



**Press Release**  
For immediate release

**WITH MORE THAN 4 MILLION READERS,<sup>1</sup>  
LE JOURNAL DE MONTRÉAL, LE JOURNAL DE QUÉBEC AND 24 HEURES  
REACH MORE THAN HALF OF QUEBEC'S POPULATION!**

**Montreal, October 18, 2017** – Once again, Vividata Q2 2017 survey results testify to the immense popularity of *Le Journal de Montréal*, *Le Journal de Québec* and *24 Heures* among newspaper readers. In fact, this data reveals that Quebecor's three dailies reach a total of **4,013,000 readers** per week through different platforms (print, web and mobile).<sup>1</sup>

**A new peak for *Le Journal de Québec***

*Le Journal de Québec* has achieved a new record of 1,642,000 readers per week, all platforms combined.<sup>1</sup> So, it has more than double the readership of *Le Soleil* (795,000 readers) and 390,000 readers more than all Groupe Capitales Médias<sup>1</sup> newspapers put together. The print edition of *Le Journal de Québec* also has more than double the readership of its main competitor, with 1,273,000 readers per week compared to 587,000 for *Le Soleil*.<sup>2</sup>

***Le Journal de Montréal*, still the leading daily in Quebec**

*Le Journal de Montréal* once again takes the spot of the leading daily in Quebec with 2,891,000 readers per week on all its platforms, that is, 628,000 readers more than *La Presse*.<sup>1</sup> The print edition of *Le Journal de Montréal* continues to dominate with 2,281,000 readers per week.<sup>2</sup> Although it still comes out 7 days a week, the print version of the *Le Journal de Montréal* gives readers the option of choosing the platform they want.

***24 Heures*, the newspaper of urban, active, educated and multicultural millennials**

Through its vast distribution in Montreal, the free daily *24 Heures* reaches 965,000 readers each week, all platforms combined. *24 Heures* proves that it's very effective in reaching urban, active, educated and multicultural millennials. More than a third of its readers (35%) are under 35 and 74% have completed college or university-level education. In addition, 42% of readers have a mother tongue other than French and 30% have a language other than French or English as their mother tongue.<sup>3</sup>

***Le Journal de Montréal* and *Le Journal de Québec* digital platforms still ahead!**

According to the most recent data gathered by comScore, the digital platforms of the *Journal de Montréal* and *Journal de Québec* remain more popular than their competitors'. In addition to being ahead of LaPresse.ca for a fourth consecutive month, **JournaldeMontreal.com** is the number 1 news site in Quebec with nearly 3 million unique visitors per month. As for the **JournaldeQuebec.com** website, it has nearly 1.4 million unique visitors per month, which is more than double of LeSoleil.com. The *Journal de Québec* website has been leading the *Soleil* website since February 2016.<sup>4</sup> And, the J5 mobile application has registered more than 630,000 downloads to date.<sup>5</sup>

"The results of the latest Vividata surveys once again demonstrate Quebecor newspapers' impact, which gives advertisers a chance to reach half the Quebec population. We're proud to provide our readers with original and credible content through the trusted professionalism of our journalists and columnists. We continue to work every day to deliver timely news to our readers so that they can be informed of the latest developments, no matter what their choice of platform," says Lyne Robitaille, Senior Vice-President, Newspapers, Books and Magazines, Quebecor Media.

*Le Journal de Montréal*, *Le Journal de Québec* and *24 Heures* would like to thank their 4 million readers and loyal advertisers for these excellent results.

**About Quebecor newspapers**

Quebecor's family of newspapers comprises the following: *Le Journal de Montréal*, *Le Journal de Québec* and *24 Heures*, available in print and electronic versions. In addition, Quebecor newspapers offer their content on all digital platforms including the [JournaldeMontreal.com](http://JournaldeMontreal.com), [JournaldeQuebec.com](http://JournaldeQuebec.com) and [JournaldeMontreal.com/24heures](http://JournaldeMontreal.com/24heures) websites as well as the customizable free *Journal de Montréal* and *Journal de Québec* J5 mobile application.

**Sources:**

<sup>1</sup>Vividata Q2 2017, Quebec Province, 12 +, 7-day cumulative, print, web, mobile.

<sup>2</sup>Vividata Q2 2017, Quebec Province, 12 +, 7-day cumulative, print version only.

<sup>3</sup>Vividata Q2 2017, Montreal CMA, 12 +, 7-day cumulative, print, web, mobile.

<sup>4</sup>comScore Media Metrix Multi-Platform, Region: Quebec, August 2017.\*

<sup>5</sup>Google Play and iTunes Connect, August 2017, J5 *Journal de Montréal* and *Journal de Québec*.

\* Terminology comScore [C]JOURNALDEMONTREAL.COM and [C]JOURNALDEQUEBEC.COM attract more Unique Visitors than their competitors, [C]LAPRESSE.CA\* and [C]LE SOLEIL.

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