

Le Journal de Québec

MEDIA KIT



/ 2023

**le journal
de québec**

QUEBECOR
EXPERTISE | MEDIA

Le Journal de Québec

/ the news reference

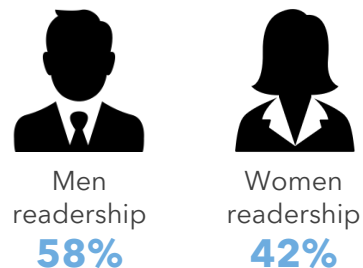
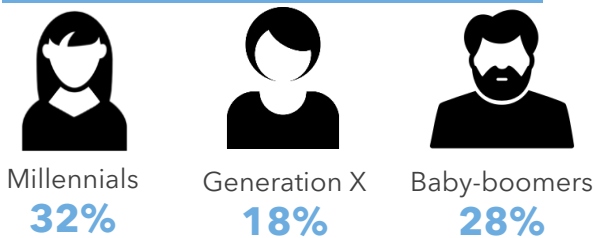
Le Journal de Québec is designed to **inform** and **entertain** 1.6 million readers and **provide advocacy on their behalf!** As its signature line - *Un vrai journal, un journal vrai* - indicates, *Le Journal de Québec* is, now more than ever, a must-have resource for distinguishing what is true from 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.

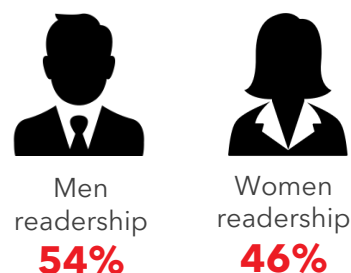
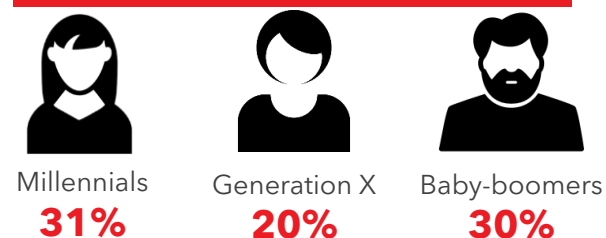


1.6 MILLION MULTI-PLATFORM READERS

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

The news reference

/ now available on the mobile app

In addition to presenting the latest shock headlines from the print version, the Journal de Québec 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

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

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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
- 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 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 18 & 19 of this document

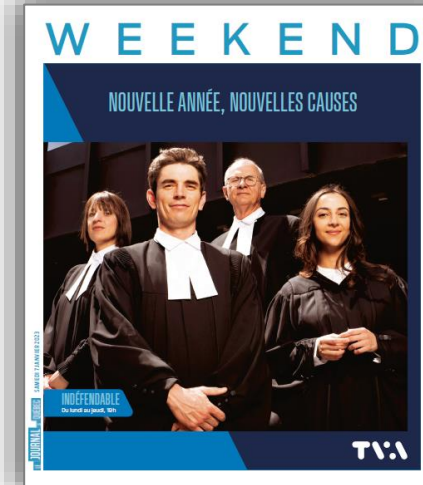
INSERTS

Your flyers or magazines inserted in Le Journal de Québec in the Saturday edition (in the Weekend supplement)

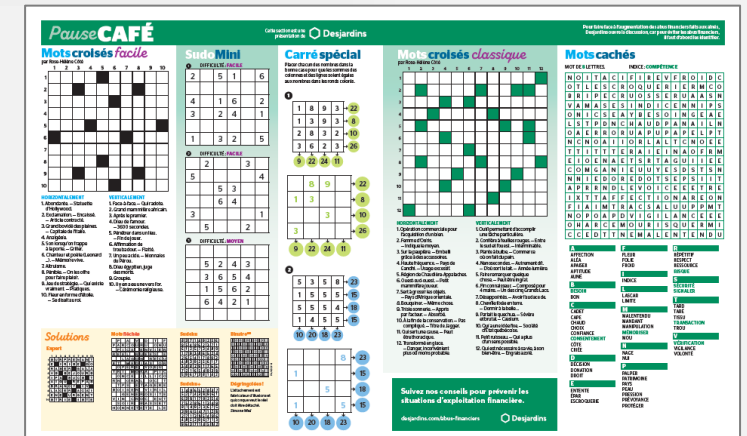
TO FIND OUT MORE, PLEASE CONTACT YOUR ADVERTISING REPRESENTATIVE

*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

Perdez 20, 30 ou 40 livres

ISABELLE HUOT

Ex : Clinique Maigrir en Santé

Faire ses premiers pas en investissement

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

Ex : Investia

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

Une sortie familiale électrisante!

LE CHOIX DES IDÉES

Ex : Cité de l'Énergie

Hublo

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

Subway lance un nouveau menu totalement alléchant

LE CHOIX DES IDÉES

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.

Contact us

ADVERTISING SALES

Michaël Drolet

Director, sales & special projects

Michael.Drolet@quebecormedia.com

(418) 933-2390

AD CREATION

Production department

Prepresse@quebecormedia.com

Appendix



Profile of our readers

PRINT

READERSHIP

898,000

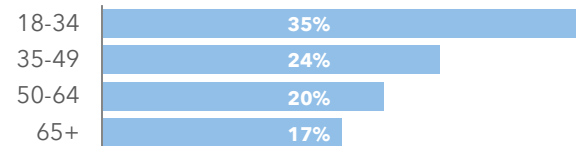
READERS PER WEEK

TARGET¹

 **58 %**  **42 %**

 **62 %**  **39 %**

AGE GROUP¹



MULTI-PLATFORM

READERSHIP

1,580,000

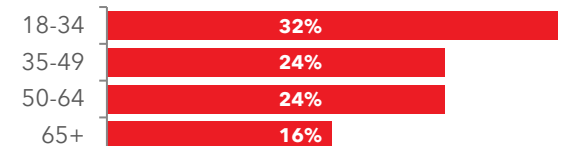
READERS PER WEEK

TARGET²

 **55 %**  **45 %**

 **65 %**  **39 %**

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

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.

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.