



LE JOURNAL DE QUÉBEC

MEDIA KIT

Le Journal de Québec

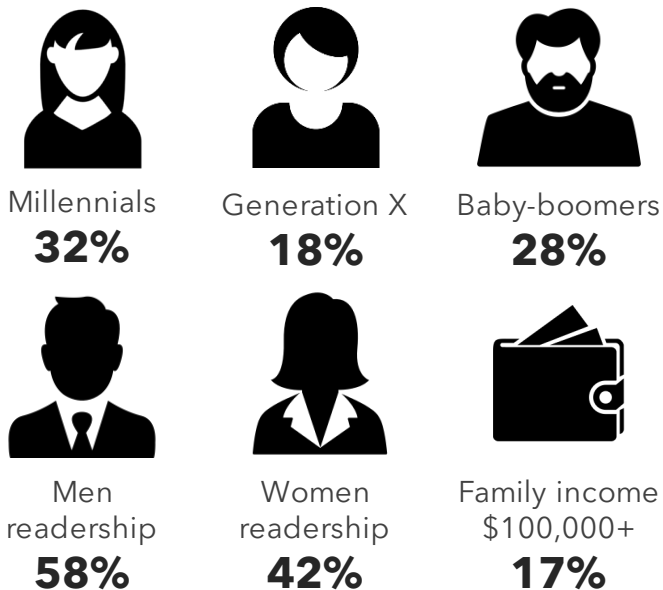
/ the people's daily in Quebec city

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!

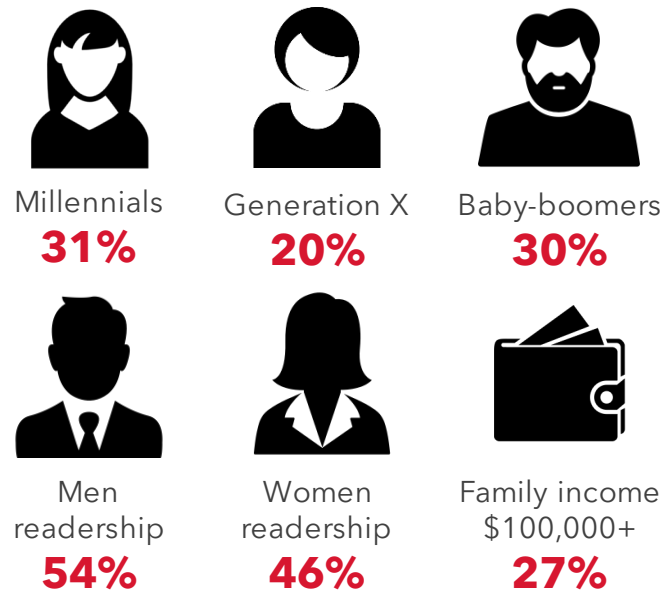


1.6 MILLION MULTI-PLATFORM READERS

READERSHIP: PRINT



READERSHIP: DIGITAL



PRINT

- 907,000 readers a week
- 268,000 readers a day (weekdays)
- 542,000 readers a day on Saturdays
- 431,000 readers a day on Sundays

DIGITAL

- 2,000,000 visitors a month
- 21,800,000 page views a month
- 434,000 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

1.6 MILLION MULTI-PLATFORM READERS

MORE THAN 900 000 PRINT READERS



AGED 25-54

807 000

470 000



Business people

406 000

230 000



Vehicle \$30K+

351 000

222 000



Household income \$100K+

373 000

154 000



Homeowners

1 024 000

560 000



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

- **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



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



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



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.



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.



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





Profile of our readers



PRINT

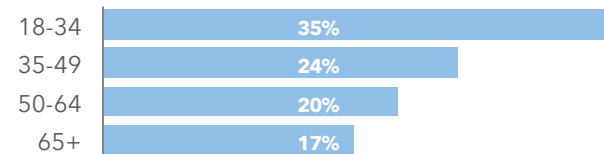
READERSHIP

907,000
READERS PER WEEK

TARGET¹



AGE GROUP¹



MULTIPLATFORM

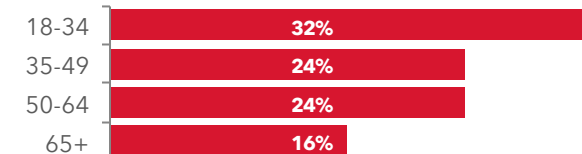
READERSHIP

1,587,000
READERS PER WEEK

TARGET²



AGE GROUP²



Formats

/ regular edition



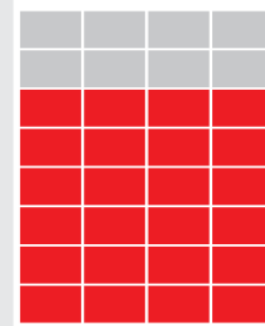
DOUBLE PAGE

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



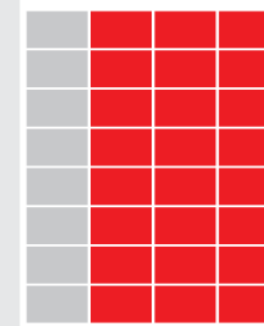
FULL PAGE

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



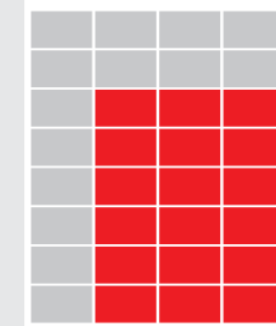
3/4 OF A PAGE, HORIZONTAL

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



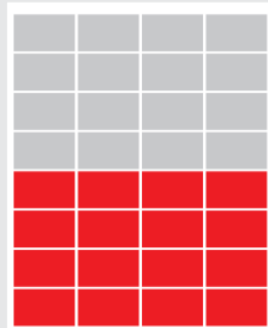
3/4 OF A PAGE, VERTICAL

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



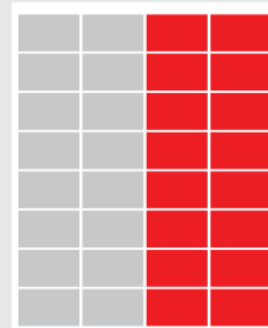
JUNIOR PAGE

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



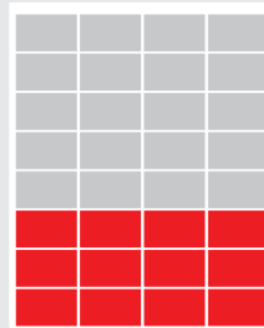
HALF-PAGE, HORIZONTAL

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



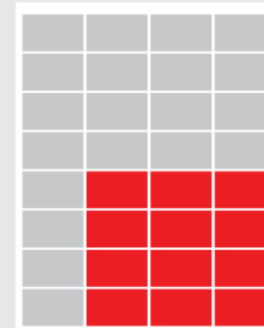
HALF-PAGE, VERTICAL

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



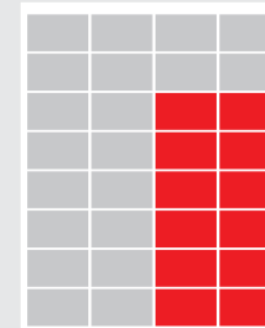
1/3 OF A PAGE, HORIZONTAL

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



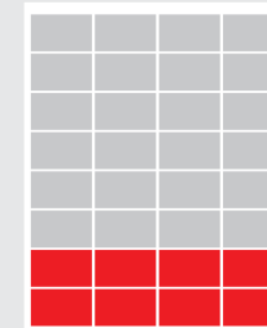
1/3 OF A PAGE

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

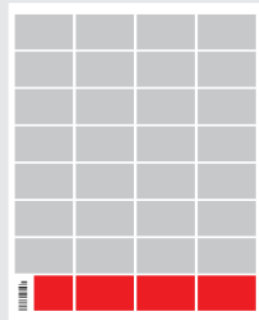


QUARTER-PAGE, HORIZONTAL

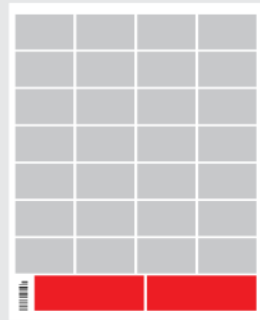
W 10.25" X H 3.14"
W 26.03 X H 7.97 cm

Formats (following)

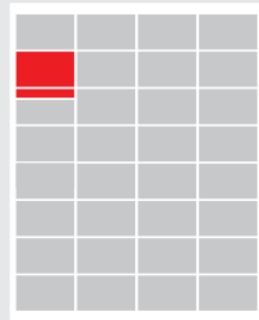
/ regular edition



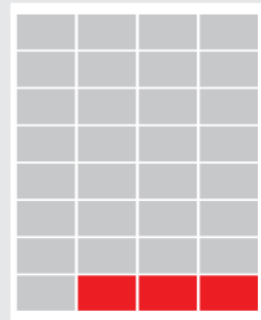
FRONT-PAGE BANNER
W 9.8125" X H 1.5625"
W 25 X H 4 cm



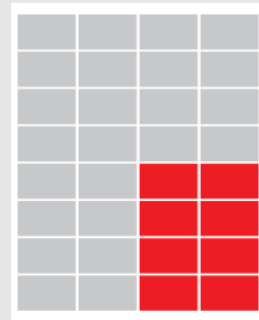
FRONT-PAGE HALF BANNER
W 4.8125" X H 1.5625"
W 12.3 X H 4 cm



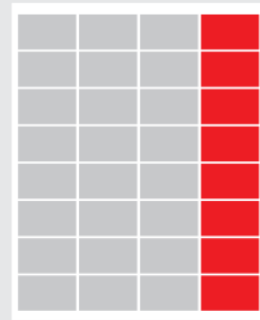
FRONT-PAGE BIG BOX*
W 2.4688" X H 2.125"
W 6.243 X H 5.5 cm



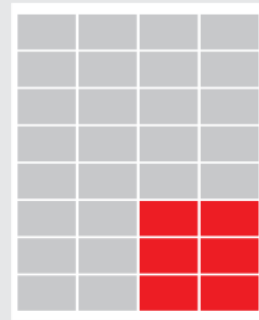
PAGE 2 BIG BOX
W 7.62" X H 2.14"
W 19.35 X H 5.44 cm



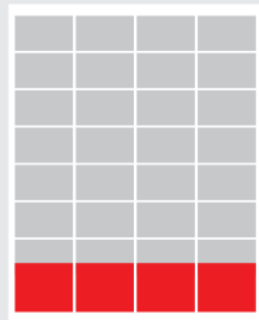
QUARTER-PAGE
W 5.04" X H 6.29"
W 12.80 X H 15.97 cm



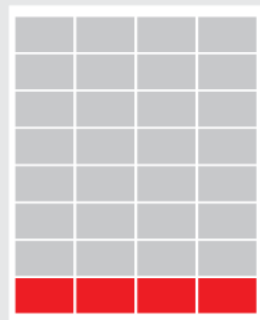
QUARTER-PAGE, VERTICAL
W 2.46" X H 12.57"
W 6.24 X H 31.92 cm



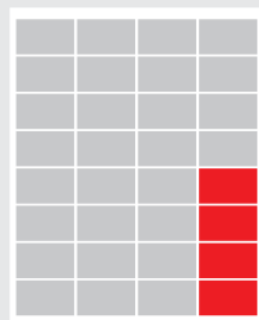
1/6 OF A PAGE
W 5.04" X H 4.71"
W 12.80 X H 11.97 cm



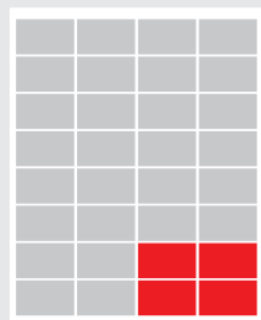
GRAND BANDEAU
W 10.25" X H 2.14"
W 26.03 X H 5.44 cm



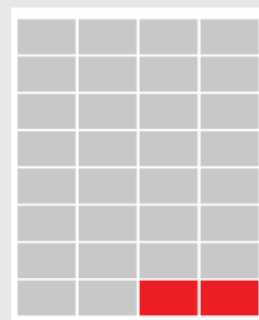
1/8 OF A PAGE (SMALL BANNER)
W 10.25" X H 1.57"
W 26.03 X H 3.99 cm



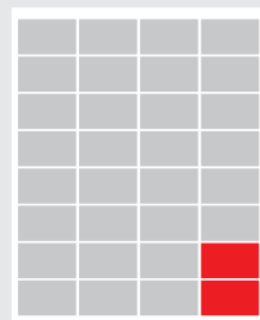
1/8 OF A PAGE, VERTICAL
W 2.46" X H 6.29"
W 6.24 X H 15.97 cm



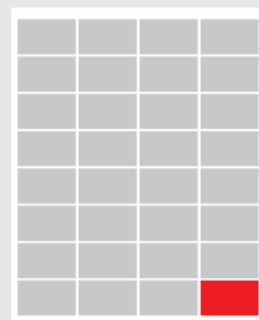
1/8 OF A PAGE
W 5.04" X H 3.14"
W 12.80 X H 7.97 cm



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

* These ads positions could change if a major event would happen in the news.

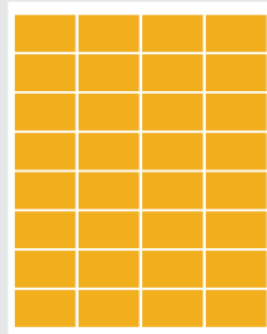
Formats

/ Weekend, Casa, Zeste and many special supplements



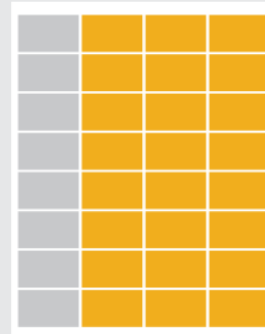
DOUBLE PAGE

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



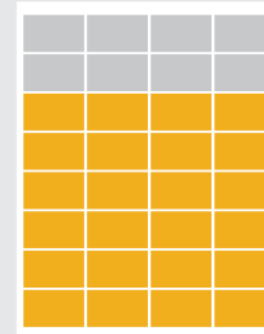
FULL PAGE

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



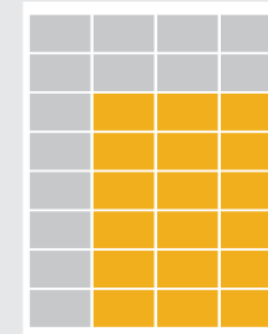
3/4 PAGE, VERTICAL

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



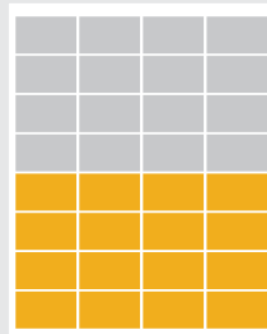
3/4 PAGE, HORIZONTAL

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



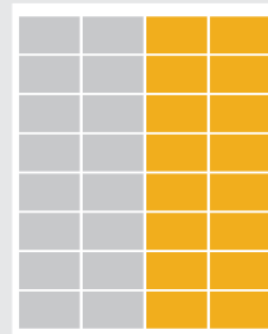
JUNIOR PAGE

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



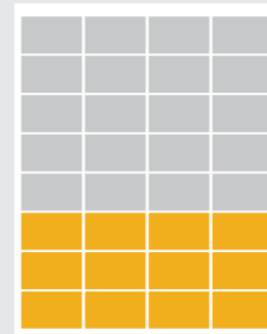
HALF-PAGE, HORIZONTAL

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



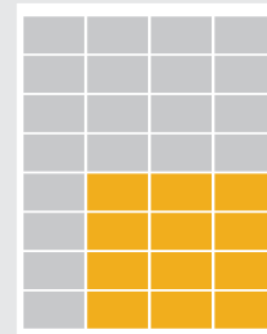
HALF-PAGE, VERTICAL

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



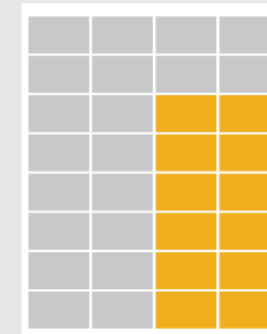
1/3 OF A PAGE, HORIZONTAL

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



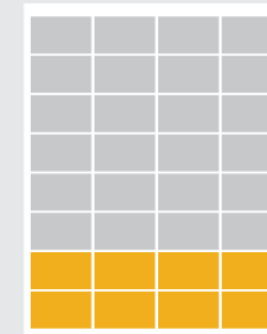
1/3 OF A PAGE

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

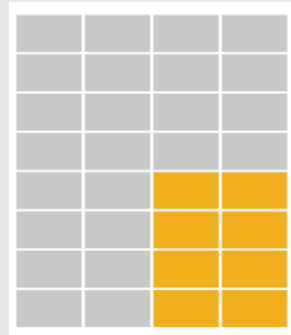


QUARTER-PAGE, HORIZONTAL

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

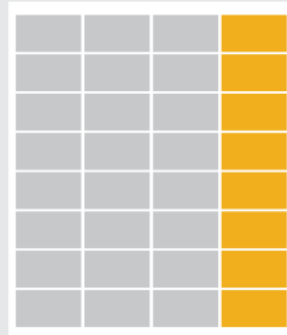
Formats (following)

/ Weekend, Casa, Zeste and many special supplements



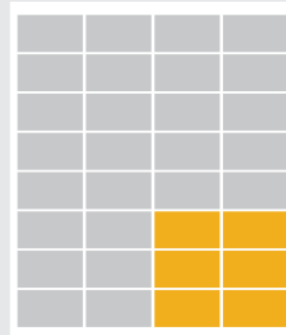
QUARTER-PAGE

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



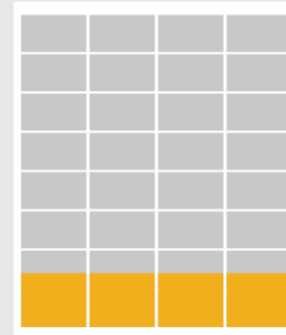
QUARTER-PAGE, VERTICAL

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



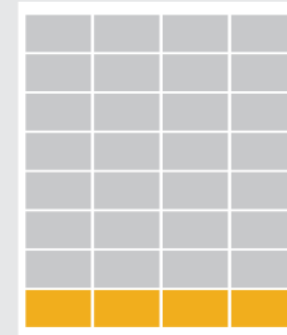
1/6 OF A PAGE

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



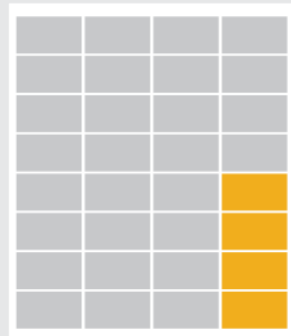
LARGE BANNER

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



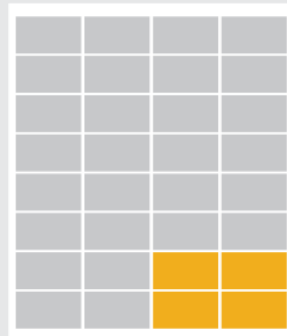
1/8 OF A PAGE (SMALL BANNER)

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

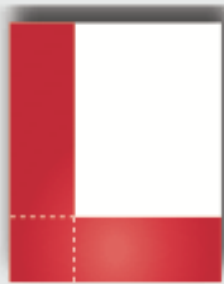


1/8 OF A PAGE

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



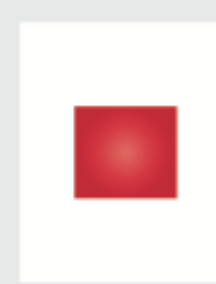
2 cols X 176 lines
+ 8 cols X 44 lines
2,46" X 12,57"
+ 10,25" X 3,14"

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)

OPTION 24
CROSS SHAPE



16,5 cols X 66 lines
+ 4,5 cols X 176 lines
21" X 4,71"
5,5" X 12,57"

OPTION 25
DOUBLE TOP



16,5 cols X 66 lines
21" X 4,71"

OPTION 26
INVERTED « T » SHAPE



16,5 cols X 44 lines
+ 4,5 cols X 176 lines
21" X 3,14"
+ 5,5" X 12,57"

OPTION 27
DOUBLE GARAGE DOOR



12,5 cols X 88 lines
15,83" X 6,29"

OPTION 28
DOUBLE MIDDLE PAGE



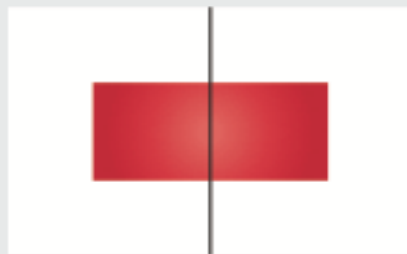
16,5 cols X 66 lines
21" X 4,71"

OPTION 29
« T » SHAPE



16,5 cols X 44 lines
+ 4,5 cols X 176 lines
21" X 3,14"
+ 5,5" X 12,57"

OPTION 30
CENTRAL ISLAND



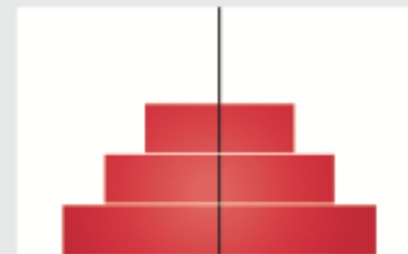
8,5 cols X 70 lines
10,66" X 5"

OPTION 31
SNAKE SHAPE



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"

OPTION 32
CAKE SHAPE



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"

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: 100 lpi

Recommended image resolution: 300 dpi

Monochrome images: 1200 dpi

Dot gain middle tone: 26%

Custom option: SWOP (newsprint): 26%; high GCR

Black saturation: 75%

Total area coverage (TAC): 240%

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 Québec 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