



LE JOURNAL DE QUÉBEC

MEDIA KIT

/ 2021-2022



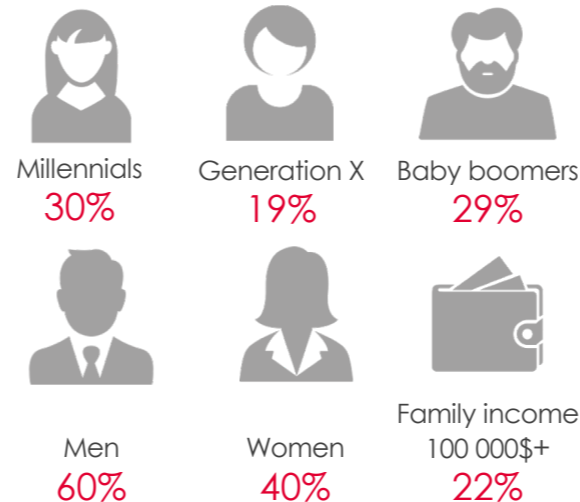
LE JOURNAL DE QUÉBEC

/ THE PEOPLE'S DAILY IN QUEBEC CITY

Le Journal de Québec is the most widely read daily in Quebec City and eastern Quebec. With its diversified content focused on Quebec City, the daily speaks and appeals directly to people in the capital and eastern part of the province with its sections and supplements covering wide-ranging topics and issues. Le Journal de Québec is the leading and ideal vehicle for following the vibrant news coming out of the capital!

1.6 MILLION MULTI-PLATFORM READERS

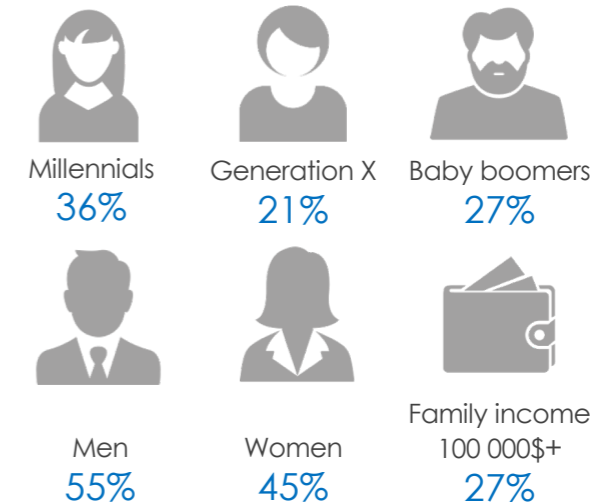
READERSHIP: PRINT



PRINT

- 996,000 readers a week
- 259,000 readers a day (weekdays)
- 578,000 readers a day on Saturdays
- 451,000 readers a day on Sundays

READERSHIP: DIGITAL



DIGITAL

- 25,863,654 page views a month
- 2,300,000 unique visitors a month
- 426,000 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

MORE THAN 1.6 MILLION MULTI-PLATFORM READERS

1 MILLION PRINT READERS



Aged 25-54

825,000

490,000



Businesspeople

447,000

274,000



Vehicle \$30,000+

342,000

222,000



Household income \$100k +

407,000

221,000



Homeowners

1,064,000

659,000

LE JOURNAL
DE QUÉBEC

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

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 QUÉBEC

Creative options

/ multiple creative media options

PRIVILEGED POSITIONNING

- Front-page banner
- Front-page false post-it or big box
- Back cover
- Pages 2 and 3
- Vertical quarter-page on page 4

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 Québec* in the Saturday edition

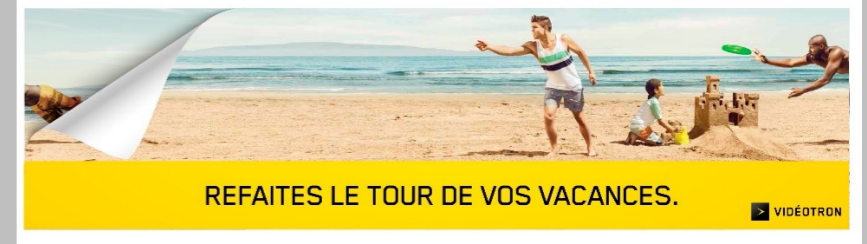
TO FIND OUT MORE, PLEASE CONTACT YOUR ADVERTISING REPRESENTATIVE



False Post-it and big box



Flexform format



Folding flap

*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

Freixenet
L'Art de célébrer

18,90 \$
1002494

Ex : Freixenet sparkling wine

SPONSORED CONTENT

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

CLIENT'S CONTROL LEVEL

PME INC. Emplois payants

AddEnergie a des besoins d'effets pour l'ensemble de ses postes, dont plusieurs sont difficiles à pourvoir

Une expansion américaine qui force à recruter

AdEnergie a des besoins d'effets pour l'ensemble de ses postes, dont plusieurs sont difficiles à pourvoir

Recevez votre crédit de 100 \$ lorsque vous publiez votre première annonce commanditée.

Trouvez votre prochain talent sur Indeed.com

Ex : Indeed

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.

Cap vers l'ouest pour des vacances au Témiscamingue

Cap vers l'ouest pour des vacances au Témiscamingue

Le Témiscamingue offre une multitude de possibilités de vacances, de la détente à l'aventure.

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Ex : MRC de Témiscamingue

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 Québec.

Jeune Chambre de Commerce de Québec

Voici les 8 lauréats inspirants du Concours Jeune Personnalité d'Affaires 2020 de la Jeune chambre de commerce de Québec

Jeune Chambre de Commerce de Québec

Voici les 8 lauréats inspirants du Concours Jeune Personnalité d'Affaires 2020 de la Jeune chambre de commerce de Québec

Ex : Jeune Chambre de Commerce de Québec

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



60 %
men



40 %
women

33 %
18-34

23 %
35-49

23 %
50-64

17 %
65 and up