

A hand holds a copy of the newspaper 'Le Journal de Québec' over a wooden table. On the table, there is a white mug, a plate with two slices of toast, and a small bowl of fruit. The newspaper's front page features a large headline 'LE ROUGE ET OR REPREND SON TRONC' and a photo of a smiling man in a white shirt and blue cap. Other headlines include 'SUR LA 11e QUOTE' and 'JEAN-TALON CHARLESBOURG'.

LE JOURNAL DE QUÉBEC MEDIA KIT

/ 2023

LE JOURNAL
DE QUÉBEC

QUÉBECOR
EXPERTISE | MÉDIA

Le Journal de Québec

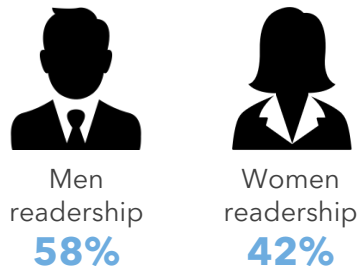
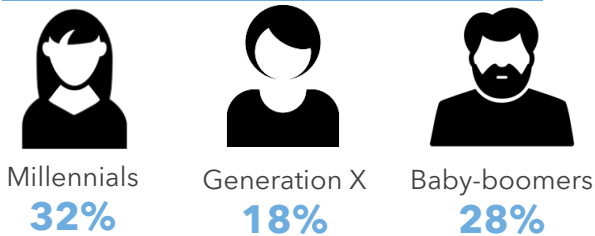
/ the news reference

Le Journal de Québec is designed to **inform** and **entertain** 1.6 million readers and **provide advocacy on their behalf!** As its signature line - *Un vrai journal, un journal vrai* - indicates, *Le Journal de Québec* is, now more than ever, a must-have resource for distinguishing what is true from what is fake. In addition to showcasing Québec City news and current events for more than 55 years, it features topical sections that appeal to its wide and diverse readership.

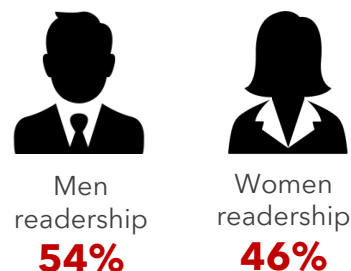
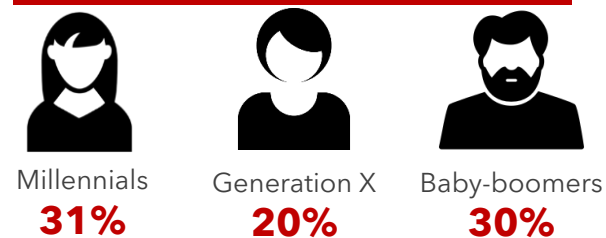
New in 2023: our "Samedimanche" edition. The Saturday edition of *Le Journal de Québec* is now a paper bursting with enriched content, designed to be read over the weekend! In our revamped "Weekend" supplement, you'll find a new column devoted to Québec history, an enhanced "Évasion" (getaway) section, 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.

1.6 MILLION MULTI-PLATFORM READERS

READERSHIP : PRINT



READERSHIP : DIGITAL



PRINT

- 898,000 readers a week
- 268,000 readers a day (weekdays)
- 542,000 readers a day on Saturdays

DIGITAL

- 1,800,000 unique visitors per month
- 19,600,000 page views per month
- 449,000 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

1.6 MILLION MULTI-PLATFORM READERS

898,000 PRINT READERS



Aged 25-54

804,000

467,000



Businesspeople

405,000

229,000



Vehicle \$30,000+

349,000

220,000



Household income \$100K+

373,000

154,000



Homeowners

1,021,000

557,000



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 Québec in the Saturday edition

TO FIND OUT MORE, PLEASE CONTACT YOUR ADVERTISING REPRESENTATIVE

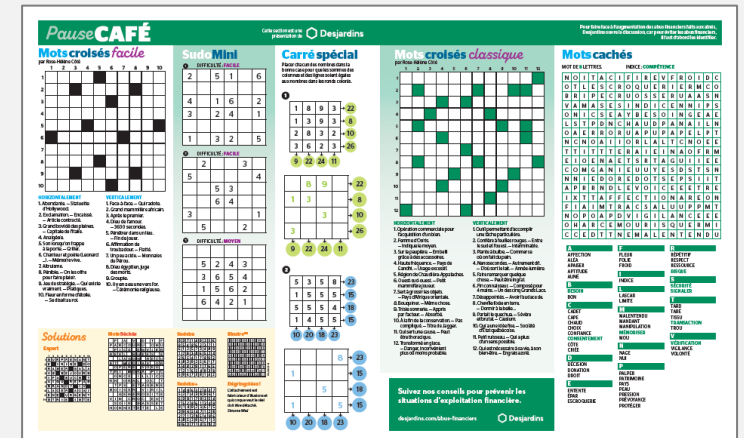
*Formats provided only for Saturday supplements



False post-it



Flexform format



"Pause Café" (games) section takeover

Content strategies

/ print and digital options available

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

SANTÉ Nutrition

Entrevue avec Fany Laurier

Perdre + de 100 livres pendant la pandémie

Maître diététicienne, Fany Laurier a perdu plus de 100 livres en 18 mois. Elle partage ses conseils et ses recettes pour aider les autres à perdre du poids de manière saine.

Perdez 20, 30 ou 40 livres

Comment perdre du poids de manière saine et durable? Fany Laurier vous donne des conseils et des recettes pour atteindre vos objectifs.

ISABELLE HUOT

Maître diététicienne, Isabelle Huot vous aide à perdre du poids de manière saine et durable.

Ex : Clinique Maigrir en Santé

Faire ses premiers pas en investissement

Vous voulez commencer à investir? Voici quelques conseils pour bien commencer.

Ma conseillère Laurie...

Est l'entraîneuse de l'équipe de soccer de sa fille. Partage ma passion pour la littérature.

S'occupe de moi et de ma sécurité financière.

IAAM Investia

ON S'INVESTIT, POUR VOUS.

Ex : Investia

La Cité de l'Énergie: une sortie familiale électrisante!

Une sortie familiale électrisante!

La Cité de l'Énergie vous propose une sortie familiale électrisante avec des ateliers, des jeux et des animations pour tous les âges.

Contenu commandité

Ex : Cité de l'Énergie

Subway fait peu neuve: menu amélioré, sandwiches printaniers et vedettes inspirantes

Subway lance un nouveau menu totalement alléchant

Subway lance un nouveau menu totalement alléchant avec des sandwiches printaniers et des vedettes inspirantes.

Subway

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 pre-set 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.

Appendix





Profile of our readers



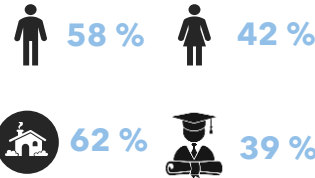
PRINT

READERSHIP

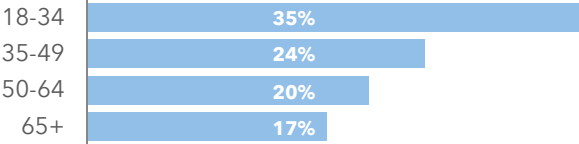
898,000

READERS PER WEEK

TARGET¹



AGE GROUP¹



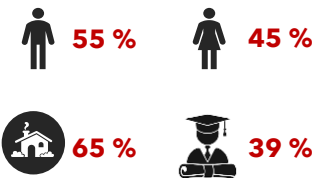
MULTI-PLATFORM

READERSHIP

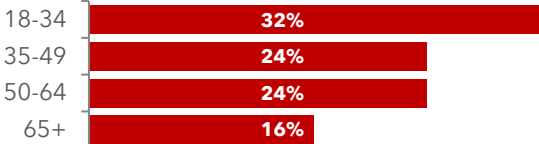
1,580,000

READERS PER WEEK

TARGET²



AGE GROUP²



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	542 K	X	1 time	≡	542 K
3X	836 K	X	1.95 times	≡	1.6 M
6X	1.02 M	X	3.18 times	≡	3.3 M
12X	1.21 M	X	5.39 times	≡	6.5 M

7.33 GRP

21.98 GRP

43.96 GRP

87.93 GRP

An effective campaign

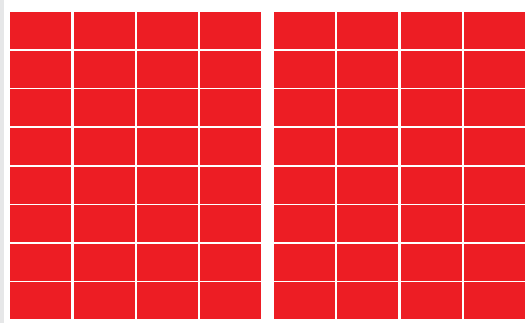
/ print campaign, Quebec City area

Number of ads*	Number of people 14+ reached in Quebec City CMA		Exposed to the campaign on average		Gross advertising impressions	
1X	166 K	X	1 time	≡	166 K	23.35 GRP
3X	224 K	X	2.22 times	≡	498 K	70.05 GRP
6X	257 K	X	3.87 times	≡	995 K	140.11 GRP
12X	288 K	X	6.92 times	≡	2.0 M	280.21 GRP

Source : Vividata Fall 2021, province of Quebec, 14+, print version only.
* Estimate for 1, 3, 6 and 12 ads in *Le Journal de Québec*, Saturday edition.

Formats

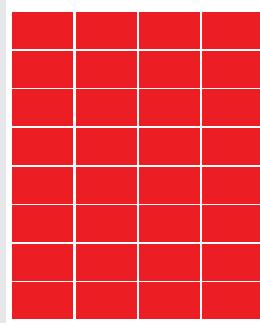
/ regular edition



DOUBLE PAGE

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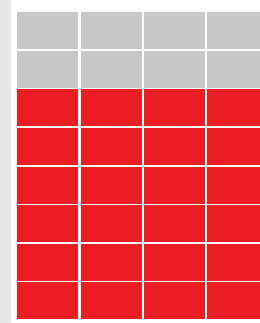
W 53.34 X H 31.92 cm



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"

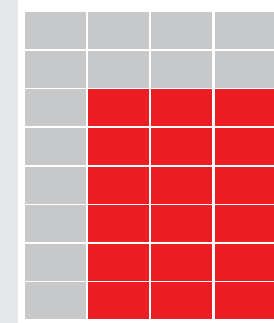
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3/4 OF A PAGE, VERTICAL

W 7.62" X H 12.57"

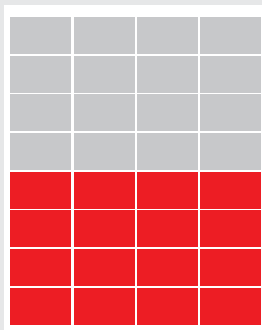
W 19.35 X H 31.92 cm



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"

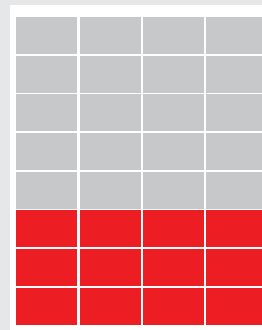
W 26.03 X H 15.97 cm



HALF-PAGE, VERTICAL

W 5.04" X H 12.57"

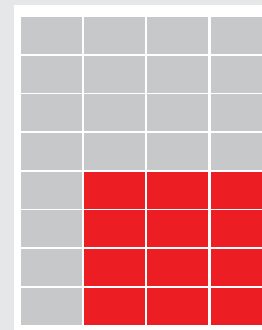
W 12.80 X H 31.92 cm



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"

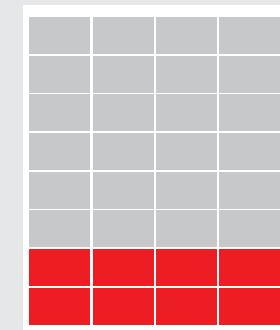
W 19.35 X H 15.97 cm



1/3 OF A PAGE, VERTICAL

W 5.04" X H 9.43"

W 12.80 X H 23.95 cm



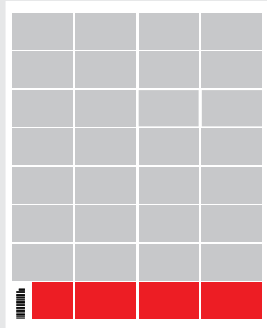
QUARTER-PAGE, HORIZONTAL

W 10.25" X H 3.14"

W 26.03 X H 7.97 cm

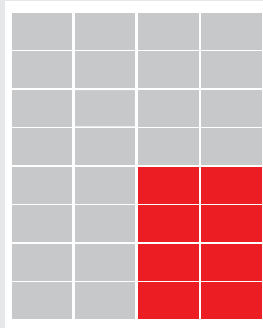
Formats

/ regular edition (following)



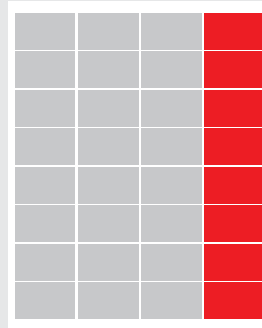
FRONT-PAGE BANNER

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W 24.61 X H 3.99 cm



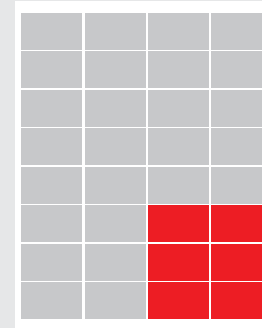
QUARTER-PAGE

W 5.04" X H 6.29"
W 12.80 X H 15.97 cm



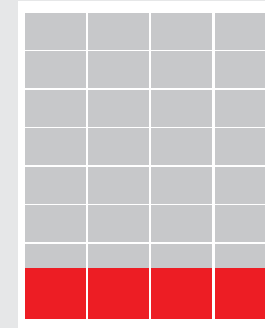
QUARTER-PAGE, VERTICAL

W 2.46" X H 12.57"
W 6.24 X H 31.92 cm



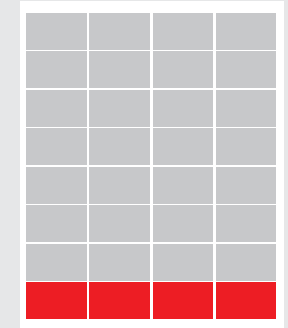
1/6 OF A PAGE

W 5.04" X H 4.71"
W 12.80 X H 11.97 cm



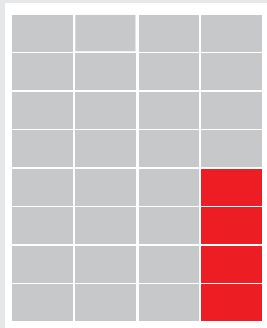
LARGE BANNER

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



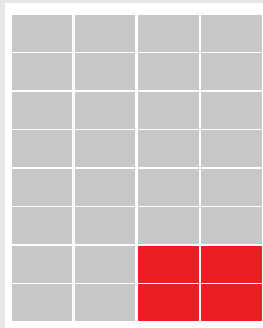
1/8 OF A PAGE (SMALL BANNER)

W 10.25" X H 1.57"
W 26.03 X H 3.99 cm



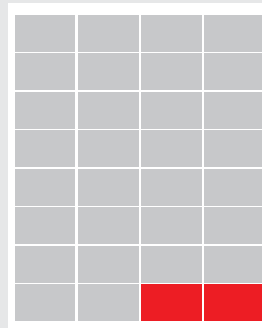
1/8 OF A PAGE, VERTICAL

W 2.46" X H 6.29"
W 6.24 X H 15.97 cm



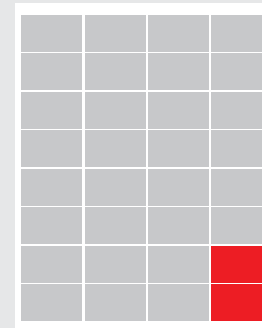
1/8 OF A PAGE

W 5.04" X H 3.14"
W 12.80 X H 7.97 cm



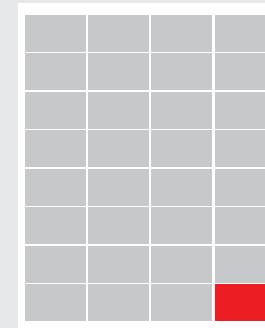
BUSINESS CARD, HORIZONTAL

W 5.04" X H 1.57"
W 12.80 X H 3.99 cm



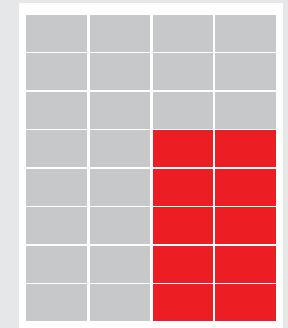
BUSINESS CARD, VERTICAL

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

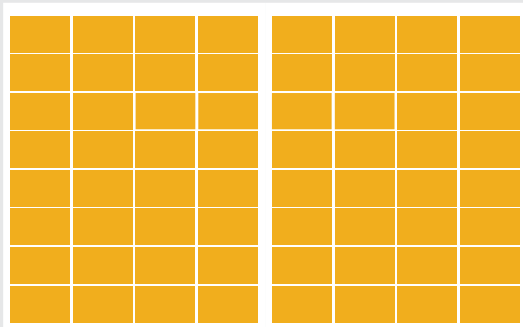


ABRIBUS

W 5.04" X H 7.14"
W 12.80 X H 18.14 cm

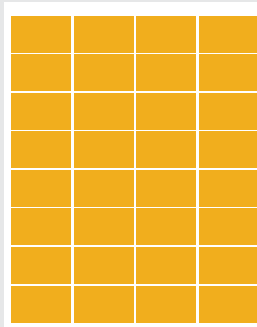
Formats

/ Weekend, Casa, Zeste and many special supplements



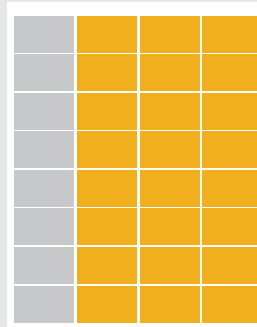
DOUBLE PAGE

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



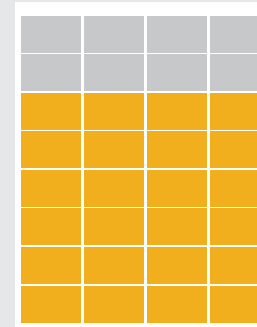
FULL PAGE

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



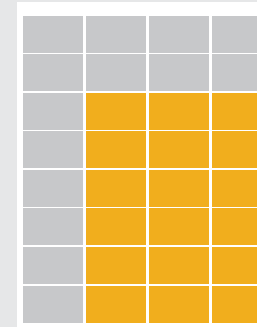
3/4 PAGE, VERTICAL

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



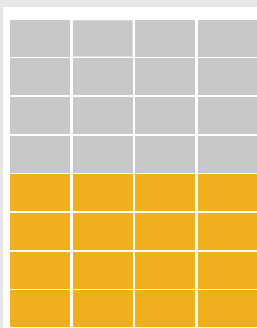
3/4 PAGE, HORIZONTAL

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



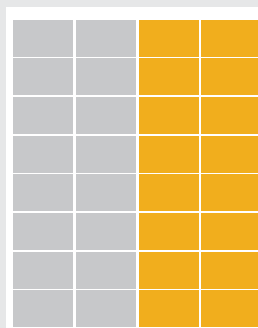
JUNIOR PAGE

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



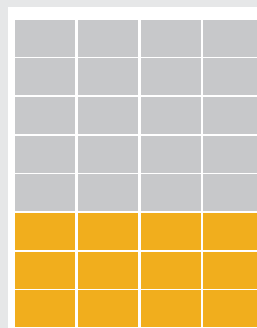
HALF-PAGE, HORIZONTAL

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



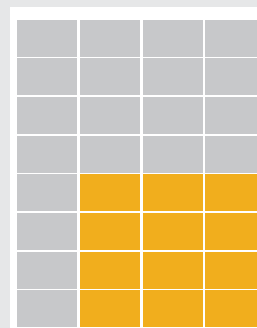
HALF-PAGE, VERTICAL

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



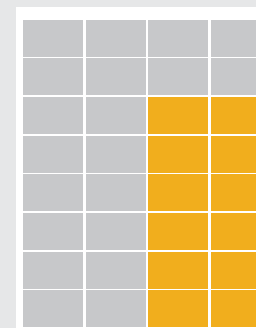
1/3 OF A PAGE, HORIZONTAL

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



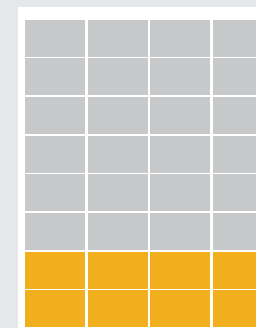
1/3 OF A PAGE

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

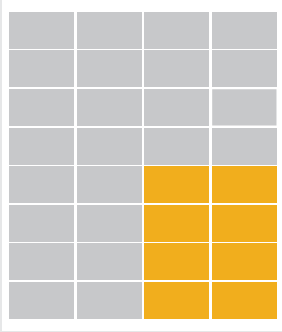


QUARTER-PAGE, HORIZONTAL

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

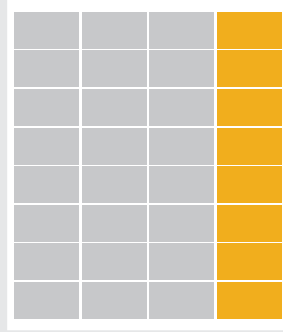
Formats

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



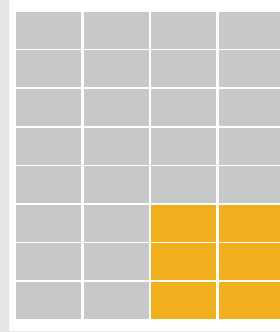
QUARTER-PAGE

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



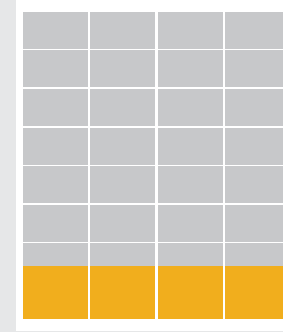
QUARTER-PAGE, VERTICAL

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



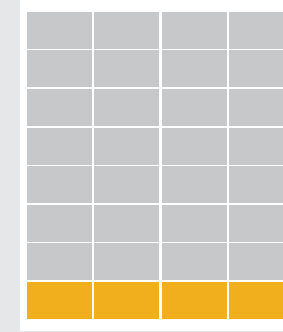
1/6 OF A PAGE

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



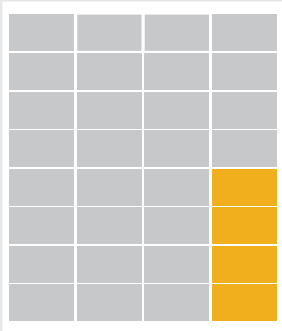
LARGE BANNER

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



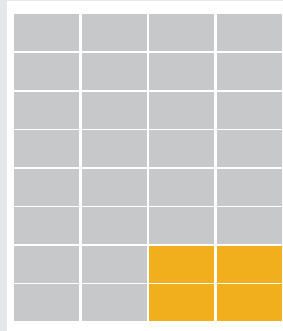
1/8 OF A PAGE (SMALL BANNER)

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

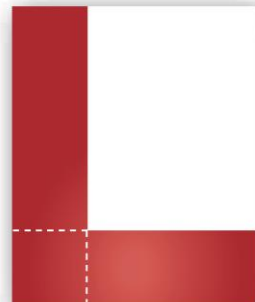


1/8 OF A PAGE

W 4.97" X H 2.86"
W 12.62 X H 7.26 cm

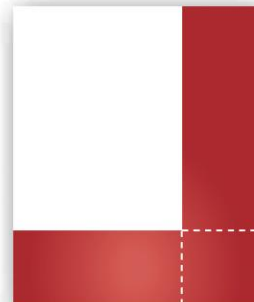
Special executions

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



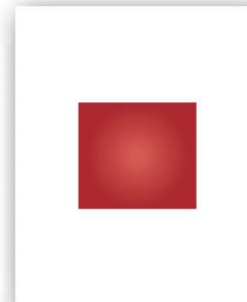
2 cols X 176 lines
+ 8 cols X 44 lines
2,46" X 12,57"
+ 10,25" X 3,14"

OPTION 15
DOUBLE BANNER



8 cols X 44 lines
10,25" X 3,14"
Repeat twice

OPTION 16
ISLAND



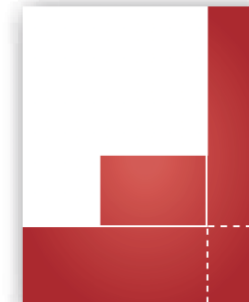
4 cols X 70 lines
5" X 5"

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



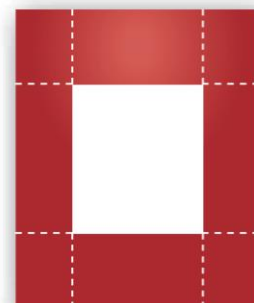
8 cols X 44 lines
+ 4,1 cols X 44 lines
+ 2 cols X 176 lines
10,25" X 3,14"
+ 5,17" X 3,14"
+ 2,46" X 12,57"

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 twice
2 cols X 176 lines
2,46" X 12,57"
Repeat twice

OPTION 21
MIDDLE PAGE BANNER



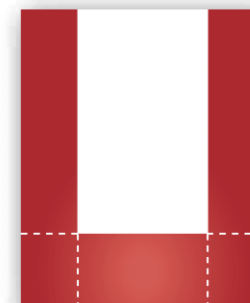
8 cols X 66 lines
10,25" X 4,71"

OPTION 22
TILES SHAPE



3 cols X 44 lines
3,75" X 3,14"
Repeat 4 times

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"

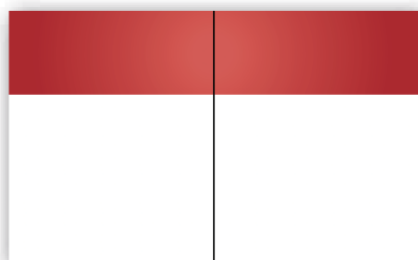
Special executions (following)

OPTION 24
CROSS SHAPE



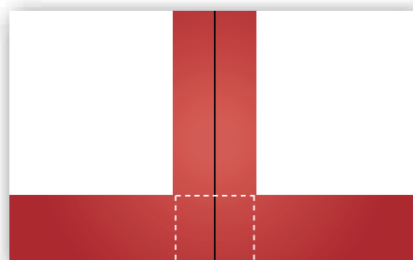
16,5 cols X 66 lines
+ 4,5 cols X 176 lines
21" X 4,71"
5,5" X 12,57"

OPTION 25
DOUBLE TOP



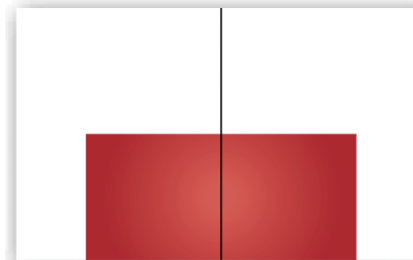
16,5 cols X 66 lines
21" X 4,71"

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



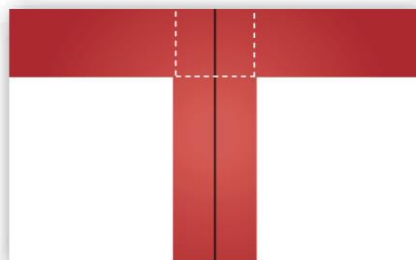
12,5 cols X 88 lines
15,83" X 6,29"

OPTION 28
DOUBLE MIDDLE PAGE



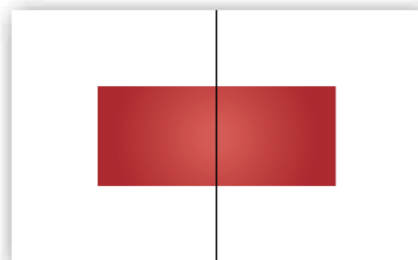
16,5 cols X 66 lines
21" X 4,71"

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



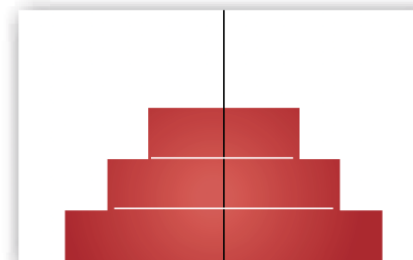
8,5 cols X 70 lines
10,66" X 5"

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 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: 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

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