

## **TV HEBDO**

## / THE MOST COMPLETE TV MAGAZINE IN QUEBEC

More than a TV schedule, TV Hebdo provides a detailed description of the plots of your favourite TV series and soaps, info about programs you won't want to miss, and interviews with the hottest actors!

As well, the *Pendant la pause* (During the Break) section features recipes, health and beauty columns, and more!

Profile of the brand :



W55+ Index 159

Male

readership

48%





Fans

Female

readershio

52%







Quebec readership 96%

HIGHLIGHTS

- 425,000 readers across all platforms
- 311,000 print readers
- 37,966 copies (circulation)
- 24,970 subscribers
- 52 issues per year
- 3,370,280 page views per month Typebdo.com
- 7jours.ca/magazines/tv-hebdo for more content
- Tyhebdo.com to consult the schedule

Quebecor Insights

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

Circulation: AAM, December 2020 / Social media: July 2021 / Digital: Google Analytics, monthly average November 2020 - April 2021