



Le Journal de Montréal

the news reference

Le Journal de Montréal is designed to inform and entertain nearly 3 million readers and provide advocacy on their behalf! As its signature line - Un vrai journal, un journal vrai - indicates, Le Journal de Montréal is, now more than ever, a must-have resource for distinguishing what is true from what is fake. In addition to showcasing local and world news for almost 60 years, it features topical sections that appeal to its wide and diverse readership.

New in 2023: our "Samedimanche" edition. The Saturday edition of Le Journal de Montréal is now a paper bursting with enriched content, designed to be read over the weekend! In our revamped "Weekend" supplement, you'll find a new column devoted to Québec history, an enhanced "Évasion" (getaway) section, as well as a section that shines a spotlight on celebrities. We've also boosted our "Casa" (home and real estate) and "Zeste" (culinary arts) supplements, our "Opinions" (editorial content) and "Monde" (world news) sections, and our TV grid and games section.

2.8 MILLION MULTI-PLATFORM READERS

READERSHIP: PRINT



Millennials 23%



20%



Generation X



38%





Men readership

Women readership 46% 54%

READERSHIP: DIGITAL



Millennials 30%



Generation X 19%



Baby-boomers 35%



Men readership 53%



Women readership 47%



PRINT

- 1,708,000 readers a week
- 562,000 readers a day (weekdays)
- 973,000 readers a day on Saturdays

DIGITAL

- 2,900,000 unique visitors per month
- 51,800,000 page views per month
- 741,000 Facebook followers

Sources: Vividata Fall 2021, province of Quebec, 14 +, 6-day cumulative readership (print) and 7-day cumulative readership (digital).

Comscore, French Quebec, average unique visitors between May 1st 2022 and October 31 2022, unique visitors / Google Analytics. Monthly average between May 1st 2022 to October 31 2022, page views / Facebook, November 2022

An aggressively targeted audience

/ weekly readership

2.8 MILLION MULTI-PLATFORM READERS

1.7 MILLION PRINT READERS



Aged 25-54 1,294,000 743,000



84,000 383,000



Vehicle \$30,000+ **692,000 422,000**



Household income \$100K+ **686,000 350,000**



Homeowners 1,848,000 1,118,000



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 (the car guide)
- Santé (health)

FROM MONDAY TO SATURDAY

FROM MONDAY TO THURSDAY & SATURDAY WEDNESDAY, SATURDAY MONDAY, WEDNESDAY **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













Discover our new "Samedimanche" edition

/ enriched content for perfect weekend reading

IN OUR NEWSPAPER

- More analysis in the WORLD NEWS section
- More **OPINION** pieces

IN OUR "WEEKEND" SUPPLEMENT

- Explore the past thanks to a new **HISTORY** section
- Read all about stars and superstars in our new **CELEBRITIES** section
- Our **ÉVASION** (getaway) section just got more exciting
- CAHIER JEUX: a new 12-page games and puzzles supplement

OUR "CASA" SUPPLEMENT: A TRUE SOURCE OF INSPIRATION

Even more **DECORATING** and **REAL ESTATE** content and **PRACTICAL ADVICE** for your home

OUR "ZESTE" SUPPLEMENT: EVEN MORE SCRUMPTIOUS

New contributors are joining "Zeste." It all adds up to more GREAT RECIPES and irresistible **CULINARY** ideas.



Creative options

/ multiple creative media options

PRIVILEGED POSITIONNING

- Front-page banner
- Front-page gatefold
- Front-page false post-it or big box
- Page 2, page 5, page 7
- Back cover
- Vertical quarter-page on page 4

CREATIVE FORMATS

- Cover wrap*
- Flexform format
- Folding flap*
- "Pause Café" (games) section takeover
- See other possibilities on pages 17 & 18 of this document

INSERTS

Your flyers or magazines inserted in Le Journal de Montréal (from Wednesday to Saturday)

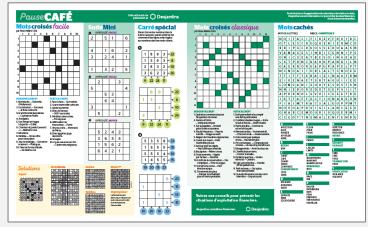
TO FIND OUT MORE, PLEASE CONTACT YOUR ADVERTISING REPRESENTATIVE







Flexform format



"Pause Café" (games) section takeover

Content strategies / print and digital options available

LE **JUUKNAL**DE MONTRÉAL

Note: content marketing is always subject to the editorial team's approval







Ex : Investia



Ex: Cité de l'Énergie



Ex: Subway

SPONSORED CONTENT

Association with already available editorial content, sharing its values without influencing it. Advertising placement in juxtaposition with the article.

NATIVE CONTENT

Editorial content created on advertisers' **request** to meet their communications objectives. Topics and approaches are preset with the client, who has no say on the **content**.

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.

ADVERTORIAL/ HUBLO

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

CLIENT'S CONTROL LEVEL

Appendix





Profile of our readers



PRINT

READERSHIP

1,708,000

READERS PER WEEK

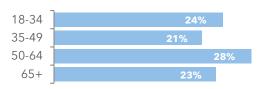
TARGET¹

† 54 % **†** 46 %





AGE GROUP1



MULTI-PLATFORM

READERSHIP

2,813,000

READERS PER WEEK

TARGET²

† 53 % **†** 47 %



66 % 40 %

AGE GROUP²



Source: Vividata Fall 2021 Province of Quebec, 14+, 1- print: 6-day cumulative readership, 2- multiplatform: 7-day cumulative readership

An effective campaign



/ print campaign, province of Quebec

Number of ads*	Number of people 14+ reached in Quebec		Exposed to the campaign on average	Gross advertising impressions
1X	973 K	X	1 time	973 K
3X	1.5 M	X	1.97 times	2.9 M
6X	1.8 M	X	3.24 times	5.8 M
12X	2.1 M	X	5.55 times	11.7 M

13.15 GRP

39.44 GRP

78.88 GRP

157.76 GRP

An effective campaign



/ print campaign, Montreal area

Number of ads*	Number of people 14+ reached in Montreal CMA		Exposed to the campaign on average	Gross advertising impressions
1X	576 K	X	1 time	576 K
3X	869 K	X	1.99 times	1.7 M
6X	1.05 M	X	3.30 times	3.5 M
12X	1.22 M	X	5.68 times	6.9 M

15.48 GRP

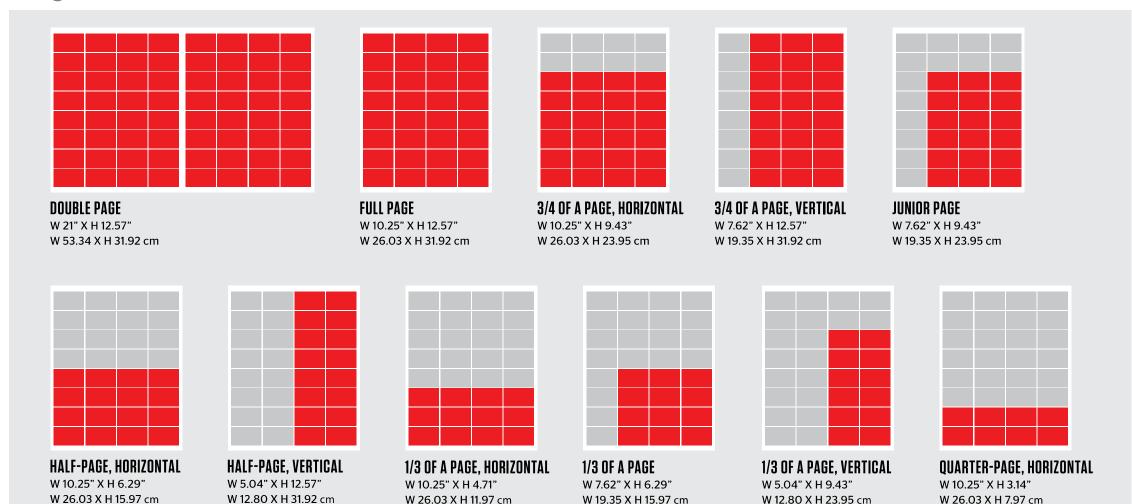
46.43 GRP

92.87 GRP

185.73 GRP

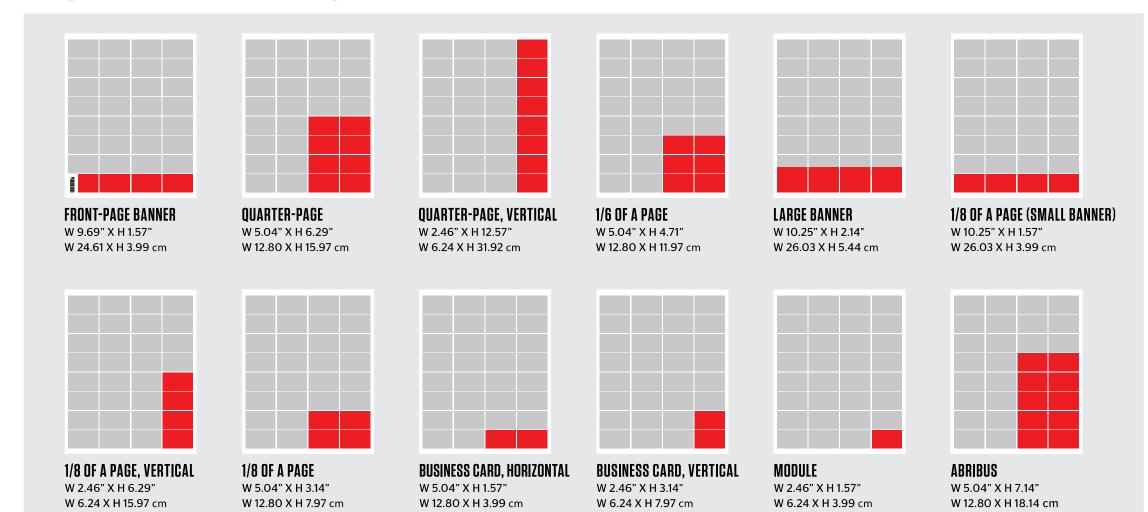


/ regular edition

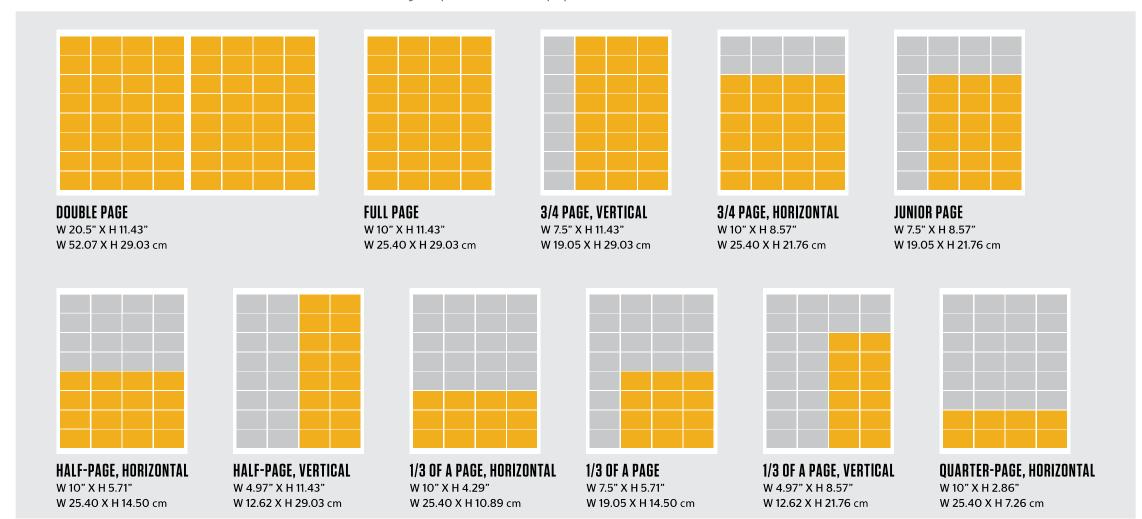




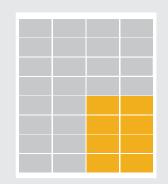
/ regular edition (following)



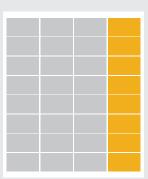
/ Weekend, Casa, Zeste and many special supplements



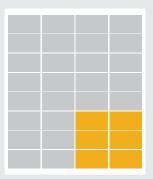
/ Weekend, Casa, Zeste and many special supplements (following)



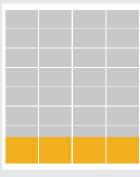
OUARTER-PAGE W 4.97" X H 5.71" W 12.62 X H 14.50 cm



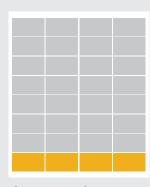
QUARTER-PAGE, VERTICAL W 2.43" X H 11.43" W 6.17 X H 29.03 cm



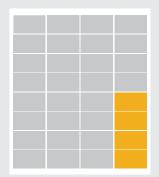
1/6 OF A PAGE W 4.97" X H 4.29" W 12.62 X H 10.89 cm



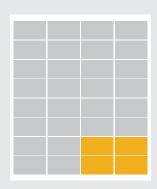
LARGE BANNER W 10" X H 2.14" W 25.40 X H 5.44 cm



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



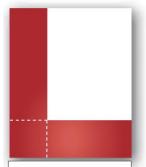
1/8 OF A PAGE W 4.97" X H 2.86" W 12.62 X H 7.26 cm

Special executions





« L » SHAPE



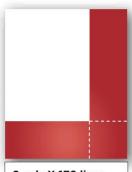
2 cols X 176 lines + 8 cols X 44 lines 2,46" X 12,57" + 10,25" X 3,14"

OPTION 19 TOP BANNER



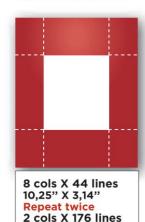
OPTION 14

INVERTED « L » SHAPE



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

OPTION 20 CONTOUR SHAPE



2,46" X 12,57"

Repeat twice

OPTION 15

DOUBLE BANNER



10,25" X 3,14" Repeat twice

OPTION 21 MIDDLE PAGE BANNER



OPTION 16 ISLAND



5" X 5"

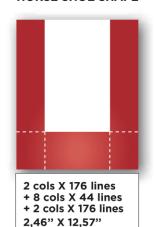
OPTION 22 TILES SHAPE



OPTION 17 FLAG SHAPE

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

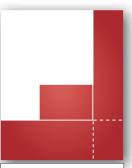
OPTION 23 HORSE SHOE SHAPE



+ 10,25" X 3,14"

+ 2.46" X 12.57"

OPTION 18 STAIRS SHAPE

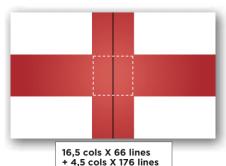


8 cols X 44 lines + 4.1 cols X 44 lines + 2 cols X 176 lines 10,25" X 3,14" + 5,17" X 3,14" + 2.46" X 12.57"

Special executions (following)



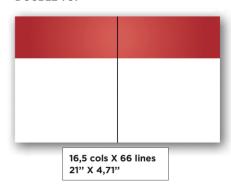




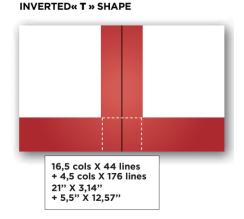
21" X 4,71"

5,5" X 12,57"

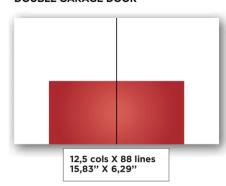
OPTION 25 DOUBLE TOP



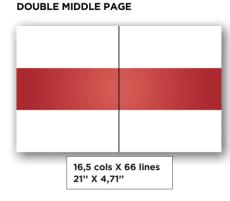
OPTION 26



OPTION 27 DOUBLE GARAGE DOOR



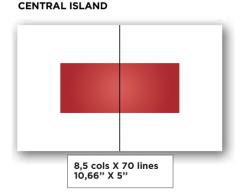
OPTION 28



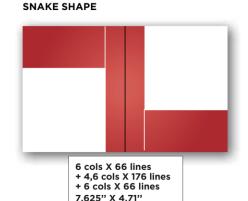
OPTION 29 « T » SHAPE

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

OPTION 30



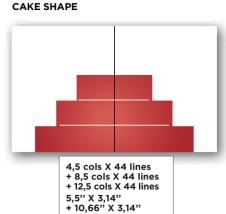
OPTION 31



+ 5,75" X 12,57"

+ 7.625" X 4.71"

OPTION 32



- + 15.83" X 3.14"



Technical standards

/ Ad production

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
SATURDAY	Wednesday, 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