

SALUT BONJOUR

YOUR ACCOMPLICES THAT ACCOMPANY QUEBECERS EVERY MORNING

Salut Bonjour is the most popular morning show in the country! It's not the only favourite among Quebecers, but the morning show is ranked number one in market and audience share among the top conventional stations' shows! Your Quebec morning event for more than 30 years.

Its average market share of 43.5% and its weekly reach of more than 1,6 million viewers make this morning show the ideal TV program to reach A25-54.

INFORMATION ABOUT THE SHOW

AIRING: Monday to Friday, all year long

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

Format: 4 hours

Filming: Live every weekday



3 million viewers
Monday to Friday



43,5 market share
Monday to
Friday



TVA



TV HIGHLIGHTS

- Salut Bonjour ranks #1 in the Top 30 shows that generate the higher market share among A25-54 during Fall 2019

DIGITAL HIGHLIGHTS

- More than 630K Facebook fans
- 135K Instagram followers
- More than 8 million impressions/month on salutbonjour.ca

AUDIENCE ESTIMATES

AUD	2+	A18+	A25-54	W25-54	M25-54
(000)	347	321	73	45	28