



**Press Release**  
For immediate release

**LE JOURNAL DE MONTRÉAL, LE JOURNAL DE QUÉBEC AND 24 HEURES STILL LEADING THE WAY WITH NEARLY 4 MILLION READERS, THAT IS, 55% OF THE POPULATION IN QUEBEC!<sup>1</sup>**

**Montreal, April 19, 2018** – Spring 2018 Vividata survey results reveal that *Le Journal de Montréal*, *Le Journal de Québec*, and *24 Heures* reach a grand total of 3,985,000 readers every week in Quebec through their various platforms, which represents 55% of the province’s population.<sup>1</sup> As for the print editions of these Quebecor dailies, they attract 3,398,000 readers, or nearly one out of two people across Quebec.<sup>1</sup> These excellent results once again substantiate the leadership position that *Le Journal de Montréal*, *Le Journal de Québec*, and *24 Heures* enjoy within the media sector in Quebec.

***Le Journal de Montréal*, Quebec’s Number 1 print and multiplatform daily, 7 days a week**

*Le Journal de Montréal* remains Quebec’s Number 1 daily with 2,886,000 readers every week across all platforms.<sup>1</sup> Its print version, still available 7 days a week, reaches 2,269,000 readers a week, giving them a choice of platforms for their daily news and current events.<sup>2</sup> As for the J5 mobile application, now also available on tablets, it has been downloaded more than 831,000 times to date.<sup>3</sup>

***Le Journal de Québec*, Number 1 in Quebec City, far ahead of *Le Soleil*!**

*Le Journal de Québec* reaches 1,567,000 readers every week across all platforms, which is twice as many as for *Le Soleil*!<sup>1</sup> These robust results enable *Le Journal de Québec* to remain in the leading position in Quebec City, 7 days a week, across all versions, including print, digital, and multiplatform.

***24 Heures*: a multiplatform “millionaire”**

Free daily *24 Heures* reaches 1,024,000 readers in Greater Montreal and is as effective as ever in attracting urban, active, educated, and multicultural millennials.<sup>4</sup>

“In addition to confirming our daily’s tremendous popularity,” states Lyne Robitaille, Senior Vice-President, Newspapers, Magazines, Distribution, and Printing at Quebecor, “these excellent results endorse our decision to focus on all of our products, including print and digital. Our various platforms (print, web, mobile) meet our readers’ needs and provide them with a choice of media on which they can follow news and current events. Furthermore, our platforms enable us to provide advertisers with wide-ranging and high-performance advertising media.”

The Spring 2018 Vividata survey covered the period from January to December 2017. *Le Journal de Montréal*, *Le Journal de Québec*, and *24 Heures* would like to express their warmest thanks to their many readers and loyal advertisers for these excellent results.

**About Quebecor newspapers**

Quebecor newspapers include *Le Journal de Montréal*, *Le Journal de Québec* and *24 Heures*, available in print and digital versions. Quebecor newspaper content can be read on all digital platforms, including [journaldemontreal.com](http://journaldemontreal.com), [journaldequebec.com](http://journaldequebec.com), and [journaldemontreal.com/24heures](http://journaldemontreal.com/24heures) and on *Le Journal de Montréal* and *Le Journal de Québec*’s free customizable J5 mobile application.

**Sources:**

<sup>1</sup>Vividata Spring 2018, province of Quebec, 12+, 7-day cumulative, multiplatform readership

<sup>2</sup>Vividata Spring 2018, province of Quebec, 12+, 7-day cumulative, print version only

<sup>3</sup>Google Play and iTunes Connect, March 2018, J5 JDM and JDQ

<sup>4</sup>Vividata Spring 2018, Montreal CMA, 12+, 7-day cumulative, multiplatform readership

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