



Press release
For immediate release

LE JOURNAL DE MONTRÉAL, LE JOURNAL DE QUÉBEC AND 24 HEURES REACH MORE THAN 4.2 MILLION READERS EVERY WEEK!

58% of the Quebec population reads Quebecor Media Group dailies

Montreal, May 4, 2017 – Q4 2016 Vividata survey results reveal that *Le Journal de Montréal*, *Le Journal de Québec*, and *24 Heures* reach a grand total of **4,226,000 readers** every week through their various platforms (print, web and mobile).¹ According to these data, **58% of people in Quebec** choose one of these three Quebecor Media Group dailies as their source of news.¹

Historical results for *Le Journal de Québec*!

For the first time in its history, *Le Journal de Québec* has attracted a record-setting 1,594,000 weekly readers across all platforms, that is, more than twice as many readers as *Le Soleil*.¹ It is now possible, starting with the Q4 2016 Vividata survey results, to quantify the total readership of Quebec City dailies across the province as a whole.

Le Journal de Québec reaches 115% more multiplatform readers than *Le Soleil* on weekdays, 93% more on Saturday, and 97% more on Sunday.² The print edition of *Le Journal de Québec* is also leading with 1,245,000 readers every week, that is, 121% more than its competitor.³ In addition, *Le Journal de Québec* reaches more readers than all Groupe Capitaux Médias dailies across all platforms (1,594,000 vs. 1,291,000).¹

***Le Journal de Montréal* reaches more than 3 million readers every week.**

Le Journal de Montréal attracts 3,057,000 readers every week, across all platforms, which represents 760,000 more readers than *La Presse*.¹ *Le Journal de Montréal* is also the prevailing daily newspaper in Quebec, and its Saturday edition reaches more than twice as many readers as its main competitor, *La Presse*.⁴ The print edition of *Le Journal de Montréal* reaches more than one million readers every day (1,036,000 readers on weekdays, 1,397,000 on Saturday, and 1,026,000 on Sunday).⁴

***Le Journal de Montréal* and *Le Journal de Québec* digital platforms now Number 1!**

Data collected by comScore confirm that – for the first time – *Le Journal de Montréal* and *Le Journal de Québec* digital platforms now attract more unique visitors than the digital platforms of their competitors, *La Presse* and *Le Soleil*.⁵ *Le Journal de Montréal* digital platforms attract more than 3.2 million unique visitors a month, which is an increase of 25% over the past year.⁵ As for *Le Journal de Québec* digital platforms, they attract nearly 1.6 million unique visitors a month, up by 27% in one year. In the same period, its closest competitor saw its number of unique visitors drop by 5%.⁶

The J5 mobile application remains as popular as ever, with a total of 540,000 downloads to date.⁷ These excellent results position *Le Journal de Montréal* and *Le Journal de Québec* as leaders in new media in Quebec.

***24 Heures* attracts more than one million readers every week.**

Free daily *24 Heures* reaches 1,052,000 readers every week, across all platforms. *24 Heures* is as effective as ever in reaching out to urban millennials: more than a third of its readership (35%) is under the age of 35. *24 Heures* is also very effective at connecting with Allophones: 31% of its readers are native speakers of a language other than English or French. In addition, 75% of *24 Heures* readers have completed college or university studies.⁸

“More than ever, Quebecor newspapers are positioned well ahead of the competition,” states Lyne Robitaille, Senior Vice-President, Newspapers, Books, Magazines, Quebecor Media Group. “These results prove not only

that we continue to deliver high-quality content to our readers, but that a great number of readers continue to read us, whether in print, on the web or on mobile devices. The proximity with our readership and our presence in the market remain our priorities. Our objective is to continue to provide our readers with high-impact investigative reporting, special supplements, opinion from renowned columnists, and exclusive content. All the while continuing to provide our advertisers with the most effective platforms to reach their target markets.”

Le Journal de Montréal, Le Journal de Québec, and 24 Heures would like to express their warmest thanks to their **4.2 million** loyal readers and to their loyal advertisers for these excellent results.

About Quebecor Media Group newspapers

Quebecor Media Group newspapers include *Le Journal de Montréal, Le Journal de Québec* and *24 Heures*, available in print and digital versions. Quebecor Media Group newspaper content can be read on all digital platforms, including journaldemontreal.com, journaldequebec.com, and 24heures.ca and on *Le Journal de Montréal* and *Le Journal de Québec*'s free customizable J5 mobile application.

Sources:

¹Vividata Q4 2016, Province of Quebec, 12+, 5/7-day cumulative, print, web, mobile.

²Vividata Q4 2016, Province of Quebec, 12+, print, web, mobile.

³Vividata Q4 2016, Province of Quebec, 12+, 7-day cumulative, print version only.

⁴Vividata Q4 2016, Province of Quebec, 12+, print version only.

⁵comScore Media Metrix Multi-Platform, Canada, March 2017. comScore terminology: [C]JOURNALDEMONTREAL.COM and [C]JOURNALDEQUEBEC.COM attract more Unique Visitors than their competitors, [C]LAPRESSE.CA* and [C]LE SOLEIL.

⁶comScore Media Metrix Multi-Platform, Canada, March 2017 vs. March 2016.

⁷Google Play, iTunes, April 2017, JDM and JDQ.

⁸Vividata Q4 2016, Montreal CMA, 12+, 5-day cumulative, print, web, mobile.

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