

7 JOURS

/ THE #1 ARTISTIC AND CULTURAL REFERENCE IN QUEBEC

For more than 30 years, *7 Jours* has closely followed Quebec celebrities. Featuring interviews and articles that provide an exclusive glimpse into the lives of stars, *7 Jours* nurtures a special relationship between Quebec celebrities and their fans.

To keep up with all the latest artistic and cultural news, visit 7jours.ca.



Profile of the brand :



W35+
Index
149



Fans
87,000



Followers
17,300



Male
readership
30%



Female
readership
70%



Quebec
readership
97%

HIGHLIGHTS

- 555,000 readers across all platforms
- 502,000 print readers
- 36,966 copies (circulation)
- 52 issues per year
- 3,500,000 page views per month
- 781,000 users per month

SPECIAL EDITION THEMES

- Healthy eating
- World cuisine
- Special features (ex : Star Académie)

Quebecor Insights

Sources: Vividata Fall 2019, total Canada, 14+ / Profile: French Canada, 14+ /

Circulation: AAM, December 2020 / Social media: July 2021 / Digital: Google

Analytics, monthly average November - April, 2021 / Comscore, French Quebec, monthly average November - April, 2021,