

QUB RADIO

/ A RADIO STATION UNLIKE ANY OTHER



Bold, accessible, and innovative. QUB radio is a provincial public business station that discusses issues affecting all French-speaking Quebecers. It focuses on strong, credible personalities who are loved by the public, as well as on new voices who are relevant for their varying strong opinions.

QUB radio has the support of the journalistic know-how of *Le Journal de Montréal*, *Le Journal de Québec*, *Salut Bonjour*, TVA Sports and LCN, and benefits from Quebecor's multiplatform reach. QUB Radio also offers a variety of themed podcasts.

Main themes: Automobile | Sports | News & Business | Entertainment | Real estate and more

NOTE (site)¹

- 294K page views per month
- 233K sessions per month
- 27K unique visitors per month²
- 9 MINS 57 session length

QUB RADIO (radio)³

- 61K listeners per month
- 306K active listeners per month

QUB RADIO (podcasts)³

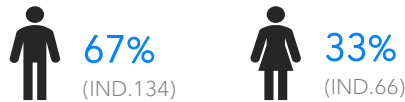
- 447K listeners per month
- 1.6M active listeners per month

DEMOGRAPHIC¹

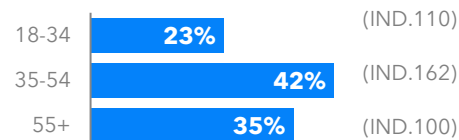
RADIO



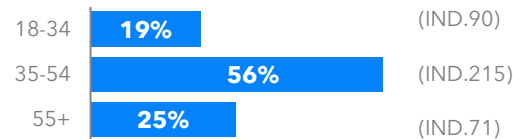
BALADO



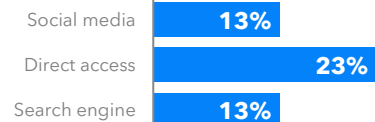
AGE



AGE

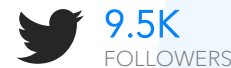
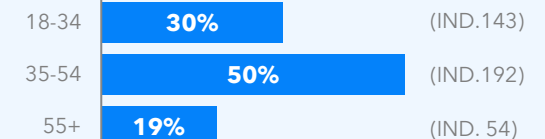
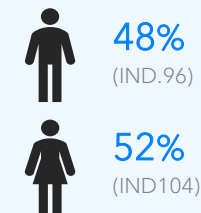
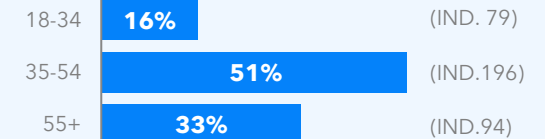
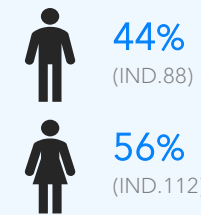


SOURCE OF TRAFFIC¹



SOCIAL MEDIA⁴

@qubradio



SOURCES : 1. Google Analytics. Monthly average between November 1st, 2021 to April 30, 2022 / 2. Comscore, French Quebec. Average unique visitors between November 1st, 2021 to April 30, 2022 / 3. Triton. Average listeners and active listeners combined of direct radio and podcast between November 1st, 2021 to April 30, 2022 / 4. Social Media, May 2022. Last update: May 2022 (Next update: End of November 2022)

QUB RADIO

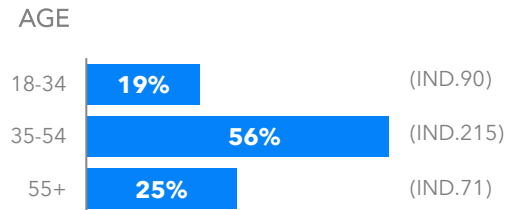
/ A RADIO STATION UNLIKE ANY OTHER

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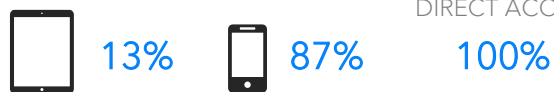
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Main themes: Automobile | Sports | News & Business | Entertainment | Real estate and more

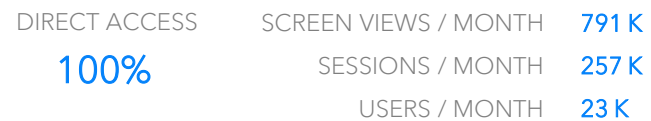
DEMOGRAPHIC¹



SOURCE OF TRAFFIC¹



PERFORMANCE¹



CLIN D'ŒIL

/ ACCESSIBLE FASHION IN QUEBEC

Clin d'œil continually fuels women's passion for fashion and beauty through glamour photo reports, various shopping pages, and columns about new products, including perfumes, beauty items, makeup, and hair products.

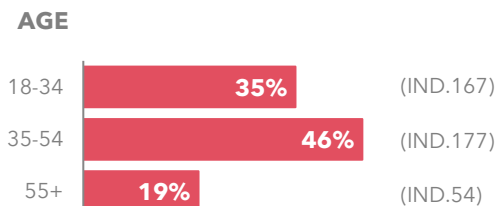
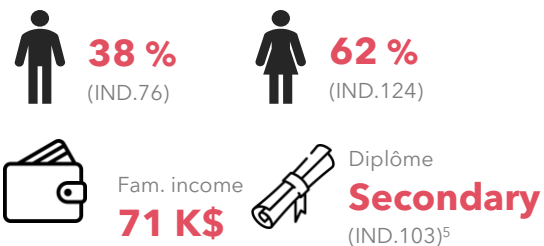
Main themes: Fashion & Beauty | Health & Fitness | Entertainment

Clin d'œil

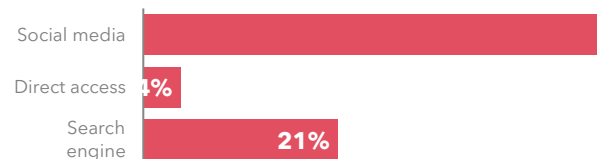
NOTE¹

- **1.7 M** page views per month ↑ 15%
 - **1.3 M** sessions per month ↑ 167%
 - **381 K** unique visitors per month² ↑ 88%
 - **52 SECS** session length
 - **16 K** videos view per month³
- ✓ It is on Monday and Tuesday that the site receives the most visits.
- ✓ It is the stars section that get the most page views.

DEMOGRAPHIC¹



SOURCE OF TRAFFIC¹



SOCIAL MEDIA⁴

@mag_clindoeil

f **83 k**
FOLLOWERS

25 %
(IND.50)

75 %
(IND.150)

11 %
(IND.22)

89 %
(IND.178)

ig **24 k**
FOLLOWERS

18-34 **39%** (IND.186)

35-54 **42%** (IND.162)

55+ **19%** (IND.54)

18-34 **40%** (IND.190)

35-54 **47%** (IND.181)

55+ **13%** (IND.37)

tw **22 k**
FOLLOWERS

pin **1.4 k**
FOLLOWERS

BILLIE

/ WHEN FASHION AND BEAUTY ARE NOT TAKEN SO SERIOUSLY

From must-haves to unusual trends. as well as the best looks from our favourite stars and influencers. we tackle fashion and beauty with a friendly approach and a Quebec touch. We may be serious and credible. but one thing we aren't is boring!

Main themes: Fashion & Beauty | Entertainment

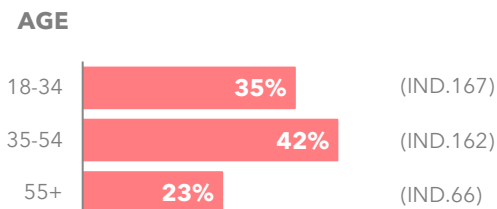
billie

NOTE¹

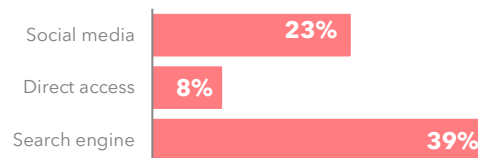
- **1.6 M** page views per month **↑ 50%**
- **1.2 M** sessions per month **↑ 59%**
- **334 K** unique visitors per month² **↑ 9%**
- **1 MIN** session length
- **38 K** videos view per month³ **↑ 12%**

- ✓ The Billie community (Instagram. YouTube. Tik Tok and Facebook) reaches nearly 123.000 loyal. extremely engaged subscribers.
- ✓ Thanks to YouTube, Billie offers a window for young people. which no other brand was able to develop as adequately.
- ✓ The frequency of visits is stable every day of the week!
- ✓ It is the home page of the site as well as the Fashion section that generates the most page views.

DEMOGRAPHIC¹



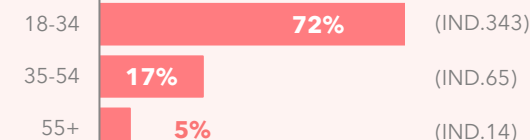
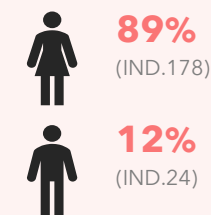
SOURCE OF TRAFFIC¹



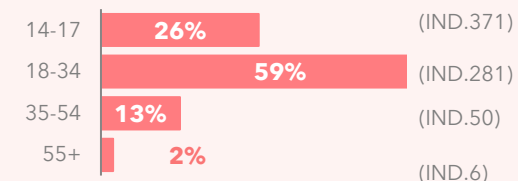
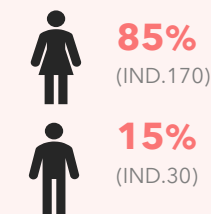
SOCIAL MEDIA⁴

@billie.qc

f 11 K FOLLOWERS



o 23 K FOLLOWERS



▶ 39 K FOLLOWERS

🎵 50 k LIKES

COUP DE POUCE

/ LIFE MADE EASIER



Coup de pousse is so much more than just delicious recipes made accessible. Coup de pousse offers concrete, simple, accessible solutions to women's issues in all areas: health, beauty, deco, fashion, psychology, hobbies, family life, and travels. Generous and comprehensive, Coup de pousse also features a variety of ways to save energy, time, and money, while contributing to everyday happiness.

Main themes: Cooking & Recipes | Health & Fitness | Travel & Outdoors | Fashion & Beauty

NOTE¹

- **2 M** page views per month
- **1.5 M** sessions per month
- **688 K** unique visitors per month **↑ 21%**
- **1 MIN 10** session length
- **2.9 K** videos view per month³ **↑ 62%**

✓ It is on Sunday and Tuesday and between 3 and 5 PM that the site is the most consulted

✓ The site is more consulted for these recipes.

SOCIAL MEDIA⁴

@coupdepouce

 **237 k**
FOLLOWERS

 **16 %**
(IND.22)

18-34 **27%** (IND.129)

35-54 **46%** (IND.177)

55+ **27%** (IND.77)


 **17 k**
FOLLOWERS


 **11 %**
(IND.22)

18-34 **29%** (IND.138)


35-54 **50%** (IND.192)


55+ **21%** (IND.60)

 **40 k**
FOLLOWERS

 **58 k**
FOLLOWERS

DEMOGRAPHIC¹

 **37 %**
(IND.74)


 **63 %**
(IND.126)

AGE

18-34 **33%** (IND.157)

35-54 **39%** (IND.150)

55+ **28%** (IND.80)

 Fam. income
76 K\$

 Diploma
Cegep
(IND.110)⁵

SOURCE OF TRAFFIC¹

 **72%**

 **28%**

Social media **7%**

Direct access **10%**

Search engine **71%**

7 JOURS

/ SIMPLIFY YOUR EVERYDAY LIFE

7 Jours is the online destination bringing together the brands Échos Vedettes, Star Système, La Semaine and TV Hebdo. The site covers all artistic news in Quebec. The extra section of the site, which hosts content to simplify the every day life of Quebecers, is divided into 5 categories:

Health: tips for better living and staying in shape

Fashion & Beauty: tips and the latest news from the worlds of fashion and beauty

Tourism: ideas for travelling as a family, with friends, as a couple, or on your own, in complete safety

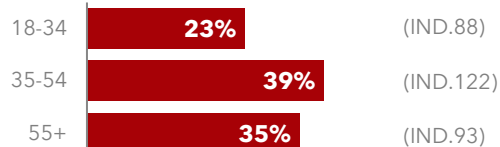
Home: tips and tricks for improving and decorating your home

On-Demand TV: intended for TV fans who watch TV content across all platforms

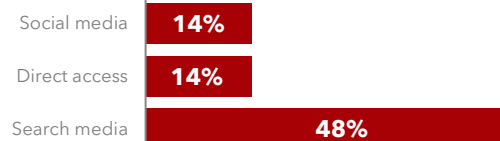
DEMOGRAPHIC¹



AGE



SOURCE OF TRAFFIC¹



7JOURS

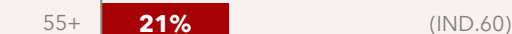
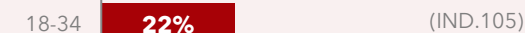
NOTE¹

- 4.2 M page views per month ↑ 19%
- 2.8 M sessions per month ↑ 17%
- 893 K unique visitors per month² ↑ 17%
- 1 MIN 42 session length ↑ 4%
- 94 K video views per month³
- 93% scroll rate at 75%

✓ It is on Thursday and Friday that the site receives the most visits.

SOCIAL MEDIA⁴

@magazine7Jours



SILO 57

/ URBAN INSPIRATION

For a directory of unique homes and cottages for sale. inspiring décor videos, travel ideas, fun outings, restaurants worth discovering... To add a little WOW to your life. everyday.

Main themes: Travel & Outdoors | Entertainment | Real estate | Deco & Reno

SILO 57

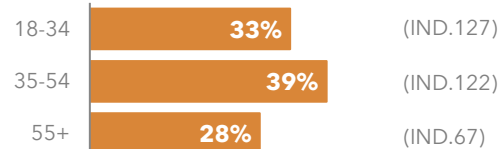
NOTE¹

- **1.2 M** page views per month
 - **1 M** sessions per month
 - **358 K** unique visitors per month²
 - **1 MIN 15** session length
 - **155 K** videos view per month³
 - **69%** scroll rate at 75%
- ✓ The "Maison à vendre" section is the most popular section on the site representing about 51% of traffic.
- ✓ Silo has gotten lots of notoriety in search engines. which represent a large portion of traffic to the website.

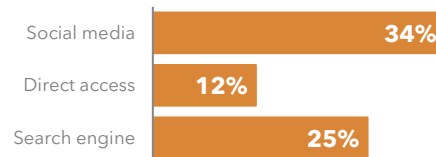
DEMOGRAPHIC¹



AGE

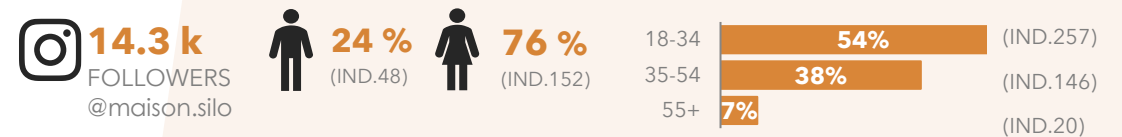
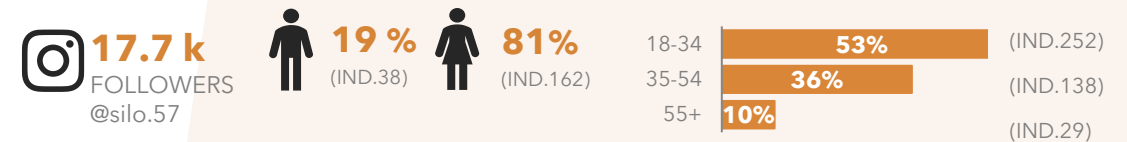
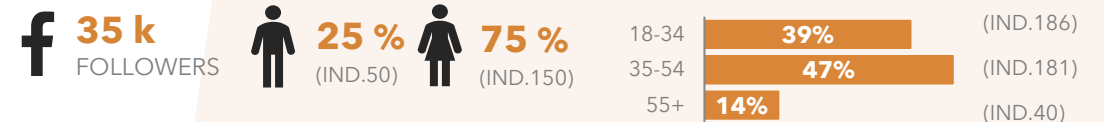


SOURCE OF TRAFFIC¹



SOCIAL MEDIA⁴

@silos57



RECETTE DU QUÉBEC

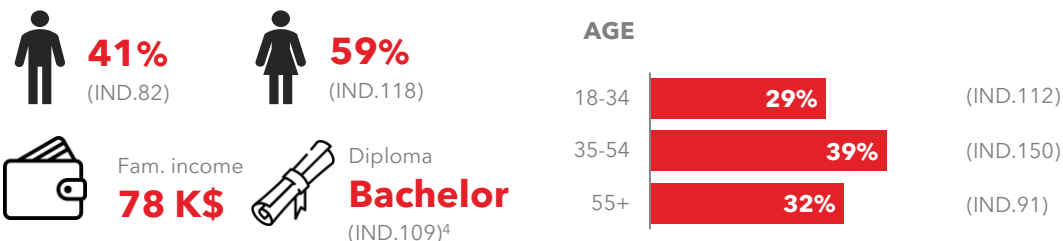
/ YOUR ONLINE RECIPE BOOK

Quebec's biggest collection of recipes from amateur chefs.

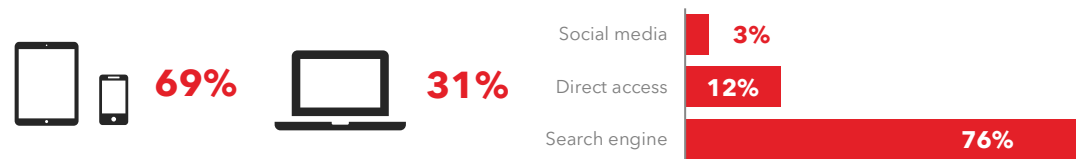
The site also presents techniques and culinary trends, as well as nutritional advice.

Main themes: Cooking & Recipes

DEMOGRAPHIC¹



SOURCE OF TRAFFIC¹



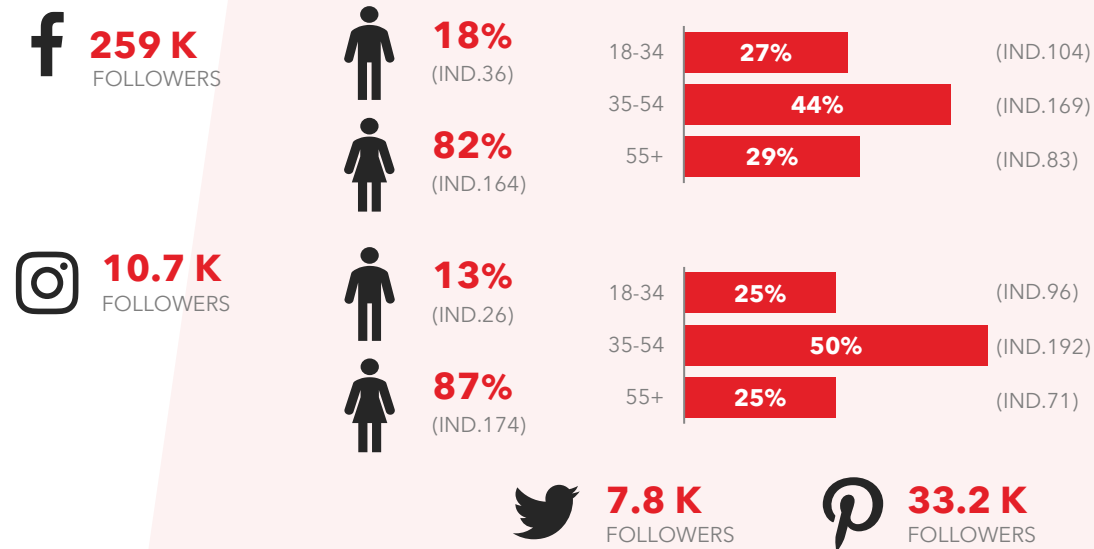
RECETTES DU QUÉBEC

NOTE¹

- **3.4 M** page views per month
 - **2.3 M** sessions per month
 - **926 K** unique visitors per month² ↑ 12%
 - **1 MIN 59** session length
 - **15 K** videos view per month³ ↑ 2%
- ✓ The site is most visited on weekends, with a peak between 3 and 5 p.m., when people start wondering what to make for dinner.
 - ✓ Nearly 4 out of 5 sessions come from search engines, and more than 84% of entries start directly in the recipe section, without going through the homepage.
 - ✓ It is the culinary themes sub-section that is the most consulted.

SOCIAL MEDIA⁴

@recettes.qc.ca



LE SAC DE CHIPS

/ ONCE YOU START. YOU JUST CAN'T STOP

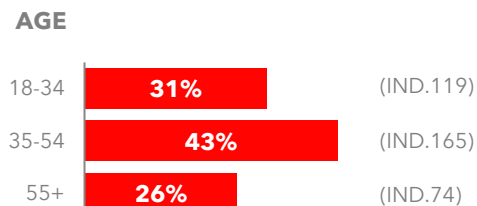
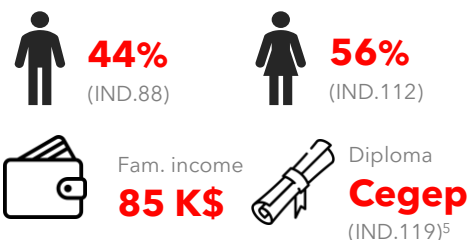
Sac de Chips has its own unique DNA: fun. wacky. and crispy.

Its marginal content is inevitably linked to its team of content producers who are ready and willing to try, taste, and experience anything!

News and content to be consumed without moderation... once you start, you just can't stop!

Main themes: News | Entertainment

DEMOGRAPHIC¹



SOURCE OF TRAFFIC¹



LE SAC DE
CHIPS

NOTE¹

- 4.1 M page views per month
- 2.8 M sessions per month
- 821 K unique visitors per month ↑ 9%
- 1 MINS 50 session length
- 199 K videos view per month³
- 68% scroll rate at 75%

✓ On a typical day, it is at noon, 9 p.m. and between 8 a.m. and 9 a.m. that Le sac de Chips receives the most visits, as well as on Wednesdays, Thursdays and Fridays.

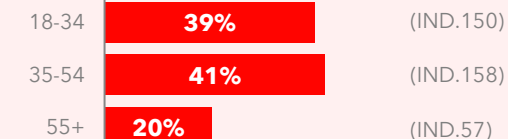
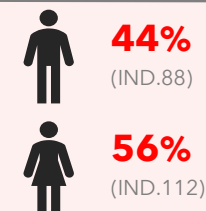
✓ It is the Gossip section that generates the most page views.

✓ The site is more consulted during the week.

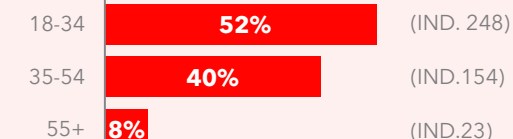
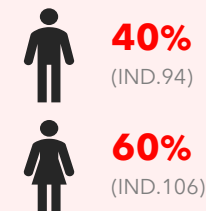
SOCIAL MEDIA⁴

@lesacdechips

f 95 K FOLLOWERS



Instagram 9.8 K FOLLOWERS



Twitter 9.9 K FOLLOWERS

YouTube 5.7 K FOLLOWERS TWITCH

TikTok 344 LIKES

COOL

/ A CONNECTED BRAND

The heart of the COOL brand lies where young people are. that is. on social media.

The community can enter contests and consult the most popular content from the printed version directly on the website.

Main themes: Fashion & Beauty | Entertainment



NOTE¹

- **9 K** page views per month
- **4.4 K** sessions per month
- **3.4 K** users per month
- **1 MIN 25** session length

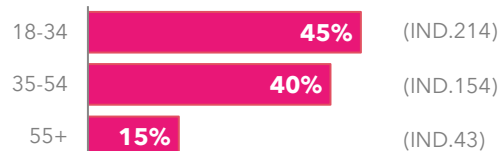
✓ It is on Tuesday and Wednesday that the site is most consulted.

✓ It is the contest content that is the most viewed on the site.

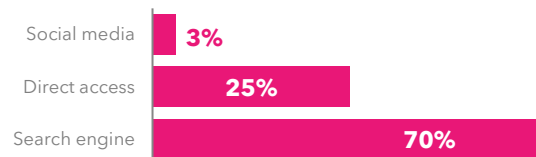
DEMOGRAPHIC¹



AGE



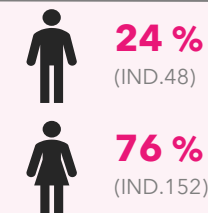
SOURCE OF TRAFFIC¹



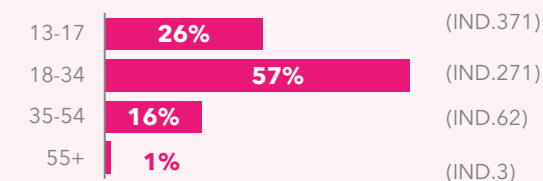
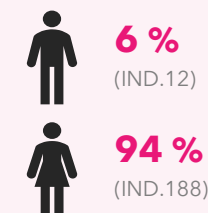
SOCIAL MEDIA²

@MagazineCool

f 189 k FOLLOWERS



ig 23 k FOLLOWERS



tw 3 k FOLLOWERS **tk** 11 k LIKES

ESPACES

/ INSPIRATION FOR THE GREAT OUTDOORS

Find inspiration for your next great adventure. a family escape. or a getaway with friends.

Quebec's leader in outdoor. adventure. and fitness content.
Espaces.ca offers a digital platform that influences a significant target community in Quebec.

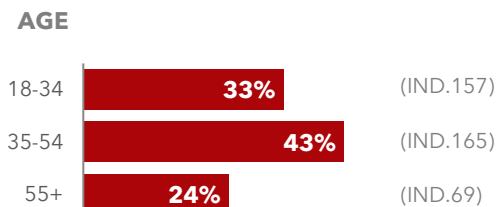
Main themes: Travel & Outdoors | Sports

espaces

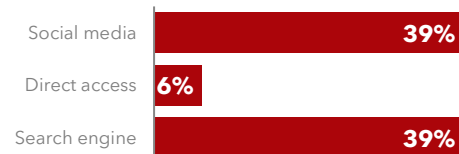
NOTE¹

- **436 K** page views per month
 - **345 K** sessions per month
 - **111 K** unique visitors per month²
 - **49 SECS** session length
- ✓ It is on weekends and on Mondays that the site is most consulted.
- ✓ It is the hebergement section that is the most consulted.

DEMOGRAPHIC¹



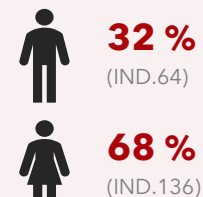
SOURCE OF TRAFFIC¹



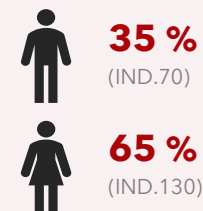
SOCIAL MEDIA³

@espacespleinairquebecor

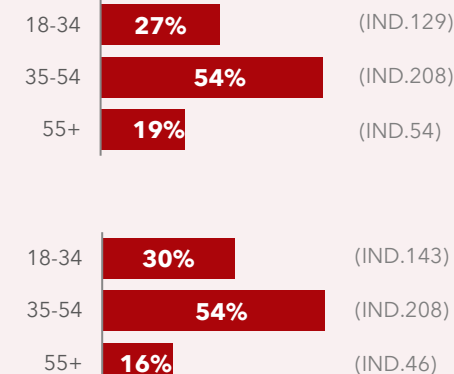
f 61 k FOLLOWERS



ig 12 k FOLLOWERS



tw 3 k FOLLOWERS



PÈSE SUR START

/ QUEBECOR'S GEEKY SIDE

This is the place for all console, computer, and mobile games, as well as e-sports, gadgets, and even table games, along with the lifestyles associated with these passions.

It's all presented in a serious yet fun way.

Pèse sur start also offers live broadcasts on their channel Twitch.

Main theme: Entertainment



NOTE¹

- **589 K** page views per month
- **490 K** sessions per month
- **61 K** unique visitors per month²
- **1 MIN 12** session length
- **13 K** videos view per month³
- **63%** scroll rate at 75%

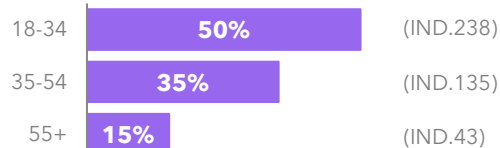
✓ The frequency of visits is stable every day of the week!

✓ It is the News section as well as the Cinema section that generates the most page views.

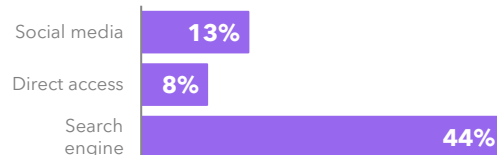
DEMOGRAPHIC¹



AGE



SOURCE OF TRAFFIC¹

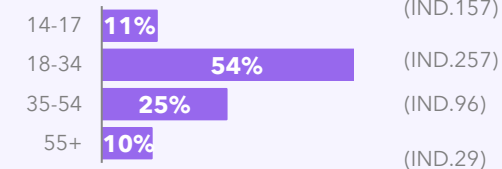


SOCIAL MEDIA²

@pesesurstart

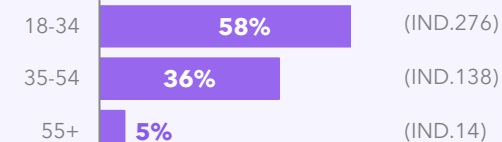
f 22 K
FOLLOWERS

71%
(IND.142)



o 4.8 K
FOLLOWERS

29%
(IND.58)



67%
(IND.134)

33%
(IND.66)

t 1.2 K
FOLLOWERS

4.6 K
TWITCH
FOLLOWERS

587
DISCORD
FOLLOWERS

CANADIAN LIVING

/ THE BEST IDEAS TO SIMPLIFY YOUR LIFE

Canadian Living

A true guide for everyday life. Canadian Living offers various tips to make your life easier: cooking. fashion. beauty. deco. reno. gardening. health. wellbeing. relationships. and much more.

Main themes: Fashion & Beauty | Cooking & Recipes | Health & Fitness | Travel & Outdoors | Entertainment | Deco & Reno

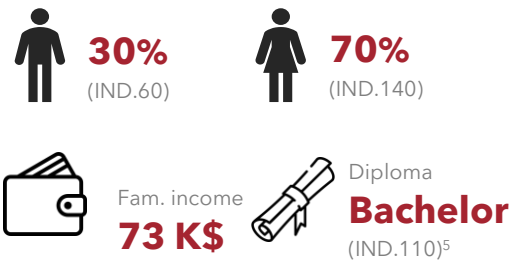
NOTE¹

- **776 K** page views per month
- **552 K** sessions per month
- **195 K** unique visitors per month²
- **1 MIN 36** session length
- **3.2 K** videos view per month³ ↑ 38%

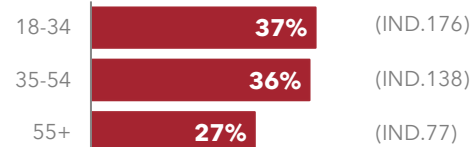
✓ Even if the level of traffic is more or less equal every day, it is on Tuesday that the site is the most consulted.

✓ The site is more consulted for these recipes in the food section. The life and relationships section comes second!

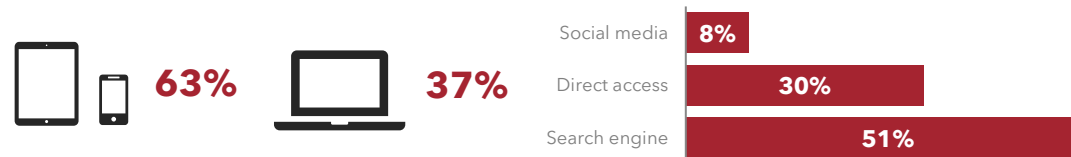
DEMOGRAPHIC¹



AGE



SOURCE OF TRAFFIC¹



SOCIAL MEDIA⁴

@canadianliving

f **206 k**
FOLLOWERS

19 %
(IND.38)

18-34 **24%** (IND.114)

35-54 **45%** (IND.173)

81 %
(IND.162)

55+ **31%** (IND.89)

ig **162 k**
FOLLOWERS

13 %
(IND.26)

18-34 **21%** (IND.100)

35-54 **50%** (IND.192)

87 %
(IND.174)

55+ **29%** (IND.83)

tw **62 k**
FOLLOWERS

p **930 k**
FOLLOWERS

yt **10 k**
FOLLOWERS

STYLE AT HOME

/ CANADIAN DÉCOR AT ITS BEST

styleathome

Style at home inspires people with a passion for renovating and decorating. cooking. culinary arts. and travel.

An accessible elegance to create your dream home and enjoy it to the fullest.

Main themes: Deco & Reno | Cooking & Recipes | Travel & Outdoors

NOTE¹

- **128 K** page views per month
- **86 K** sessions per month
- **18 K** unique visitors per month² ↑ 5%
- **1 MIN 43** session length

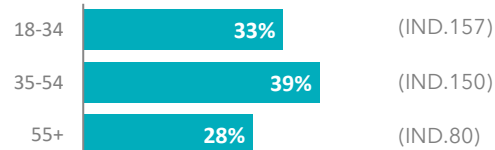
✓ Even if the level of traffic is more or less equal every day, it is on Tuesday that the site is the most consulted.

✓ The interiors section is the most popular and the decorating section comes second!

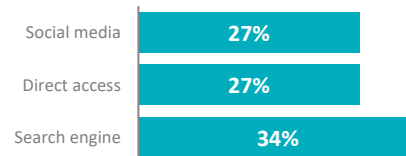
DEMOGRAPHIC¹



AGE



SOURCE OF TRAFFIC¹



SOCIAL MEDIA³

@styleathome

f 196 k FOLLOWERS

16% (IND.32)

18-34 25% (IND.119)

35-54 53% (IND.204)

55+ 22% (IND.63)

84% (IND.168)

ig 376 k FOLLOWERS

10% (IND.20)

18-34 22% (IND.105)

35-54 58% (IND.223)

55+ 17% (IND.49)

90% (IND.180)

tw 233 k FOLLOWERS

in 490 k FOLLOWERS

GUIDE DE L'AUTO

/ THE REFERENCE FOR ALL THINGS CAR

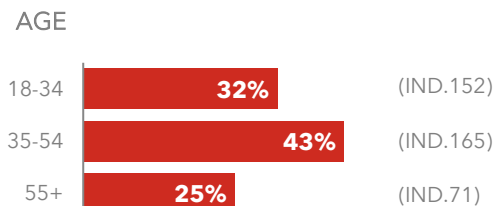
Thanks to its seasoned experts, *Le Guide de l'auto* is Quebec's reference in the automotive field.

It's THE go-to for passionate individuals looking for information in real time, and for buyers weighing their options.

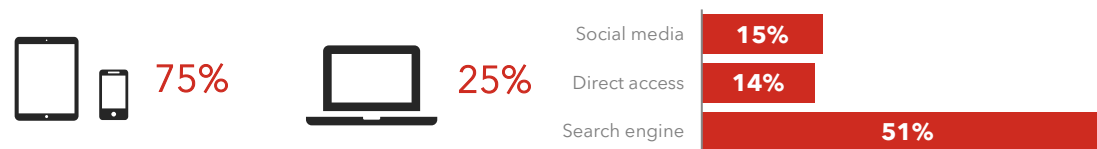
Le Guide de l'auto also has a podcast on QUB radio, a recurring segment on Salut Bonjour, as well as in *Le Journal de Montréal* and *Le Journal de Québec*. The Car Guide is the brand's English version.

Main theme: Automotive

DEMOGRAPHIC¹



SOURCE OF TRAFFIC¹



NOTE¹

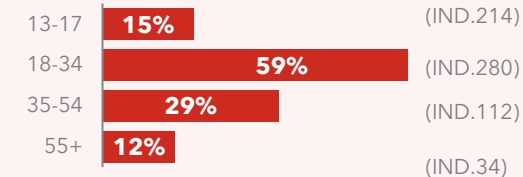
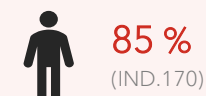
- 6.5 M page views per month
- 2.3 M sessions per month
- 518 K unique visitors per month²
- 1 MIN 50 session length
- 157 K videos view per month³

- ✓ The level of traffic is more or less equal every day.
- ✓ The news category is the most popular

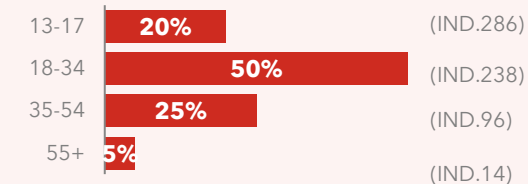
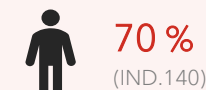
SOCIAL MEDIA⁴

@leguidedelauto

f 229 k FOLLOWERS



ig 13 k FOLLOWERS



tw 3.8 k FOLLOWERS

tk 19.6 k LIKES

THE CAR GUIDE

/ THE REFERENCE FOR ALL THINGS CAR

Thanks to its seasoned experts. The Car Guide is Quebec's reference in the automotive field.

It's THE go-to for passionate individuals looking for information in real time. and for buyers weighing their options.

Main theme: Automobile

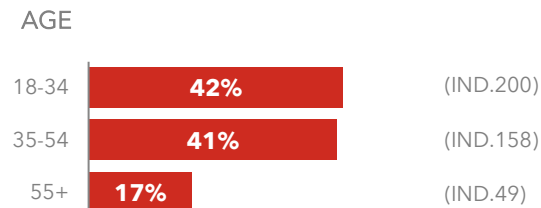
NOTE¹

- 936 K page views per month **↑ 11%**
- 443 K sessions per month **↑ 17%**
- 81 K unique visitors per month² **↑ 35%**
- 51 SECS sessions length
- 2.3 K videos view per month³ **↑ 29%**

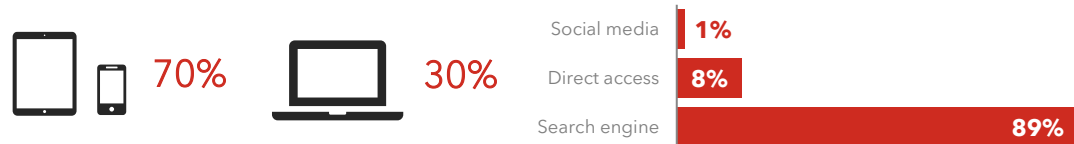
✓ The level of traffic is more or less equal every day.

✓ The news category is the most popular

DEMOGRAPHIC¹



SOURCE OF TRAFFIC¹

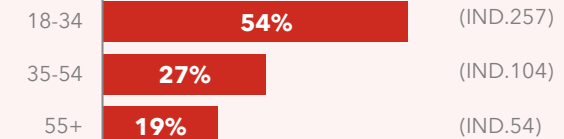


SOCIAL MEDIA³

@thecarguide

f 10 k FOLLOWERS

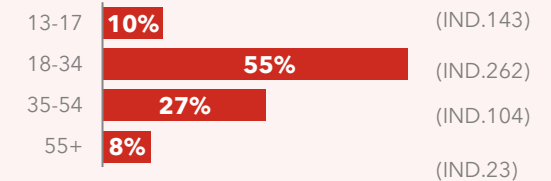
85% (IND.170)



ig 767 FOLLOWERS

15% (IND.30)

66% (IND.132)



34% (IND.68)

tw 952 FOLLOWERS

yt 548 FOLLOWERS

PORTE-MONNAIE

/ LET'S TALK MONEY

Piloted by a young, energetic team. Porte-Monnaie is a daily discussion about money, by way of inspiring studies, columns on everyday life, simple, efficient tips, and reflections on important issues.

Topics not to be taken lightly, in a most interesting tone!

Main themes: News & Business | Real estate



NOTE¹

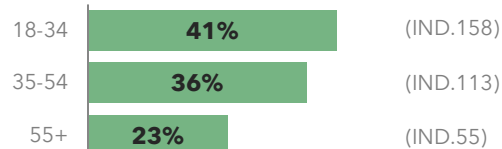
- **579 K** page views per month
- **451 K** sessions per month
- **387 K** combined users per month
- **4 MIN 15** session length
- **84%** scroll rate at 75%

✓ The section is most-visited on Fridays

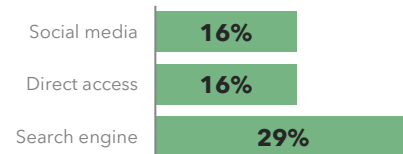
DEMOGRAPHIC¹



AGE



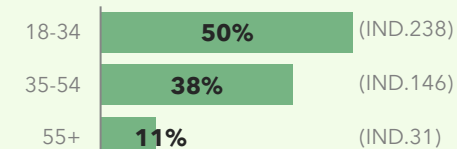
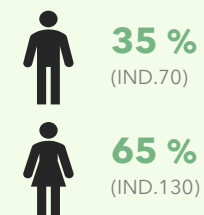
SOURCE OF TRAFFIC¹



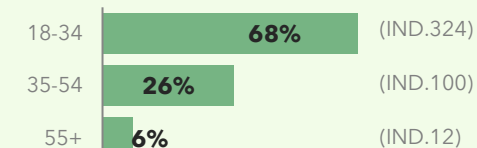
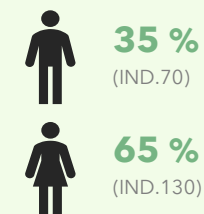
SOCIAL MEDIA²

@porte_monnaie

f 17 k FOLLOWERS



o 1.3 k FOLLOWERS



t 275 FOLLOWERS

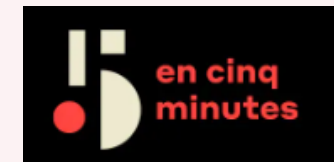
EN 5 MINUTES

/ TO SEE AND UNDERSTAND

In 5 minutes aims to dissect complex subjects in a simple way, vulgarized by means of illustrations and diagrams.

In 5 minutes, it's a team of seasoned journalist and creative studio specializing in visual communication with more that 10 years of experience in information design

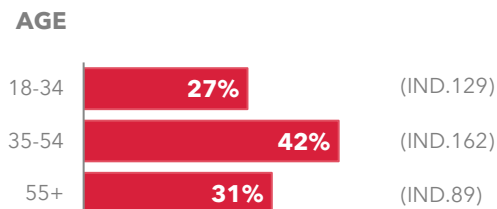
Main themes: Science | News



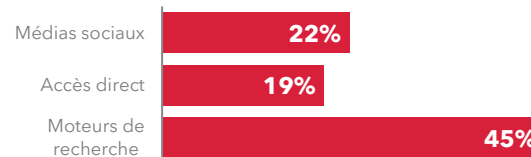
NOTE¹

- **269 K** page views per month
 - **127 K** sessions per month
 - **183 K** unique visitors per month²
 - **2 MINS 01** session length
 - **81%** scroll rate at 75%
- ✓ The site is most consulted on Monday morning !
- ✓ The traffic comes mainly from search engine.
- ✓ Over 92,000 podcast downloads per month⁶.

DEMOGRAPHIC¹



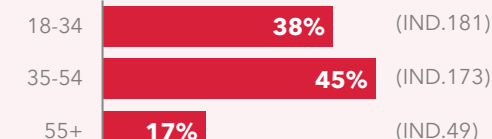
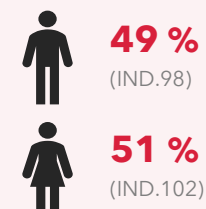
SOURCE OF TRAFFIC¹



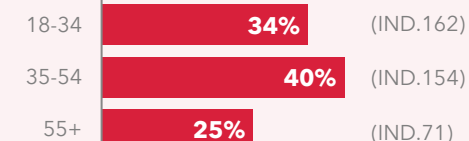
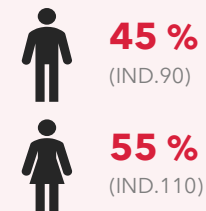
SOCIAL MEDIA⁴

@jdequebec

f 15.5 k FOLLOWERS



ig 513 FOLLOWERS



tw 25 FOLLOWERS

HUBLO

/ YOUR CONTENT. YOUR SHOWCASE



A LARGE REACH SHOWCASE

Hublo is a commercial brand aimed at providing personalized, attractive and effective visibility to advertisers' tailor-made content. It is a solution allowing the client brand to develop an engaging storytelling that respects her DNA, while adjusting the tone and style of the story to the audience to reach. This branded content solution combines both hosting and promotion of customer content, performance included!

NOTE¹

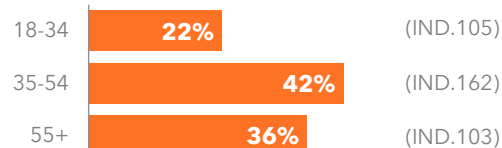
- **326 K** page views per month
- **112 K** sessions per month
- **243 K** combined users per month
- **1 MIN 48** session length
- **84%** scroll rate at 75%

- ✓ The frequency of visits is stable every day of the week!
- ✓ The traffic comes mainly from search engines followed by social networks!

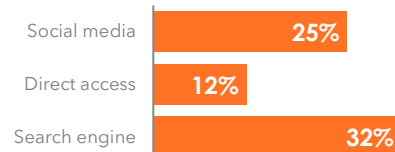
DEMOGRAPHIC¹



AGE



SOURCE OF TRAFFIC¹



SOCIAL MEDIA²

@hublo

