



LE JOURNAL DE MONTRÉAL MEDIA KIT

/ 2022

LE **JOURNAL**
DE **MONTRÉAL**

QUÉBECOR

Le Journal de Montréal

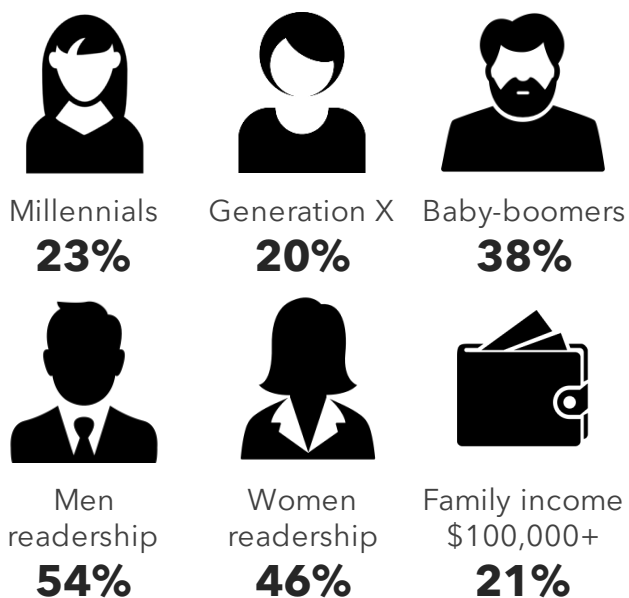
/ Quebec's leading daily

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.

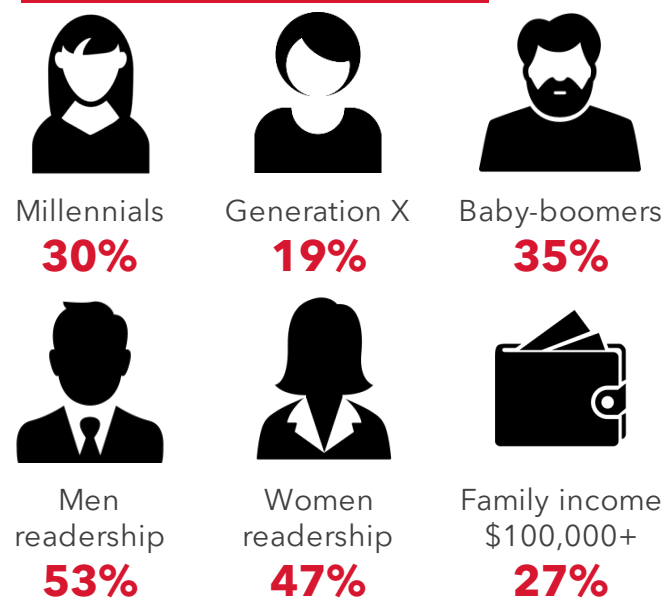
2.8 MILLION MULTI-PLATFORM READERS



READERSHIP: PRINT



READERSHIP: DIGITAL



PRINT

- 1,738,000 readers a week
- 562,000 readers a day (weekdays)
- 973,000 readers a day on Saturdays
- 794,000 readers a day on Sundays

DIGITAL

- 3,300,000 visitors a month
- 55,700,000 page views a month
- 717,000 Facebook fans

Sources: Vividata Fall 2021, province of Quebec, 14+, 7 day cumulative. Comscore, French Quebec, monthly average between May 1st, 2021 - October 31st 2021, unique visitors. / Google analytics, monthly average between May 1st, 2021 - October 31st 2021, page views. Facebook Insights, November 2021.

An aggressively targeted audience

/ weekly readership

2.8 MILLION MULTI-PLATFORM READERS

1,7 MILLION PRINT READERS



Aged 25-54
1,300,000
759,000



Businesspeople
686,000
392,000



Vehicle \$30,000+
695,000
429,000



Household income \$100k +
688,000
357,000



Homeowners
1,854,000
1,140,000



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

- | |
|--|
| <ul style="list-style-type: none"> • Actualités (news) • Monde (world news) • Sports • Spectacles (entertainment) • Pause-Café (games) |
| <ul style="list-style-type: none"> • Argent (finance) • En 5 Minutes (5-minute overview) |
| <ul style="list-style-type: none"> • Emplois et formation (jobs and training) |
| <ul style="list-style-type: none"> • Le Guide de l'Auto (automotive guide) |
| <ul style="list-style-type: none"> • Santé (health) |

EVERY DAY

FROM MONDAY TO SATURDAY

WEDNESDAY, SATURDAY

WEDNESDAY, SUNDAY

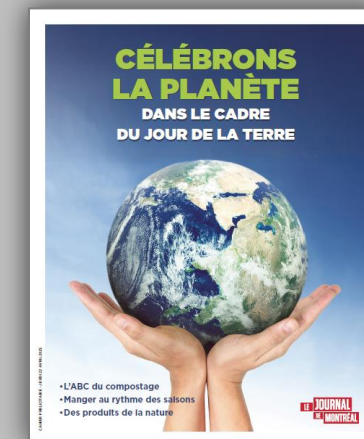
MONDAY

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



Creative options

/ multiple creative media options

PRIVILEGED POSITIONING

- 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



Folding flap

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

Une expansion américaine qui force à recruter

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

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

Reclaimez votre crédit sur indeed.com/solutions

Ex : Indeed

NATIVE CONTENT

Editorial content created on advertiser's 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

Savoiriez-vous que?

Le Témiscamingue en quelques chiffres

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 Montréal.

Hublo contenu promotionnel

Savez-vous vraiment ce que fait un notaire?

Un bon conseil : allez voir un notaire

Ex : The Chamber of Notaries

ADVERTORIAL/HUBLO

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



Appendix





Profile of our readers



PRINT

READERSHIP

1,738,000
READERS PER WEEK

TARGET¹



AGE GROUP¹



MULTIPLATEFORM

READERSHIP

2,825,000
READERS PER WEEK

TARGET²



AGE GROUP²



Québecor Insights :
Source : Vividata Automne 2021 Province de Québec, 14+, 1- lectorat hebdomadaire imprimé, 2- lectorat hebdomadaire multiplateforme

Formats

/ regular edition



DOUBLE PAGE

W 21" X H 12.57"
W 53.34 X H 31.92 cm



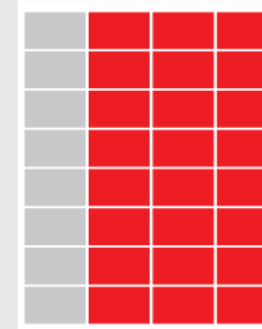
FULL PAGE

W 10.25" X H 12.57"
W 26.03 X H 31.92 cm



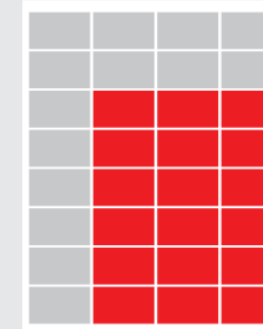
3/4 OF A PAGE, HORIZONTAL

W 10.25" X H 9.43"
W 26.03 X H 23.95 cm



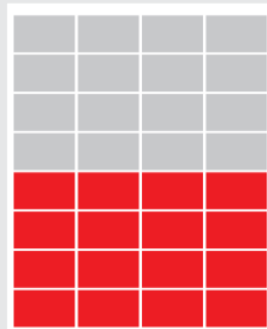
3/4 OF A PAGE, VERTICAL

W 7.62" X H 12.57"
W 19.35 X H 31.92 cm



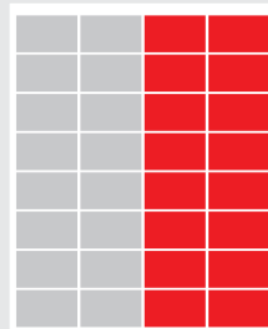
JUNIOR PAGE

W 7.62" X H 9.43"
W 19.35 X H 23.95 cm



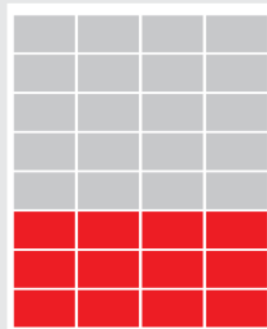
HALF-PAGE, HORIZONTAL

W 10.25" X H 6.29"
W 26.03 X H 15.97 cm



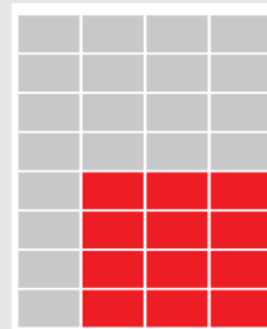
HALF-PAGE, VERTICAL

W 5.04" X H 12.57"
W 12.80 X H 31.92 cm



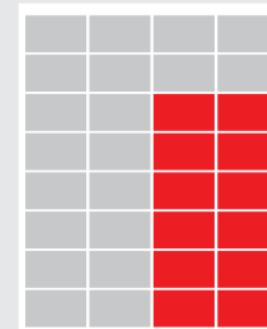
1/3 OF A PAGE, HORIZONTAL

W 10.25" X H 4.71"
W 26.03 X H 11.97 cm



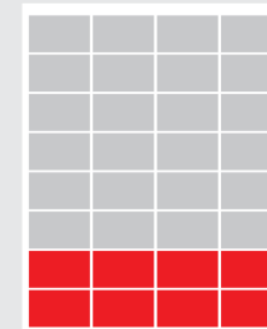
1/3 OF A PAGE

W 7.62" X H 6.29"
W 19.35 X H 15.97 cm



1/3 OF A PAGE, VERTICAL

W 5.04" X H 9.43"
W 12.80 X H 23.95 cm

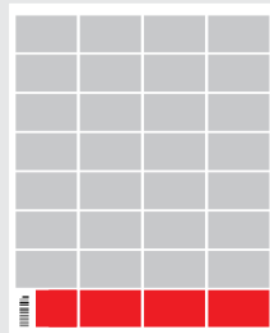


QUARTER-PAGE, HORIZONTAL

W 10.25" X H 3.14"
W 26.03 X H 7.97 cm

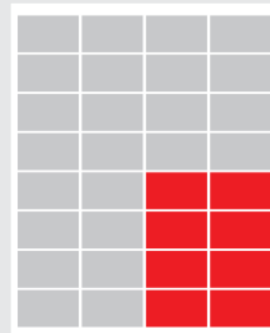
Formats (following)

/ regular edition



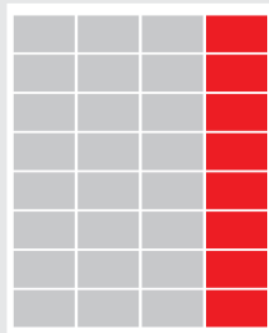
FRONT-PAGE BANNER

W 9.69" X H 1.57"
W 24.61 X H 3.99 cm



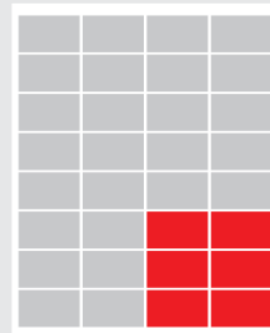
QUARTER-PAGE

W 5.04" X H 6.29"
W 12.80 X H 15.97 cm



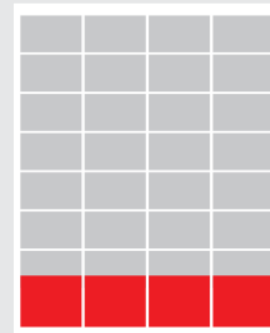
QUARTER-PAGE, VERTICAL

W 2.46" X H 12.57"
W 6.24 X H 31.92 cm



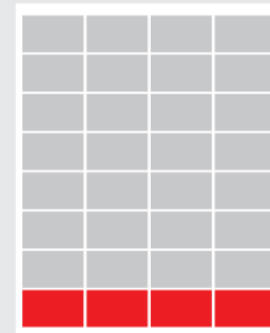
1/6 OF A PAGE

W 5.04" X H 4.71"
W 12.80 X H 11.97 cm



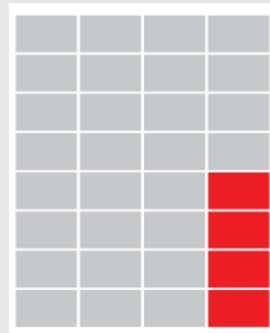
LARGE BANNER

W 10.25" X H 2.14"
W 26.03 X H 5.44 cm



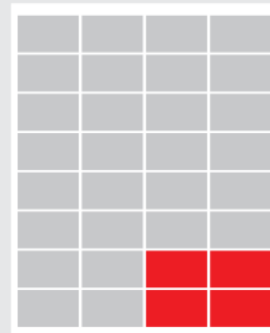
1/8 OF A PAGE (SMALL BANNER)

W 10.25" X H 1.57"
W 26.03 X H 3.99 cm



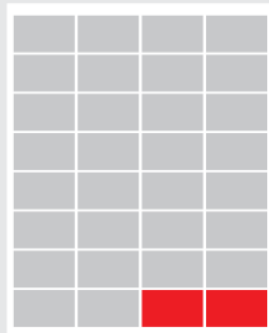
1/8 OF A PAGE, VERTICAL

W 2.46" X H 6.29"
W 6.24 X H 15.97 cm



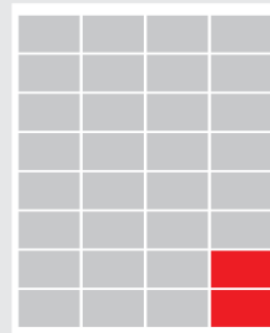
1/8 OF A PAGE

W 5.04" X H 3.14"
W 12.80 X H 7.97 cm



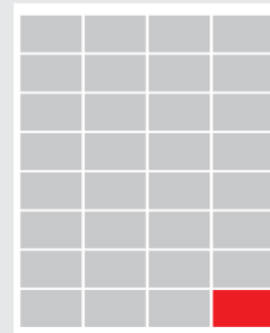
BUSINESS CARD, HORIZONTAL

W 5.04" X H 1.57"
W 12.80 X H 3.99 cm



BUSINESS CARD, VERTICAL

W 2.46" X H 3.14"
W 6.24 X H 7.97 cm



MODULE

W 2.46" X H 1.57"
W 6.24 X H 3.99 cm

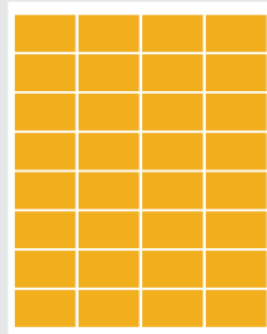
Formats

/ Weekend, Casa, Zeste and many special supplements



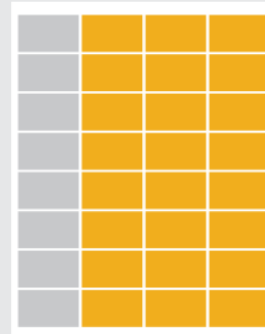
DOUBLE PAGE

W 20.5" X H 11.43"
W 52.07 X H 29.03 cm



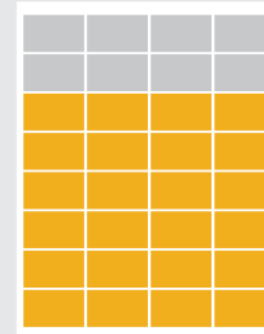
FULL PAGE

W 10" X H 11.43"
W 25.40 X H 29.03 cm



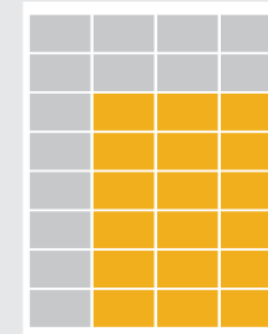
3/4 PAGE, VERTICAL

W 7.5" X H 11.43"
W 19.05 X H 29.03 cm



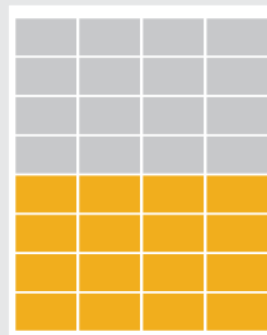
3/4 PAGE, HORIZONTAL

W 10" X H 8.57"
W 25.40 X H 21.76 cm



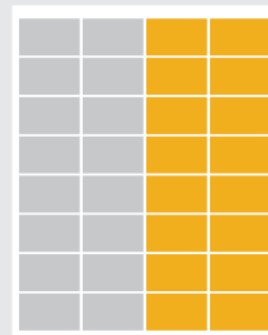
JUNIOR PAGE

W 7.5" X H 8.57"
W 19.05 X H 21.76 cm



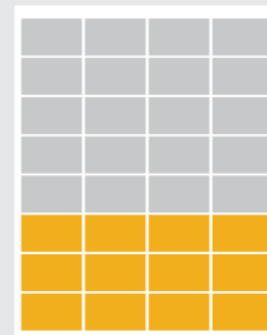
HALF-PAGE, HORIZONTAL

W 10" X H 5.71"
W 25.40 X H 14.50 cm



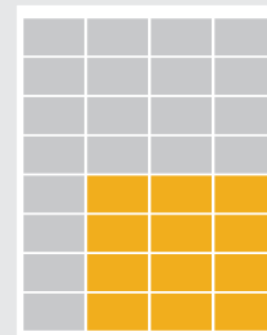
HALF-PAGE, VERTICAL

W 4.97" X H 11.43"
W 12.62 X H 29.03 cm



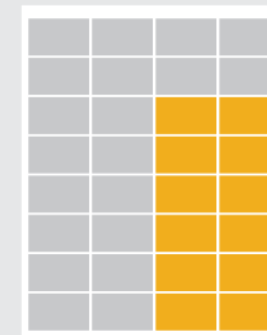
1/3 OF A PAGE, HORIZONTAL

W 10" X H 4.29"
W 25.40 X H 10.89 cm



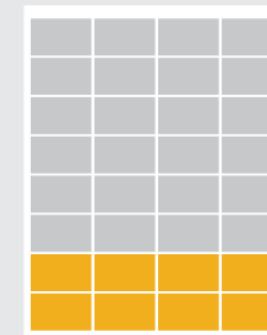
1/3 OF A PAGE

W 7.5" X H 5.71"
W 19.05 X H 14.50 cm



1/3 OF A PAGE, VERTICAL

W 4.97" X H 8.57"
W 12.62 X H 21.76 cm

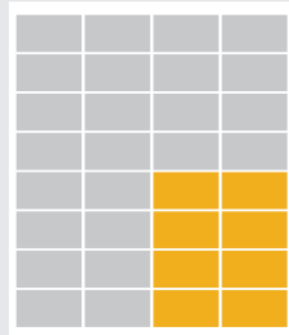


QUARTER-PAGE, HORIZONTAL

W 10" X H 2.86"
W 25.40 X H 7.26 cm

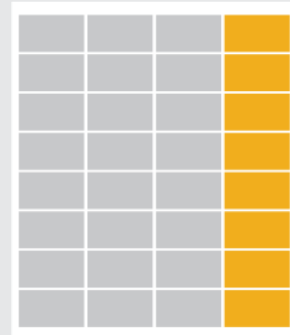
Formats (following)

/ Weekend, Casa, Zeste and many special supplements



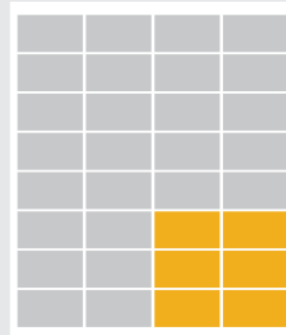
QUARTER-PAGE

W 4.97" X H 5.71"
W 12.62 X H 14.50 cm



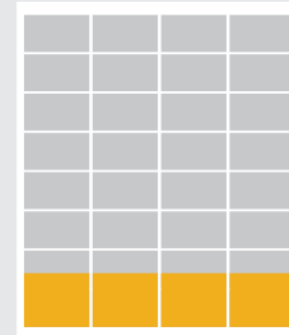
QUARTER-PAGE, VERTICAL

W 2.43" X H 11.43"
W 6.17 X H 29.03 cm



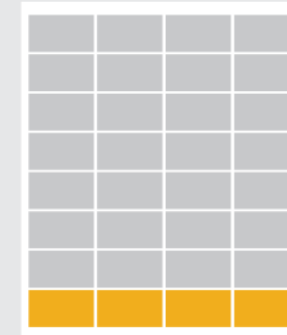
1/6 OF A PAGE

W 4.97" X H 4.29"
W 12.62 X H 10.89 cm



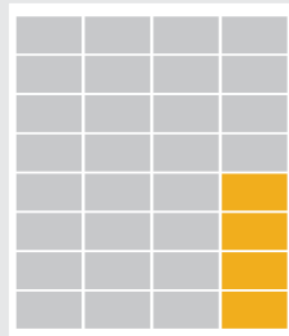
LARGE BANNER

W 10" X H 2.14"
W 25.40 X H 5.44 cm



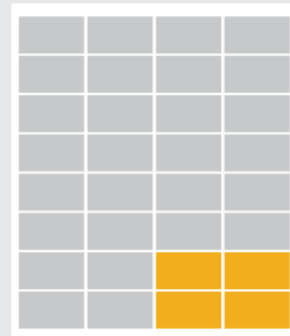
1/8 OF A PAGE (SMALL BANNER)

W 10" X H 1.43"
W 25.40 X H 3.63 cm



1/8 OF A PAGE, VERTICAL

W 2.43" X H 5.71"
W 6.17 X H 14.50 cm



1/8 OF A PAGE

W 4.97" X H 2.86"
W 12.62 X H 7.26 cm

Special executions

OPTION 13
« L » SHAPE



2 cols X 176 lines
+ 8 cols X 44 lines
2,46" X 12,57"
+ 10,25" X 3,14"

OPTION 14
INVERTED « L » SHAPE



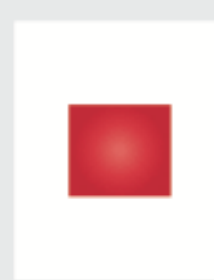
2 cols X 176 lines
+ 8 cols X 44 lines
2,46" X 12,57"
+ 10,25" X 3,14"

OPTION 15
DOUBLE BANNER



8 cols X 44 lines
10,25" X 3,14"
Repeat x 2

OPTION 16
ISLAND



4 cols X 70 lines
5" X 5"

OPTION 17
FLAG SHAPE



8 cols X 44 lines
+ 2 cols X 176 lines
10,25" X 3,14"
+ 2,46" X 12,57"

OPTION 18
STAIRS SHAPE



8 cols X 44 lines
+ 4,1 cols X 44 lines
+ 2 cols X 176 lines
10,25" X 3,14"
+ 5,17" X 3,14"
+ 2,46" X 12,57"

OPTION 19
TOP BANNER



8 cols X 66 lines
10,25" X 4,71"

OPTION 20
CONTOUR SHAPE



8 cols X 44 lines
10,25" X 3,14"
Repeat x 2
2 cols X 176 lines
2,46" X 12,57"
Repeat x 2

OPTION 21
MIDDLE PAGE BANNER



8 cols X 66 lines
10,25" X 4,71"

OPTION 22
TILES SHAPE



3 cols X 44 lines
3,75" X 3,14"
Repeat x 4

OPTION 23
HORSE SHOE SHAPE



2 cols X 176 lines
+ 8 cols X 44 lines
+ 2 cols X 176 lines
2,46" X 12,57"
+ 10,25" X 3,14"
+ 2,46" X 12,57"

Special executions (following)

<p>OPTION 24 CROSS SHAPE</p>	<p>OPTION 25 DOUBLE TOP</p>	<p>OPTION 26 INVERTED « T » SHAPE</p>	<p>OPTION 27 DOUBLE GARAGE DOOR</p>	<p>OPTION 28 DOUBLE MIDDLE PAGE</p>
<p>16,5 cols X 66 lines + 4,5 cols X 176 lines 21" X 4,71" 5,5" X 12,57"</p>	<p>16,5 cols X 66 lines 21" X 4,71"</p>	<p>16,5 cols X 44 lines + 4,5 cols X 176 lines 21" X 3,14" + 5,5" X 12,57"</p>	<p>12,5 cols X 88 lines 15,83" X 6,29"</p>	<p>16,5 cols X 66 lines 21" X 4,71"</p>
<p>OPTION 29 « T » SHAPE</p>	<p>OPTION 30 CENTRAL ISLAND</p>	<p>OPTION 31 SNAKE SHAPE</p>	<p>OPTION 32 CAKE SHAPE</p>	
<p>16,5 cols X 44 lines + 4,5 cols X 176 lines 21" X 3,14" + 5,5" X 12,57"</p>	<p>8,5 cols X 70 lines 10,66" X 5"</p>	<p>6 cols X 66 lines + 4,6 cols X 176 lines + 6 cols X 66 lines 7,625" X 4,71" + 5,75" X 12,57" + 7,625" X 4,71"</p>	<p>4,5 cols X 44 lines + 8,5 cols X 44 lines + 12,5 cols X 44 lines 5,5" X 3,14" + 10,66" X 3,14" + 15,83" X 3,14"</p>	

Technical standards

/ Ad productions

FORMAT

Please provide your document in the exact dimensions used to reserve advertising space. Ads provided in the wrong size may be cropped or allowed to float within the reserved space.

PRODUCTION

Computer-to-plate (CTP) offset printing (coldset)
Screen: 120 lpi
Recommended image resolution: 300 dpi
Monochrome images: 1200 dpi
Dot gain middle tone: 26%
Custom option: SWOP (newsprint): 26%; high GCR
Black saturation: 95%
Total area coverage (TAC): 260%
Under colour addition (UCA): 5%

SOFTWARE

We use Macintosh hardware and OSX software.

Adobe InDesign CS 5.5 (PostScript fonts only).

Adobe Illustrator CS 5.5 Convert body copy to Outline mode or provide fonts used (Macintosh screen and printer fonts).

Adobe Photoshop CS 5.5 (for photos only).

If you use programs other than the aforementioned, please contact our production coordinator to ensure compatibility.

TECHNICAL INFORMATION

Colour

All colour work must follow CMYK protocols for colour separation.

Fonts

Please use PostScript Type 1 fonts only. You may substitute TrueType™ and MM fonts at your own risk. Include all fonts in your document.

Trapping

The recommended allowance for trapping is 1% of the size of your copy. For a 24-point font, for example, allow 0.24 point for trapping. For fonts smaller than 14 points, the copy must be in overprint or knockout. In colour ads, all outline or shadow-style characters created in QuarkXPress must be in knockout.

Final file format

PDF, We recommend PDF/X1-A : 2001
EPS (PostScript, level 3) fonts and images included.

Le Journal de Montréal cannot be held responsible for print results of colour ads supplied without trapping allowances. We reserve the right to enclose the ad space within a border at least 1-point wide.

SENDING FILES

To send files electronically, please go to our web site at:
<https://portail.quebecormedia.com>

DEADLINES

EDITION	Reserve by	Material
MONDAY	Thursday, 4 PM	Friday, 3 PM
TUESDAY	Friday, 4 PM	Monday, 3 PM
WEDNESDAY	Friday, 4 PM	Tuesday, 3 PM
THURSDAY	Monday, 4 PM	Wednesday, 3 PM
FRIDAY	Tuesday, 4 PM	Thursday, 3 PM
SATURDAY	Wednesday, 4 PM	Friday, 3 PM
SUNDAY	Thursday, 4 PM	Friday, 3 PM
WEEKEND SATURDAY	Wednesday, noon	Wednesday, 3 PM
CASA SATURDAY	Wednesday, noon	Thursday, 3 PM

Ads that have been cancelled due to a delay or missed deadline may be charged to the client. Technical production and printing requirements are subject to change without notice.

This information will familiarize you with the computer equipment and technical specifications that apply to your ads.

To find out more, feel free to call us at:
(514) 521-4545, # 5824 or # 5831