

# SALUT BONJOUR WEEKEND

## YOUR ACCOMPLICES THAT ACCOMPANY QUEBECERS EVERY WEEKEND

Starting in the early hours, Eve-Marie Lortie and her team deliver the news and provide entertainment that will be sure to put you in a great mood.

With a weekly market share of 40%, Salut Bonjour Weekend is a must for getting your weekend off to a good start.

Start the weekend off on the right foot with the biggest morning show in Quebec! Because the weekend is all about doing things at your own pace!

## INFORMATION ABOUT THE SHOW

**AIRING:** Saturday and Sunday, all year long

**Time slot:** 6:00 to 10:00 a.m.

**Format:** 4 hours

**Filming:** Live every weekend



2.1 million viewers  
Saturdays and Sundays



40 market share  
Saturdays and  
Sundays



TVA



## TV HIGHLIGHTS

- With 37% market share (2+), *Salut Bonjour weekend* is in second place, right after *Salut Bonjour*, in the Top 30 programs for Fall 2019

## DIGITAL HIGHLIGHTS

- More than 630K Facebook fans
- 135K Instagram followers
- More than 8 million impressions/month on [salutbonjour.ca](http://salutbonjour.ca)

## AUDIENCE ESTIMATES

AUD	2+	A18+	A25-54	W25-54	M25-54
(000)	343	322	71	41	30