1/6 OF A PAGE**

W 5.04" X H 4.71"  
W 12.80 X H 11.97 cm



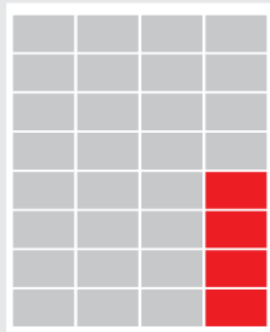
**LARGE BANNER**

W 10.25" X H 2.14"  
W 26.03 X H 5.44 cm



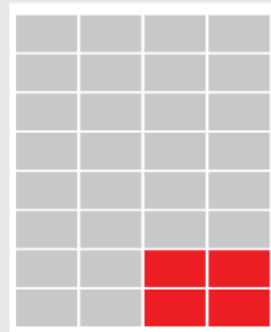
**1/8 OF A PAGE (SMALL BANNER)**

W 10.25" X H 1.57"  
W 26.03 X H 3.99 cm



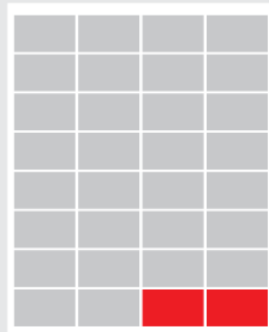
**1/8 OF A PAGE, VERTICAL**

W 2.46" X H 6.29"  
W 6.24 X H 15.97 cm



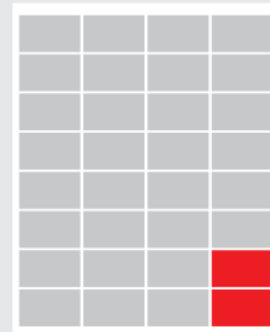
**1/8 OF A PAGE**

W 5.04" X H 3.14"  
W 12.80 X H 7.97 cm



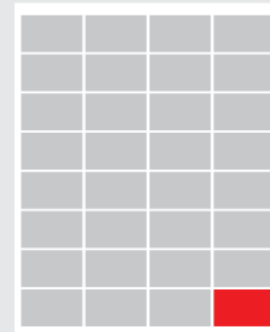
**BUSINESS CARD, HORIZONTAL**

W 5.04" X H 1.57"  
W 12.80 X H 3.99 cm



**BUSINESS CARD, VERTICAL**

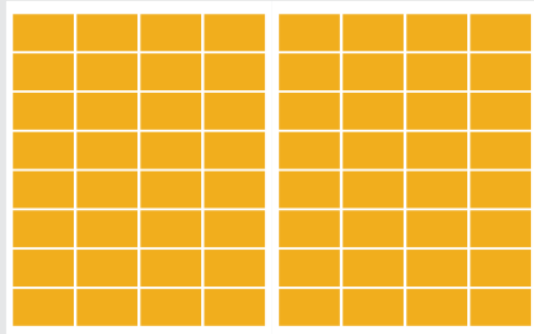
W 2.46" X H 3.14"  
W 6.24 X H 7.97 cm



**MODULE**

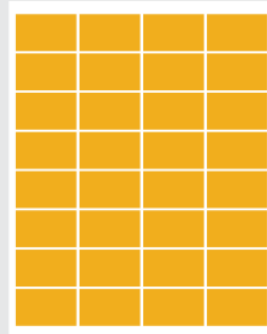
W 2.46" X H 1.57"  
W 6.24 X H 3.99 cm

# FORMATS WEEKEND, CASA/ZESTE AND MANY SPECIAL SUPPLEMENTS



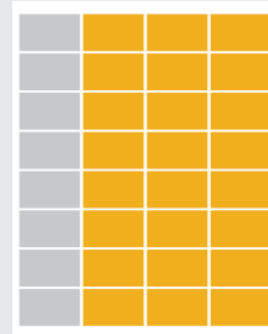
**DOUBLE PAGE**

W 20.5" X H 11.43"  
W 52.07 X H 29.03 cm



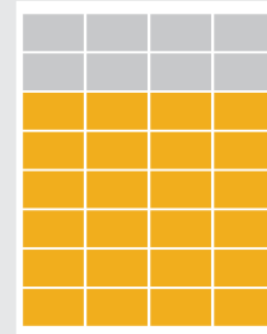
**FULL PAGE**

W 10" X H 11.43"  
W 25.40 X H 29.03 cm



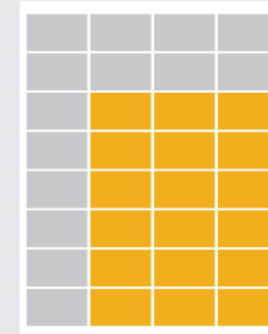
**3/4 PAGE, VERTICAL**

W 7.5" X H 11.43"  
W 19.05 X H 29.03 cm



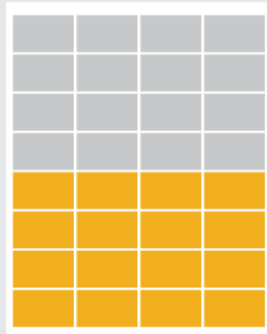
**3/4 PAGE, HORIZONTAL**

W 10" X H 8.57"  
W 25.40 X H 21.76 cm



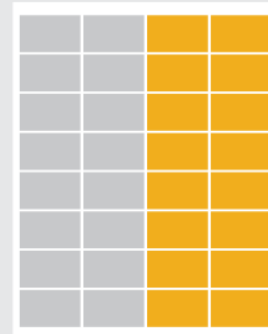
**JUNIOR PAGE**

W 7.5" X H 8.57"  
W 19.05 X H 21.76 cm



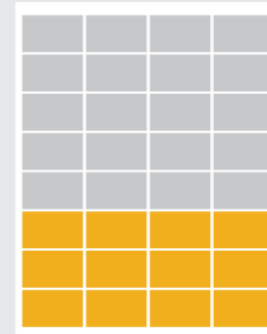
**HALF-PAGE, HORIZONTAL**

W 10" X H 5.71"  
W 25.40 X H 14.50 cm



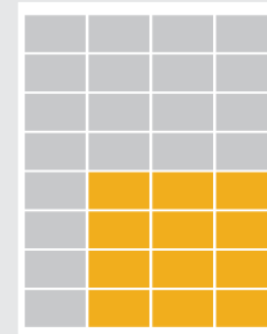
**HALF-PAGE, VERTICAL**

W 4.97" X H 11.43"  
W 12.62 X H 29.03 cm



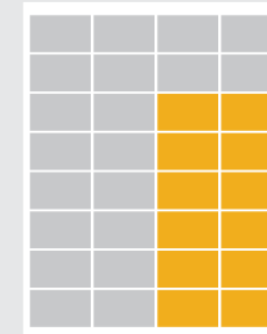
**1/3 OF A PAGE, HORIZONTAL**

W 10" X H 4.29"  
W 25.40 X H 10.89 cm



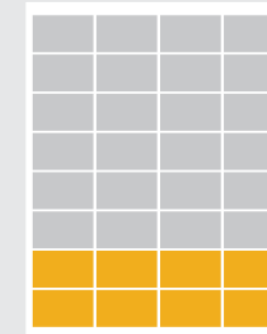
**1/3 OF A PAGE**

W 7.5" X H 5.71"  
W 19.05 X H 14.50 cm



**1/3 OF A PAGE, VERTICAL**

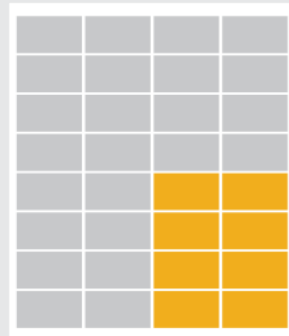
W 4.97" X H 8.57"  
W 12.62 X H 21.76 cm



**QUARTER-PAGE, HORIZONTAL**

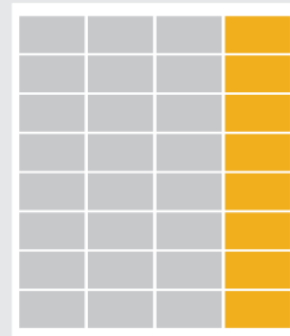
W 10" X H 2.86"  
W 25.40 X H 7.26 cm

# FORMATS WEEKEND, CASA/ZESTE AND MANY SPECIAL SUPPLEMENTS



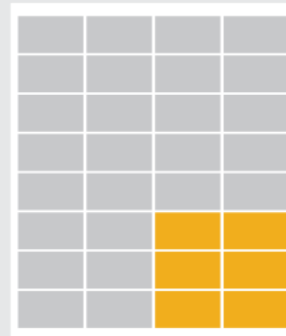
**QUARTER-PAGE**

W 4.97" X H 5.71"  
W 12.62 X H 14.50 cm



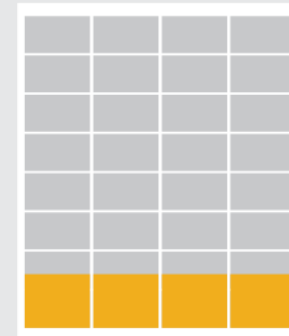
**QUARTER-PAGE, VERTICAL**

W 2.43" X H 11.43"  
W 6.17 X H 29.03 cm



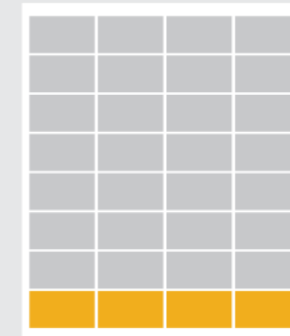
**1/6 OF A PAGE**

W 4.97" X H 4.29"  
W 12.62 X H 10.89 cm



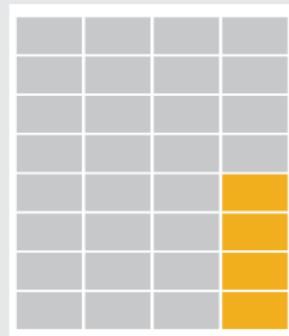
**LARGE BANNER**

W 10" X H 2.14"  
W 25.40 X H 5.44 cm



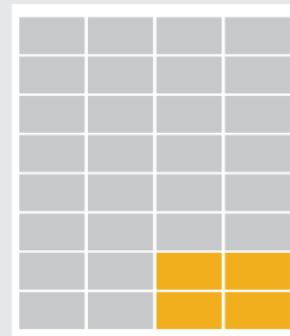
**1/8 OF A PAGE (SMALL BANNER)**

W 10" X H 1.43"  
W 25.40 X H 3.63 cm



**1/8 OF A PAGE, VERTICAL**

W 2.43" X H 5.71"  
W 6.17 X H 14.50 cm



**1/8 OF A PAGE**

W 4.97" X H 2.86"  
W 12.62 X H 7.26 cm