

LE JOURNAL DE MONTRÉAL

MEDIA KIT 2025



**le journal
de montréal**

QUEBECOR
EXPERTISE | MEDIA

Le Journal de Montréal

/ news reference

Mission : **inform** and **entertain** more than **2.5 million readers** and **provide advocacy on their behalf!**

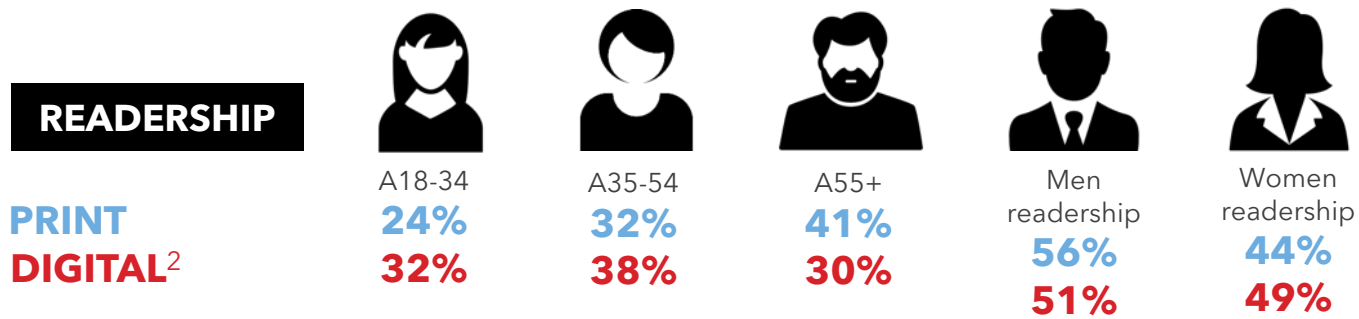
As its signature line - *Un vrai journal, un journal vrai* - indicates, *Le Journal de Montréal* is, now more than ever, a must-have resource for distinguishing what is true from what is fake.

In addition to showcasing local and world news for over 60 years, it features topical sections that appeal to its wide and diverse readership : Sports, *Argent* (finance), *Spectacles* (entertainment), etc.

The **Saturday** edition of *Le Journal de Montréal* is a paper bursting with content, designed to be read over the weekend! It includes the Weekend, *Livres* (books), *Casa* and *Zeste* supplements.



2.5 MILLION MULTI-PLATFORM READERS PER WEEK



PRINT

- 1,267,000 readers a week
- 516,000 readers a day (weekdays)
- 1,089,000 readers a day on Saturdays

DIGITAL

- 2.7 M of unique visitors per month¹
- 18.6 M of sessions per month²
- 42.9 M of page views per month²
- 1.4 M of video views per month²

MOBILE APP²

- 17 M screens viewed per month
- 41.6 K users per month

Sources: Vividata Fall 2024, province of Quebec, 14+, 6-day cumulative readership (print) and 7-day cumulative readership (digital).

1 - Comscore, French Quebec, average unique visitors between July 1 and Dec. 31, 2024

2 - Google Analytics. Monthly average between July 1 and Dec. 31, 2024

A discerning readership

/ Weekly readership

2.5 MILLION MULTIPLATFORM READERS

1.3 MILLION PRINT EDITION READERS



Aged 25-54

1,251,000 (ind. 111)

608,000 (ind. 107)



Businesspeople

638,000 (ind. 117)

333,000 (ind. 121)



Vehicle \$40k +

946,000 (ind. 110)

476,000 (ind. 110)



Household income \$100K+

675,000 (ind. 114)

309,000 (ind. 103)



Homeowners

1,457,000 (ind. 105)

758,000 (ind. 108)



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 audience with contextual placement

FROM MONDAY TO SATURDAY

Actualités (news)
Monde (world news)
Sports
Spectacles (entertainment)

Argent (finance)
Pause-Café (games)
En 5 Minutes (5-minute overview) - except on Friday

MONDAY

Le Guide de l'Auto (the car guide)
Santé (health)

TUESDAY

Tourisme (tourism)

WEDNESDAY

Pause-Café (games) supplement

THURSDAY

Aubaines (deals)

FRIDAY

Sortir (going out)

SATURDAY

Emplois et formation (jobs and training)

Our Saturday supplements
Cahier **Weekend** (weekend activities) –
Cahier **Livres** (books)
Cahier **Casa** (home improvement & decoration) –
Cahier **Zeste** (gastronomy)

VARIOUS DAYS

- **Special targeted supplements**
 - Multiple themes : automotive, education, housing, gift ideas, tourism, etc.
- We create **special customized supplements** for clients



Creative options

/ stand out with our media creativity opportunities

VISIBILITY ON THE FRONT PAGE

- False front page + C2
- Half-gatefold
- False post-it or big box
- Front-page banner

CREATIVE FORMATS

- Flexform format
- Special executions (see options in the appendix)
- Folding flap*
- Games section takeover

PRIVILEGED POSITIONING

- Page 2, page 5, page 7
- Back cover
- Vertical quarter-page on page 4

INSERTS

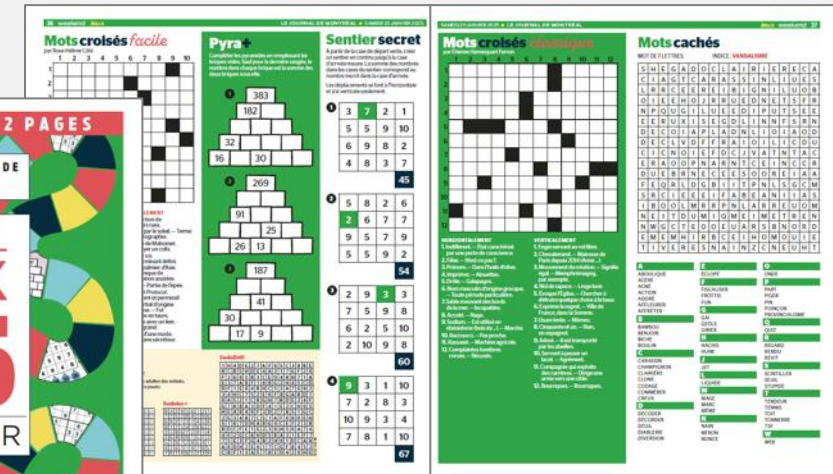
Your flyers or magazines inserted in *Le Journal de Montréal* (inserts possible from Wednesday to Saturday)

TO FIND OUT MORE, PLEASE CONTACT YOUR ADVERTISING REPRESENTATIVE

False front page



Flexform format



Games section takeover

*Format provided only for Saturday supplements

Content strategies

/ print and digital options available



Ex : Global International Networks Wines & Spirits

SPONSORED CONTENT

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



Ex : CDPQ

EDITORIAL INTEGRATION

Your product/service photo and description appear **in the article page**. Text next to photo.

Available only in the decoration-renovation content (Casa supplement) and in the recipes (Zeste supplement).



Ex : Marine Daniel Masson & Fils

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

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

Contact us

/ for more information

ADVERTISING SALES

Kimberley Rouse

Senior director, sales

Kimberley.Rouse@quebecormedia.com

514-458-9025

Special supplements :

Stéphanie Magnan

Product Manager, Newspapers and Magazines

Stephanie.Magnan@tva.ca

514-649-4968

AD PRODUCTION

Ad production services

Prepresse@quebecormedia.com

Appendix



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	1.1 M	X	1 time	≡	1.1 M	13.99 GRP
3X	1.8 M	X	1.77 times	≡	3.3 M	41.97 GRP
6X	2.3 M	X	2.79 times	≡	6.5 M	83.94 GRP
12X	2.8 M	X	4.64 times	≡	13.1 M	167.88 GRP

Source : Vividata Fall 2024, 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

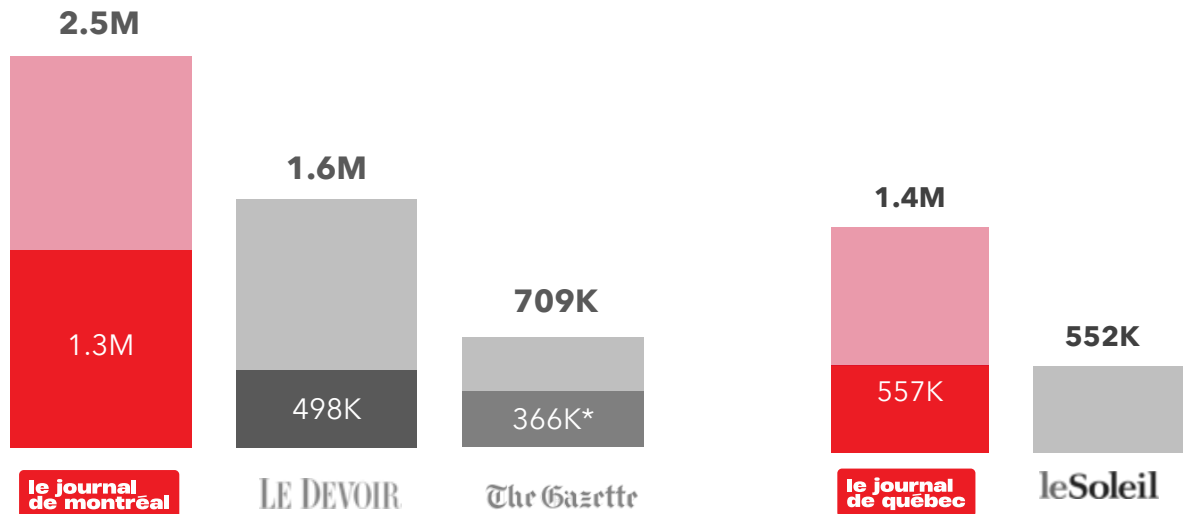
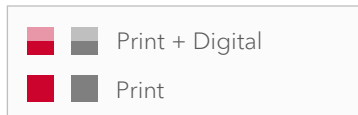
Number of ads*	Number of people 14+ reached in Montreal CMA		Exposed to the campaign on average		Gross advertising impressions	
1X	723 K	X	1 time	≡	723 K	18.32 GRP
3X	1.18 M	X	1.83 times	≡	2.17 M	54.97 GRP
6X	1.47 M	X	2.95 times	≡	4.34 M	109.94 GRP
12X	1.74 M	X	4.98 times	≡	8.67 M	219.88 GRP

Source : Vividata Fall 2024, Montreal CMA, 14+, print version only.
* Estimate for 1, 3, 6 and 12 ads in *Le Journal de Montréal*, Saturday edition.

Our newspapers

The most read in their markets

WEEKLY READERSHIP (14+)
PROVINCE OF QUEBEC



Québecor Insights:
 Source: Vividata Fall 2024, Province of Quebec, 14+, Cumulative 6/7 days
 * The Gazette has ceased its Monday print edition, which is included in the study results.