

LE JOURNAL DE MONTRÉAL MEDIA KIT

/ 2021-2022

LE **JOURNAL**
DE **MONTRÉAL**

QUÉBECOR

LE JOURNAL DE MONTRÉAL

/ QUEBEC'S LEADING DAILY

Every day, Le Journal de Montréal is put together in such a way as to inform, entertain, and defend the interests of 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.

3 MILLION MULTI-PLATFORM READERS

READERSHIP: PRINT



Millennials
24%



Generation X
19%



Baby boomers
38%



Men
58%



Women
42%



Family income
100 000\$+
22%

READERSHIP: DIGITAL



Millennials
33%



Generation X
21%



Baby boomers
29%



Men
54%



Women
46%



Family income
100 000\$+
26%

PRINT

- 1,967,000 readers a week
- 597,000 readers a day (weekdays)
- 1,147,000 readers a day on Saturdays
- 842,000 readers a day on Sundays

DIGITAL

- 62,639,362 page views a month
- 3,600,000 unique visitors a month
- 711,000 Facebook fans

Sources: Vividata Spring 2021, province of Quebec, 14+, 7 day cumulative.

Comscore, French Quebec, monthly average between Nov.1st, 2020 - April 30th, 2021, unique visitors. / Google analytics, monthly average between Nov.1st, 2020 - April 30th, 2021, page views. Facebook Insights, May 2021.



An aggressively targeted audience

/ weekly readership

3 MILLION MULTI-PLATFORM READERS
NEARLY **2 MILLION** PRINT READERS



Aged 25-54
1,401,000
841,000



Businesspeople
716,000
460,000



Vehicle \$30,000+
631,000
391,000



Household income \$100k +
739,000
438,000



Homeowners
1,958,000
1,295,000

LE JOURNAL
DE MONTRÉAL



Building bonds

/ what best defines the brand

- 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



Content for every taste

/ reach your target customer base

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)

EVERY DAY

FROM MONDAY TO SATURDAY

WEDNESDAY, SATURDAY

WEDNESDAY, SUNDAY

MONDAY

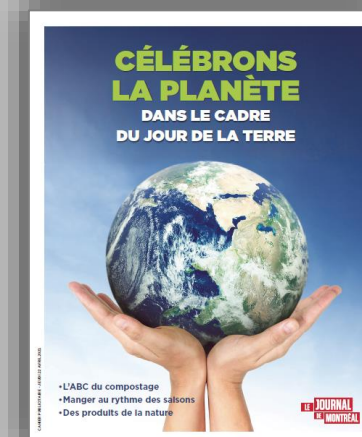
OUR SATURDAY SUPPLEMENTS

- 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, environment, the golden years, and more
- We create special customized supplements for clients

LE JOURNAL
DE MONTRÉAL



Creative options

/ multiple creative media 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*
- See other possibilities on pages 14 & 15 of this document

INSERTS

Your flyers or magazines 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



Content strategies

Print and digital options available

Note: content marketing is always subject to the editorial team's approval



Ex : Freixenet sparkling wine



Ex : Indeed



Ex : MRC de Témiscamingue



Ex : The Chamber of Notaries

SPONSORED CONTENT

Association with already available editorial content, sharing its values without influencing it. Advertising placement in juxtaposition with the article.

NATIVE CONTENT

Editorial content created on advertisers' **request** to meet their communications objectives. Topics and approaches are pre-set with the client, who has no say on the **content**.

CO-BRANDED CONTENT

Content created by a freelance journalist based on the **advertiser's brief**. **The client has 2 rounds of approval**. The content must be of **interest to readers** and be compatible with **Le Journal de Montréal**.

ADVERTORIAL/HUBLO

Advertising content provided by the advertiser that presents the features and benefits of a product or offer.

Appendix



Reader's profile

/ print edition



58 %
men



42 %
women

25 %
18-34

19 %
35-49

27 %
50-64

24 %
65 and up