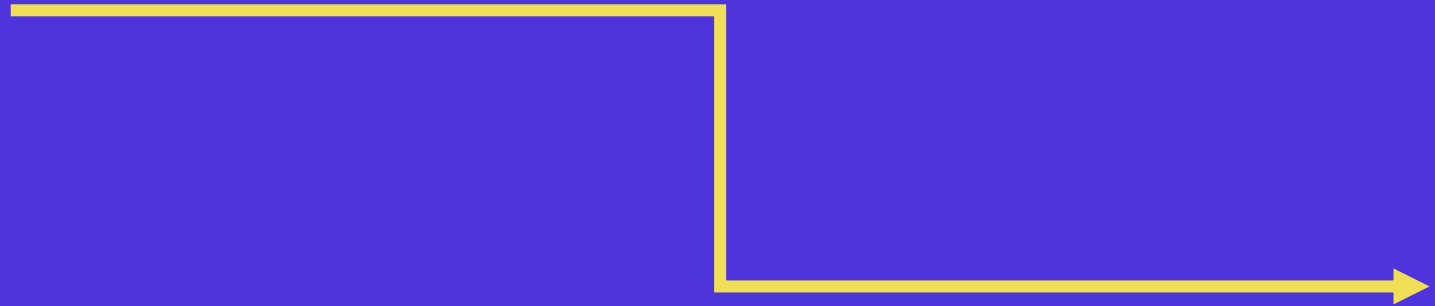


***24 Heures***

# **A NEW MISSION**



# 24 HEURES

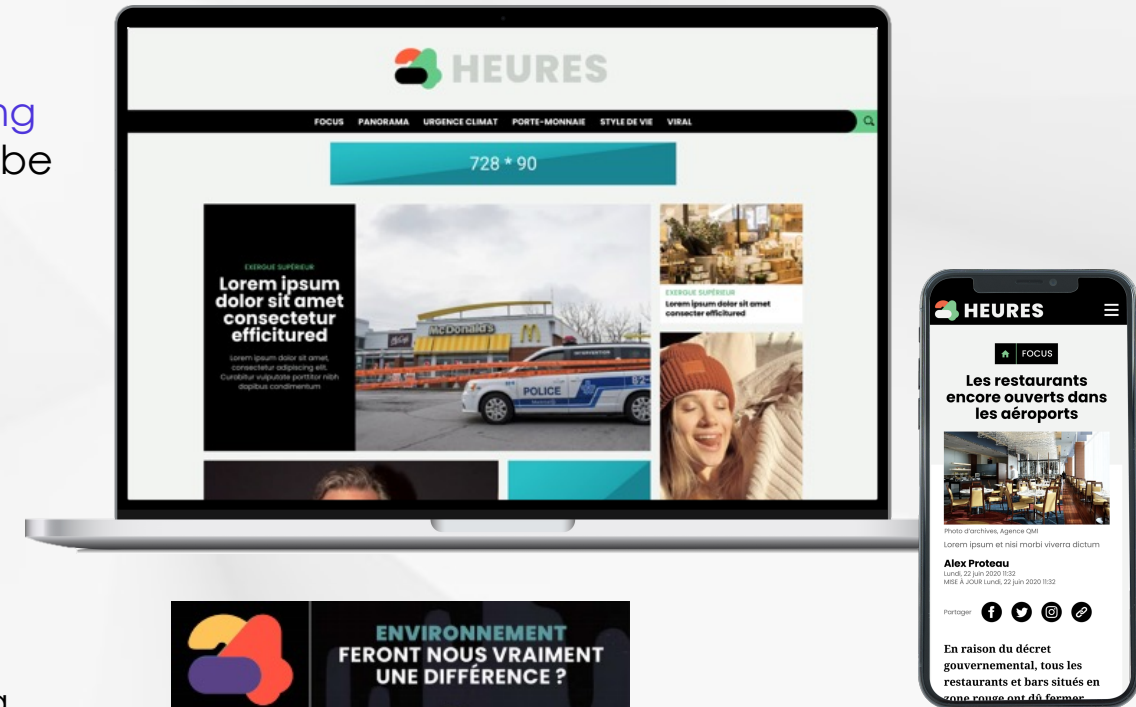
## NEWS & ENTERTAINMENT FOR 18 TO 30-YEAR-OLDS



24 Heures is the leading news resource for 18 to 30-year-olds looking for easy-to-grasp **high-quality content** that **reflects their realities**. An **engaging tone**, **solution-oriented journalism**, and **diversified coverage** designed to be **conversation starters**.

### 6 sections:

- **En bref** (accessible news and background information)
- **Panorama** (reports, interviews, features)
- **Urgence climat** (climate change and environmental issues)
- **Porte-Monnaie** (personal finance, jobs/training, entrepreneurship)
- **Lifestyle** (going out, restaurants, home renovation, real estate, and more)
- **Pop** (culture, web trends, viral content, off-kilter stories)



## 24HEURES.CA: RESPONSIVE DESIGN

**Captivating content** specifically created for digital platforms and social media.

## SOCIAL MEDIA

Strong **Facebook**, **Instagram**, **TikTok**, **Youtube**, and **Twitter** presence.

Facebook: videos, news articles, direct link to the site

Instagram: videos, photos, montages of daily stories

## PRINT VERSION

**A free weekly edition distributed on Thursday** mornings at metro stations via our **160 dispensers** and at **more than 100 convenient locations** on the Island of Montreal. **Copies are available in dispensers for 7 days until the next weekly edition.** It goes perfectly with 24heures.ca, which reads like a magazine.





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# DIGITAL

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# 24HEURES.CA

THE DIGITAL REFERENCE FOR 18-30!

With a brand new identity built to reach the values and needs in information of the 18-30 in Quebec, le 24heures.ca website offers the perfect balance between brief and well explained content as well as deeper content through special reports. The mission is to publish engaging content, created to inform and engage the conversation with our audience on the different digital and social platforms of the brand.

**Our values:** Diversity | Empathy | Dialogue | Immersion | Credibility

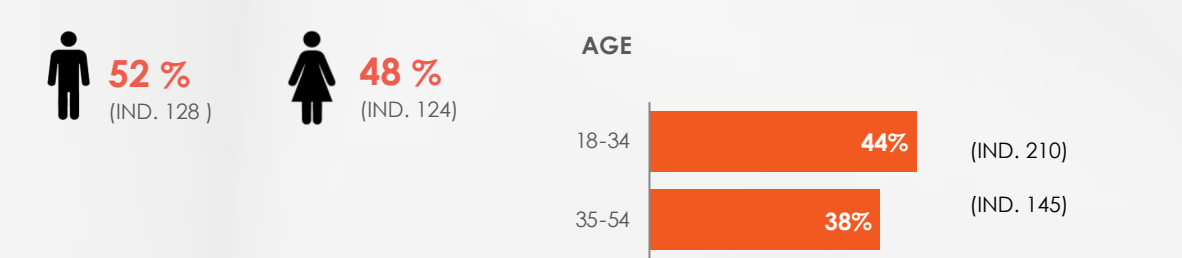
**Principales thématiques :** 75% Information & business | 25% entertainment



## NOTES<sup>1</sup>

- **623 k** pages views per month
- **447 k** sessions per month
- **353 k** users per month
- **1 MIN 28** session length
- **84%** scroll rate at 75

## DEMOGRAPHIC<sup>1</sup>

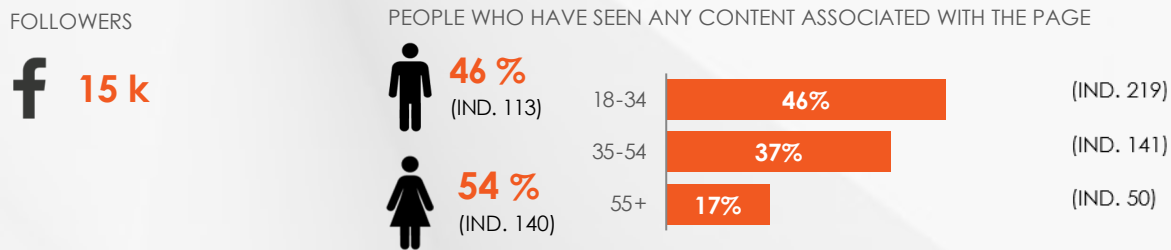


## SOURCE OF TRAFFIC<sup>1</sup>

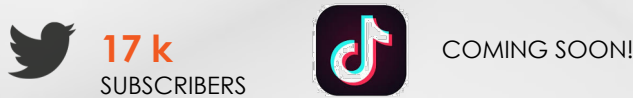


## FACEBOOK<sup>2</sup>

@24hMontreal



## AUTRES<sup>2</sup>





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# PRINT EDITION

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# 24 HEURES

## NEWS & ENTERTAINMENT FOR 18 TO 30-YEAR-OLDS



NEW LOGO  
NEW GRAPHIC DESIGN  
NEW CONTRIBUTORS

Content for youths, created by youths

Perfect balance between:

- Brief and easy-to-grasp content
- In-depth and comprehensive field reporting displayed in multiple formats

An outstanding opportunity to connect with a young, urban, and mobile customer base in Montreal.

