

# Le Journal de Montréal

## MEDIA KIT



/ 2023

**le journal  
de montréal**

**QUEBECOR  
EXPERTISE | MEDIA**

# Le Journal de Montréal

/ the news reference

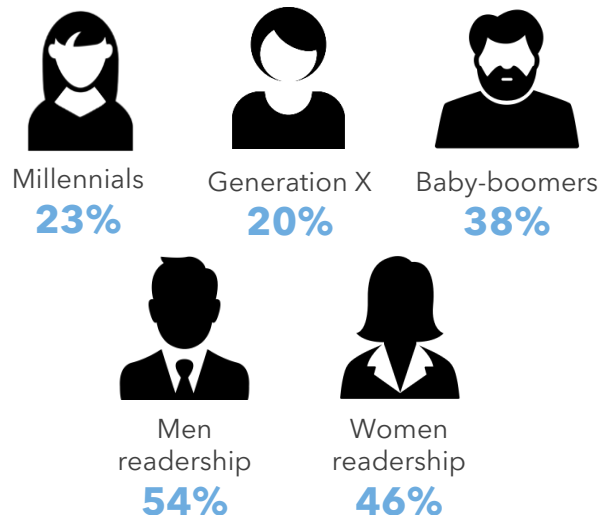
*Le Journal de Montréal* is designed to **inform** and **entertain** nearly 3 million readers and **provide advocacy on their behalf!** As its signature line – Un vrai journal, un journal vrai – indicates, *Le Journal de Montréal* is, now more than ever, a must-have resource for distinguishing what is 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.

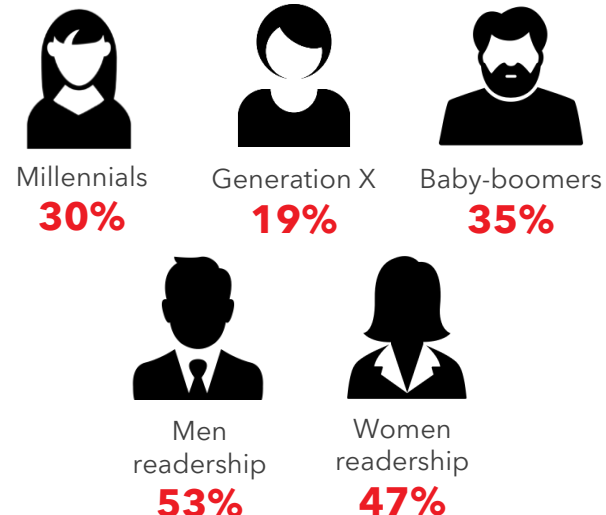


## 2.8 MILLION MULTI-PLATFORM READERS

### READERSHIP : PRINT



### READERSHIP : DIGITAL



### 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



# The news reference

/ now available on the mobile app

In addition to presenting the latest shock headlines from the print version, the Journal de Montréal app offers an enriched browsing and content experience. Web users will find continuous news updates, exclusive videos, and a team of renowned columnists from every field. The Journal provides every kind of news: shows, lifestyle, sports, travel, and more.

**2**

mobile applications  
(*Journal de Montréal* &  
*Journal de Québec*)

**continuous  
updates**

continuous newsfeed

**improved  
features**

new options for saving and  
recording

**150**

articles and other content  
published daily

**40+**

columnists covering a  
multitude of subjects

**80+**

articles within the same  
newsfeed is possible



# 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



Businesspeople

**684,000**

383,000



Vehicle \$30,000+

**692,000**

422,000



Household income \$100K+

**686,000**

350,000



Homeowners

**1,848,000**

1,118,000

**le journal  
de montréal**



# 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

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# 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

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# 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
- Read about the new release and upcoming films in the **CINÉMA** 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.

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# Creative options

/ multiple creative media options

## PRIVILEGED POSITIONING

- 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 18 & 19 of this document

## INSERTS

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

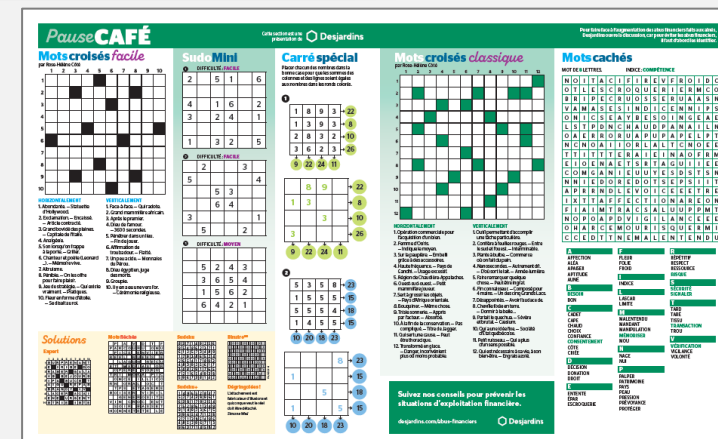
TO FIND OUT MORE, PLEASE CONTACT YOUR ADVERTISING REPRESENTATIVE

\*Formats provided only for Saturday supplements

Cover wrap



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 astuces pour perdre du poids de manière saine et durable.

**Perdez 20, 30 ou 40 livres**

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

Ex : Clinique Maigrir en Santé

**Faire ses premiers pas en investissement**

Vous voulez commencer à investir? Voici quelques conseils et astuces 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.

**Apprenez-en plus sur comment on s'investit, pour vous. Visitez [investia.ca/jdm](https://investia.ca/jdm)**

Ex : Investia

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

Une sortie familiale électrisante! Découvrez les activités et les attractions de La Cité de l'Énergie.

**Une sortie familiale électrisante!**

La Cité de l'Énergie est un lieu idéal pour une sortie familiale électrisante. Découvrez les activités et les attractions de La Cité de l'Énergie.

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. Découvrez les sandwiches printaniers et les vedettes inspirantes.

Ex : Subway

**SPONSORED CONTENT**

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

CLIENT'S CONTROL LEVEL

**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.

# Contact us

## **ADVERTISING SALES**

**Kimberley Rouse**

Senior director, sales

[Kimberley.Rouse@quebecormedia.com](mailto:Kimberley.Rouse@quebecormedia.com)

514-458-9025

## **AD CREATION**

**Production department**

[Prepresse@quebecormedia.com](mailto:Prepresse@quebecormedia.com)



# Appendix



# Profile of our readers

## PRINT

### READERSHIP

**1,708,000**

READERS PER WEEK

### TARGET<sup>1</sup>

 **54 %**  **46 %**

 **65 %**  **38 %**

### AGE GROUP<sup>1</sup>



## MULTI-PLATFORM

### READERSHIP

**2,813,000**

READERS PER WEEK

### TARGET<sup>2</sup>

 **53 %**  **47 %**

 **66 %**  **40 %**

### AGE GROUP<sup>2</sup>



Québecor Insights :

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	
<b>1X</b>	<b>973 K</b>	X	<b>1 time</b>	≡	<b>973 K</b>	<b>13.15 GRP</b>
<b>3X</b>	<b>1.5 M</b>	X	<b>1.97 times</b>	≡	<b>2.9 M</b>	<b>39.44 GRP</b>
<b>6X</b>	<b>1.8 M</b>	X	<b>3.24 times</b>	≡	<b>5.8 M</b>	<b>78.88 GRP</b>
<b>12X</b>	<b>2.1 M</b>	X	<b>5.55 times</b>	≡	<b>11.7 M</b>	<b>157.76 GRP</b>

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

# 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	
<b>1X</b>	<b>576 K</b>	X	<b>1 time</b>	≡	<b>576 K</b>	<b>15.48 GRP</b>
<b>3X</b>	<b>869 K</b>	X	<b>1.99 times</b>	≡	<b>1.7 M</b>	<b>46.43 GRP</b>
<b>6X</b>	<b>1.05 M</b>	X	<b>3.30 times</b>	≡	<b>3.5 M</b>	<b>92.87 GRP</b>
<b>12X</b>	<b>1.22 M</b>	X	<b>5.68 times</b>	≡	<b>6.9 M</b>	<b>185.73 GRP</b>

Source : Vividata Fall 2021, Montreal CMA, 14+, print version only.  
 \* Estimate for 1, 3, 6 and 12 ads in *Le Journal de Montréal*, Saturday edition.