

LE JOURNAL DE MONTRÉAL

MEDIA KIT 2025



Le Journal de Montréal

/ news reference

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

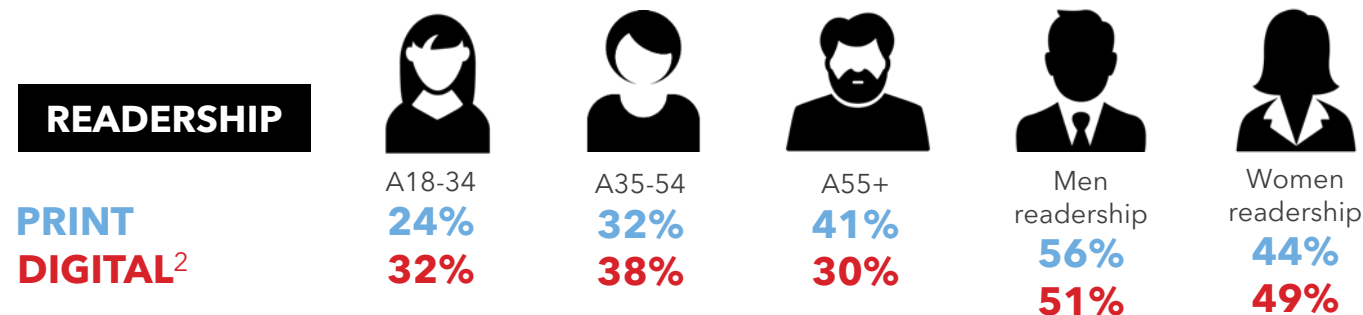
As its signature line – *Un vrai journal, un journal vrai* – indicates, *Le Journal de Montréal* is, now more than ever, a must-have resource for distinguishing what is true from what is fake.

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 is a paper bursting with content, designed to be read over the weekend! It includes the Weekend and *Évasion* (travel) supplements, as well as the new "Salut Bonjour Magazine".



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

le journal
de montréal



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)

WEDNESDAY

Pause-Café (games) supplement

FRIDAY

Sortir (going out)

TUESDAY

Tourisme (tourism)

THURSDAY

Aubaines (deals)

SATURDAY

Emplois et formation (jobs and training)

Our Saturday supplements
 Cahier **Weekend** (weekend activities) –
 Cahier **Évasion** (travel)
 Cahier **Salut Bonjour Magazine** (an engaging extension to Salut Bonjour's existing TV and digital content)

VARIOUS DAYS

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

le journal de montréal



Creative options

/ stand out with our media creativity opportunities

le journal
de montréal

False front page



Flexform format

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

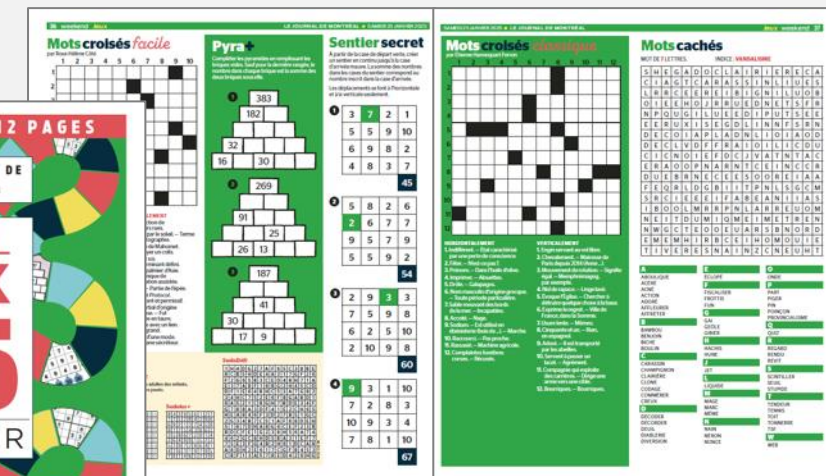
PRIVILEGED POSITIONNING

- 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



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

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*.



Ex : Marine Daniel Masson & Fils

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

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.

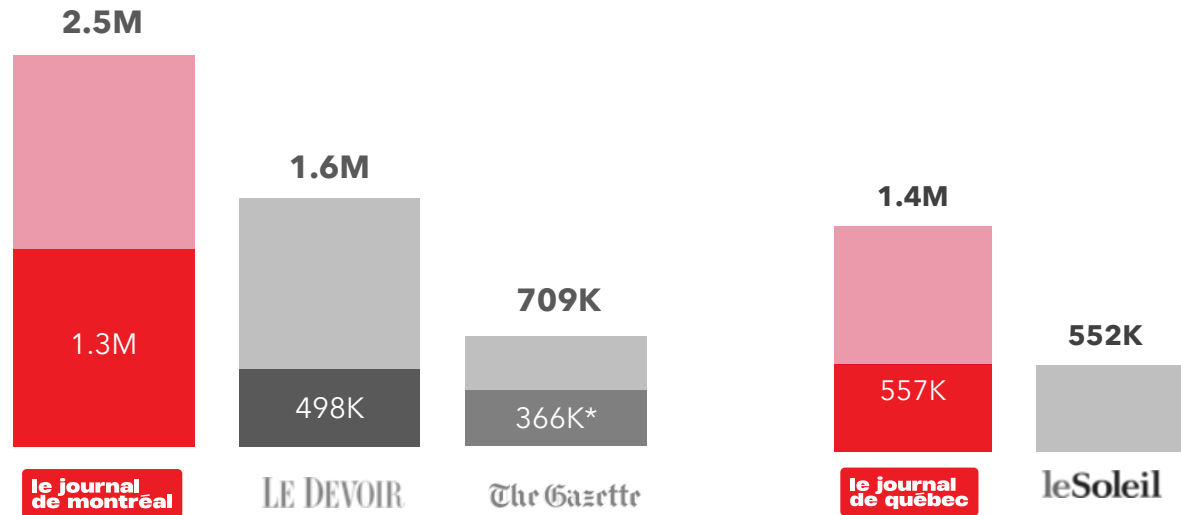
* Estimate for 1, 3, 6 and 12 ads in *Le Journal de Montréal*, Saturday edition.

Our newspapers

The most read in their markets

WEEKLY READERSHIP (14+)
PROVINCE OF QUEBEC

■ ■ Print + Digital
■ ■ Print



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.



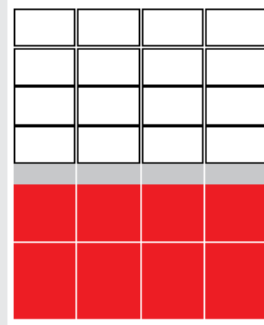
Formats

/ regular edition and *Le Guide de l'Auto* (The Car Guide) supplement

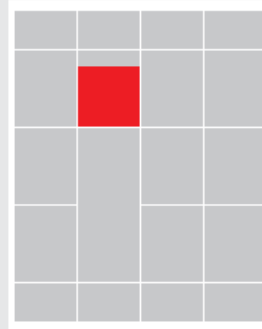
HIGH-IMPACT FORMATS



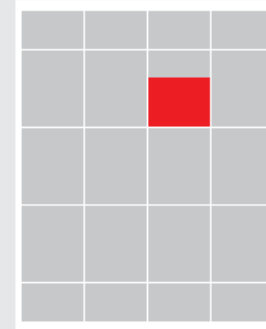
FALSE FRONT PAGE
L 10 X H 8 in.
L 25,4 X H 20,32 cm



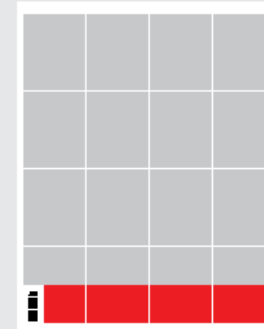
HALF-WRAP (EXT.-INT.)
L 10 X H 5,5 in.
L 25,4 X H 13,97 cm



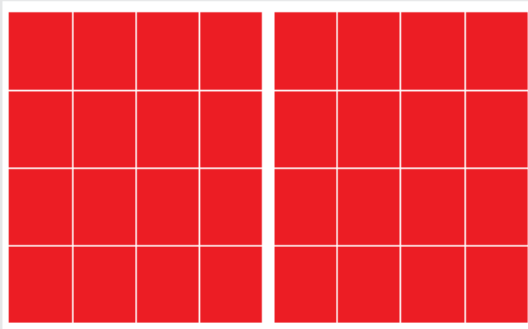
FALSE POST-IT (FRONT PAGE)
L 2,42 X H 2,42 in.
L 6,14 X H 6,14 cm



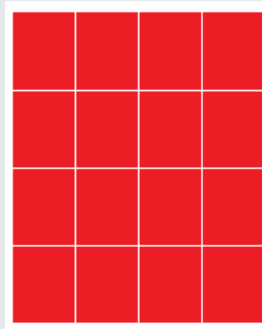
ISLAND (FRONT PAGE)
L 2,42 X H 2,14 in.
L 6,14 X H 5,43 cm



FRONT PAGE BANNER
L 9,5 X H 1,44 in.
L 24,13 X H 3,67 cm



DOUBLE PAGE SPREAD
L 20,5 X H 12,28 in.
L 52,07 X H 31,20 cm



FULL PAGE
L 10 X H 12,28 in.
L 25,04 X H 31,20 cm



3/4 HORIZONTAL
L 10 X H 9,19 in.
L 25,4 X H 23,34 cm



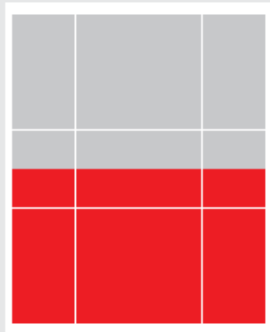
3/4 VERTICAL
L 7,47 X H 12,28 in.
L 18,98 X H 31,20 cm



JUNIOR PAGE
L 7,47 X H 9,19 in.
L 18,98 X H 23,34 cm

Formats

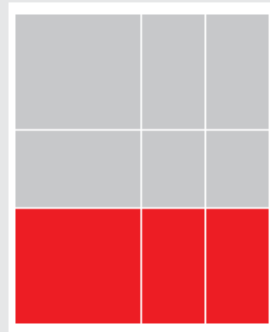
/ regular edition and *Le Guide de l'Auto* (The Car Guide) supplement (following)



1/2 HORIZONTAL
L 10 X H 6,09 in.
L 25,4 X H 15,46 cm



1/2 VERTICAL
L 4,94 X H 12,28 in.
L 12,56 X H 31,20 cm



1/3 HORIZONTAL
L 10 X H 4,54 in.
L 25,4 X H 11,54 cm



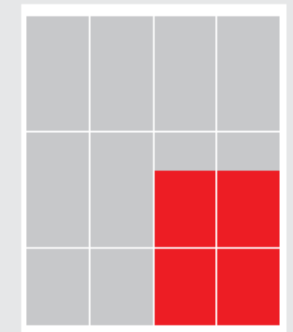
1/3 BLOC
L 7,47 X H 6,09 in.
L 18,98 X H 15,47 cm



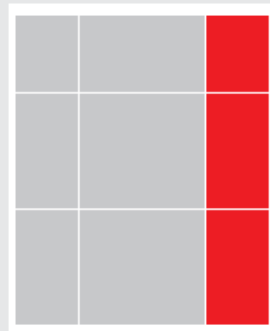
1/3 VERTICAL
L 4,94 X H 9,19 in.
L 12,56 X H 23,34 cm



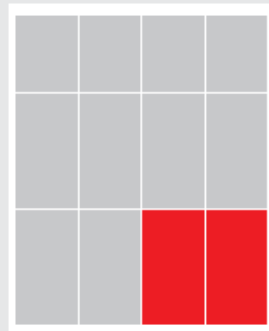
1/4 HORIZONTAL
L 10 X H 2,99 in.
L 25,4 X H 7,60 cm



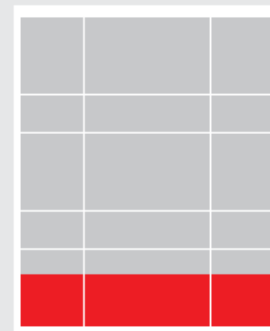
1/4 BLOC
L 4,94 X H 6,09 in.
L 12,56 X H 15,47 cm



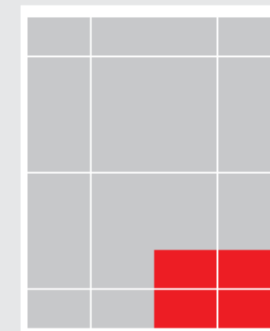
1/4 VERTICAL
L 2,42 X H 12,28 in.
L 6,14 X H 31,20 cm



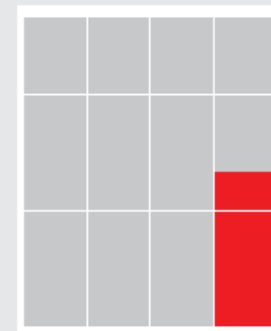
1/6 BLOC
L 4,94 X H 4,54 in.
L 12,56 X H 11,54 cm



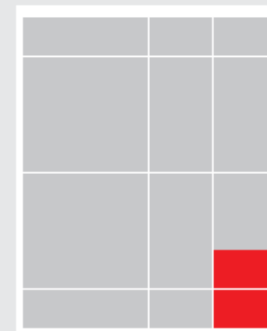
LARGE BANNER
L 10 X H 2 in.
L 25,4 X H 5,08 cm



1/8 BLOC
L 4,94 X H 2,99 in.
L 12,56 X H 7,60 cm



1/8 VERTICAL
L 2,42 X H 6,09 in.
L 6,14 X H 15,47 cm

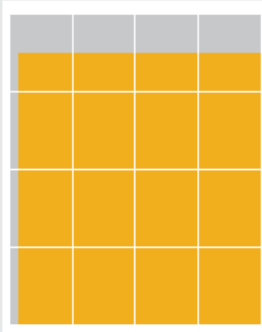


BUSINESS CARD
L 2,42 X H 2,99 in.
L 6,14 X H 7,60 cm

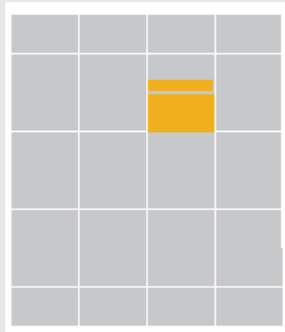
Formats

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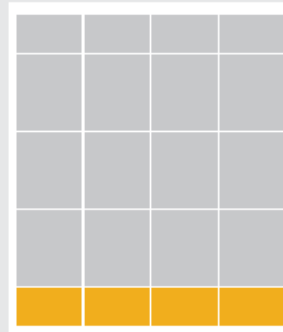
HIGH-IMPACT FORMATS



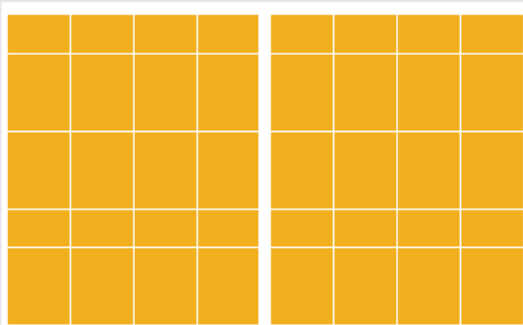
FALSE FRONT PAGE
L 9,66 X H 10,5 in.
L 25,4 X H 26,67 cm



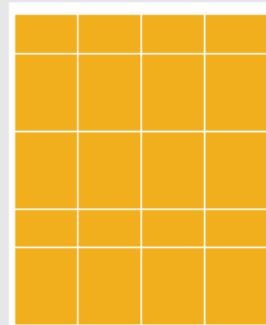
ISLAND (FRONT PAGE)
L 2,42 X H 2,14 in.
L 6,14 X H 5,43 cm



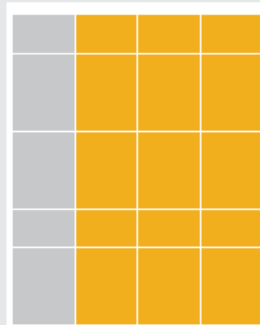
FRONT PAGE BANNER
L 10 X H 1,31 in.
L 25,4 X H 3,34 cm



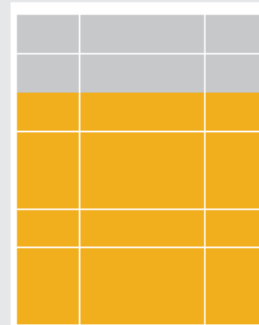
DOUBLE PAGE SPREAD
L 20,5 X H 11,28 in.
L 52,07 X H 28,66 cm



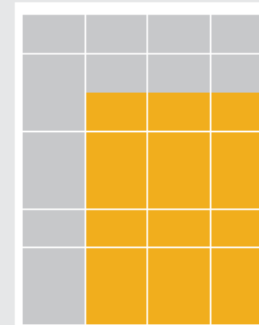
FULL PAGE
L 10" X H 11,28"
L 25,4 X H 28,66 cm



3/4 VERTICAL
L 7,47 X H 11,28 in.
L 18,98 X H 28,66 cm



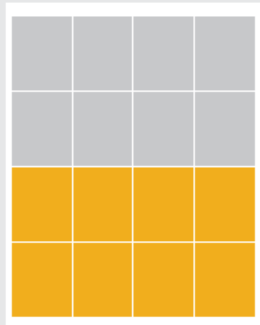
3/4 HORIZONTAL
L 10 X H 8,43 in.
L 25,4 X H 21,42 cm



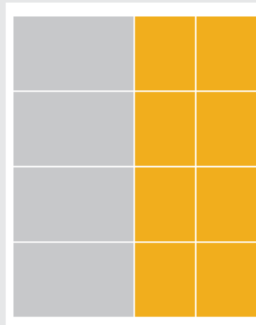
JUNIOR PAGE
L 7,47 X H 8,43 in.
L 18,98 X H 21,42 cm

Formats

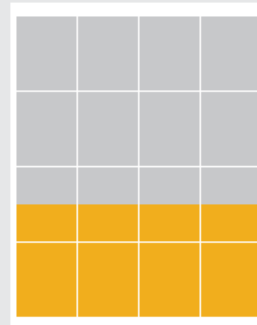
/ Saturday supplements (Weekend, Évasion, Salut Bonjour Magazine) and several special supplements (following)



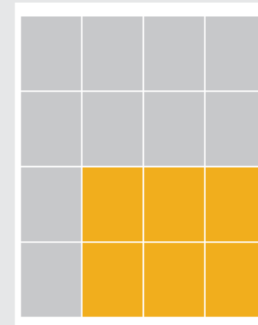
1/2 HORIZONTAL
L 10 X H 5,59 in.
L 25,4 X H 14,20 cm



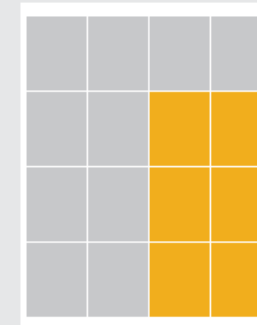
1/2 VERTICAL
L 4,94 X H 11,28 in.
L 12,56 X H 28,66 cm



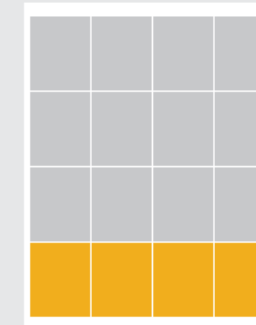
1/3 HORIZONTAL
L 10 X H 4,16 in.
L 25,4 X H 10,58 cm



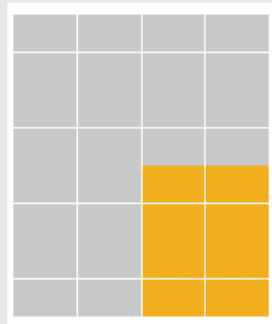
1/3 BLOC
L 7,47 X H 5,59 in.
L 18,98 X H 14,20 cm



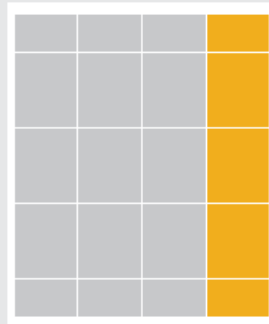
1/3 VERTICAL
L 4,94 X H 8,43 in.
L 12,56 X H 21,42 cm



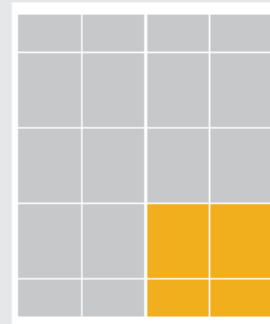
1/4 HORIZONTAL
L 10 X H 2,74 in.
L 25,4 X H 6,96 cm



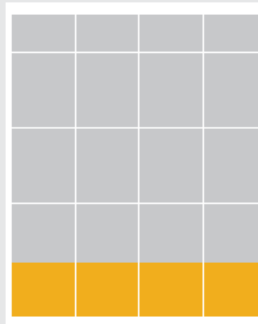
1/4 BLOC
L 4,94 X H 5,59 in.
L 12,56 X H 14,20 cm



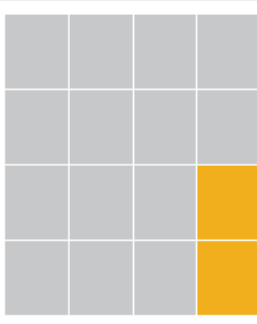
1/4 VERTICAL
L 2,42 X H 11,28 in.
L 6,14 X H 28,66 cm



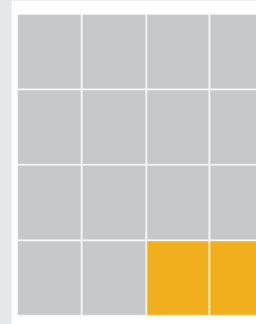
1/6 BLOC
L 4,94 X H 4,16 in.
L 12,56 X H 10,58 cm



LARGE BANNER
L 10 X H 1,85 in.
L 25,4 X H 4,72 cm



1/8 VERTICAL
L 2,42 X H 5,59 in.
L 6,14 X H 14,20 cm



1/8 BLOC
L 4,94 X H 2,74 po,
L 12,56 X H 6,96 cm

Special executions

OPTION 1
« L » SHAPE



2,42" X 12,28"
+ 10" X 2,99"
6,14 cm X 31,2 cm
+ 25,4 cm X 7,6 cm

OPTION 2
« L » SHAPE INVERTED



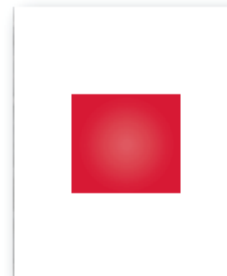
2,42" X 12,28"
+ 10" X 2,99"
6,14 cm X 31,2 cm
+ 25,4 cm X 7,6 cm

OPTION 3
DOUBLE BANNER



10" X 2,99"
25,4 cm X 7,6 cm
REPEAT X 2

OPTION 4
ISLAND



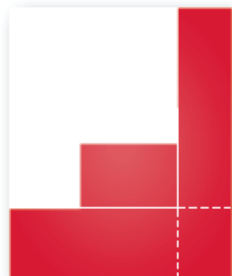
4,94" X 4,54"
12,56 cm X 11,54 cm

OPTION 5
FLAG SHAPE



10" X 2,99"
+ 2,42" X 12,28"
25,4 cm X 7,6 cm
+ 6,14 cm X 31,2 cm

OPTION 6
STAIRS



10" X 2,99"
+ 4,94" X 2,99"
+ 2,42" X 12,28"
25,4 cm X 7,6 cm
+ 12,56 cm X 7,6 cm
+ 6,14 cm X 31,2 cm

OPTION 7
TOP PAGE



10" X 4,54"
25,4 cm X 11,54 cm

OPTION 8
AROUND



10" X 2,99"
+ 2,42" X 12,28"
REPEAT X 2
25,4 cm X 7,6 cm+
6,14 cm X 31,2 cm
REPEAT X 2

OPTION 9
CENTERED BANNER



10" X 4,54"
25,4 cm X 11,54 cm

OPTION 10
HORSE SHOE



2,42" X 12,28"
+ 10" X 2,99"
+ 2,42" X 12,28"
6,14 cm X 31,2 cm
+ 25,4 cm X 7,6 cm
+ 6,14 cm X 31,2 cm

Special executions (following)

OPTION 11
CROSS



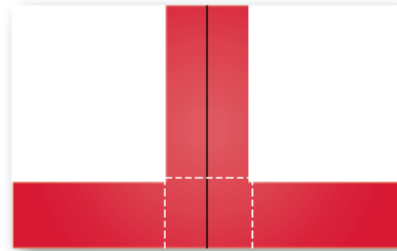
20,5" X 4,54"
+ 5,34" X 12,28"
52,07 cm X 11,54 cm
+ 13,57 cm X 31,2 cm

OPTION 12
DOUBLE TOP PAGE



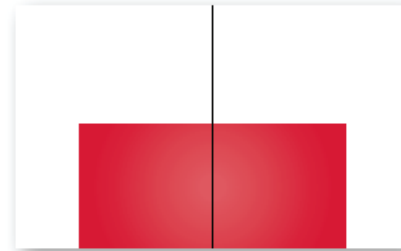
20,5" X 4,54"
52,07 cm X 11,54 cm

OPTION 13
« T » SHAPE INVERTED



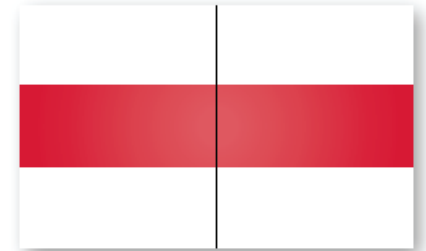
20,5" X 2,99"
+ 5,34" X 12,28"
52,07 cm X 7,6 cm
+ 13,57 cm X 31,2 cm

OPTION 14
DOUBLE GARAGE DOOR



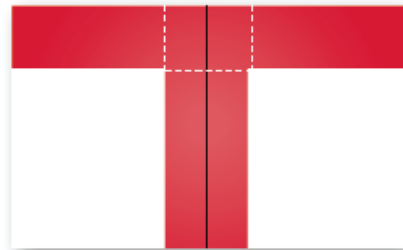
15,45" X 6,09"
39,23 cm X 15,47 cm

OPTION 15
DOUBLE MIDDLE PAGE



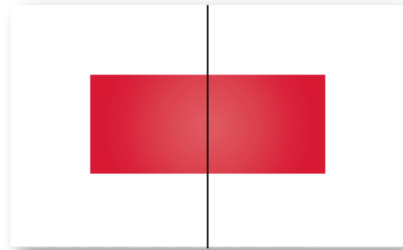
20,5" X 4,54"
52,07 cm X 11,54 cm

OPTION 16
« T » SHAPE



20,5" X 2,99"
+ 5,34" X 12,28"
52,07 cm X 7,6 cm
+ 13,57 cm X 31,2 cm

OPTION 17
CENTRAL ISLAND



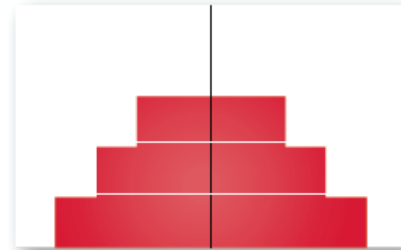
10,39" X 4,54"
26,4 cm X 11,54 cm

OPTION 18
SNAKE SHAPE



7,47" X 4,54"
+ 5,34" X 12,28"
+ 7,47" X 4,54"
19 cm X 11,54 cm
+ 13,57 cm X 31,2 cm
+ 19 cm X 11,54 cm

OPTION 19
CAKE



5,34" X 2,99"
+ 10,39" X 2,99"
+ 15,45" X 2,99"
13,57 cm X 7,59 cm
+ 26,4 cm X 7,59 cm
+ 39,23 cm X 7,59 cm

Technical standards

/ Ad production

Print characteristics

FILE FORMAT

Adobe Acrobat (PDF) high resolution
Also accepted: JPG format - high resolution 300ppp

PRINTING TYPE

PRINTING : offset
Newsprint paper
Output screen ruling : 100 lpi
Color printing : (CMYK) process only

GRAPHICS

Suggested image resolution : 300 ppi
ICC Profile : US WEB UNCOATED V2

Total maximum ink coverage : 260%

All color used (e.g. Pantone) in your document must be converted in CMYK process only.

IMPORTANT : All texts in black must be in black only, no CMYK black text accepted.

The material must match the exact dimensions of the advertising reservation, without cutting marks or lost margins (BLEED).

Please note that failure to comply with these requirements may result in printing problems.

Material delivery

NAMING YOUR FILES

Please include in your message: the company name, the advertising campaign name, the publication date, the size, and the contact information of the graphic designer or other responsible person.
Attachments (except PDF) must be zipped.

ELECTRONIC TRANSMISSION

By email to your account manager or coordinator.
By our production website : <https://portail.quebecormedia.com>
By WeTransfer
By Dropbox
By Google Drive

Deadlines

PUBLICATION	RESERVATION	MATERIAL
JOURNAL RÉGULIER		
Monday	Thursday 16h	Friday 15h
Tuesday	Friday 16h	Monday 15h
Wednesday	Monday 16h	Tuesday 15h
Thursday	Tuesday 16h	Wednesday 15h
Friday	Wednesday 16h	Thursday 15h
Saturday	Thursday 16h	Friday 15h
CAHIER GUIDE DE L'AUTO (MONDAY)		
Monday	Thursday 12h	Friday 12h
CAHIERS WEEKEND/ÉVASION, SALUT BONJOUR MAGAZINE (SATURDAY)		
Saturday	Tuesday 12h	Thursday 12h
SPECIAL SUPPLEMENT		
Please confirm the deadlines with your account manager.		

Ads canceled due to lateness or missed deadlines may be charged to the client. Technical production and printing requirements are subject to change without notice.

For more details, please do not hesitate to contact us; prepresse@quebecormedia.com