

LA SEMAINE

/ A PRACTICAL MAGAZINE FOR THE WHOLE FAMILY

La Semaine features an array of content the whole family can enjoy, from beauty, health, fashion and food to culture, games, TV series, and local and international arts news.

It's your essential source to keep up with weekly showbiz news and the latest trends.

Profile of the brand :



W35+
Index
119



Fans
53,000



Male
readership
35%



Female
readership
65%



Quebec
readership
96%



HIGHLIGHTS

- 444,000 readers across all platforms
- 380,000 print readers
- 21,521 copies (circulation)
- 52 issues per year
- 7jours.ca for more arts content

SPECIAL EDITION THEMES

- Health
- Cooking
- Practical tips
- Television
- Extra (ex : Year in review)

Quebecor Insights

Sources: Vividata Fall 2019, total Canada, 14+ / Profile: French Canada, 14+ /

Circulation: AAM, June 2021 / Social media: July 2021 /