



**Press Release**  
For immediate release

**WITH NEARLY 4 MILLION READERS,  
LE JOURNAL DE MONTRÉAL, LE JOURNAL DE QUÉBEC AND 24 HEURES CONNECT  
WITH OVER HALF OF THE POPULATION IN QUEBEC!<sup>1</sup>**

**Montreal, May 1, 2019** – The findings of the spring 2019 Vividata survey reveal that *Le Journal de Montréal*, *Le Journal de Québec* and *24 Heures* reach a grand total of 3,925,000 readers a week in Quebec through their various platforms. This figure represents 55% of the province's population.<sup>1</sup> Thanks to its newspapers' reach, Quebecor has once again positioned itself as the leading press group in Quebec.<sup>1</sup>

***Le Journal de Montréal* remains the Number 1 daily in Quebec, 7 days a week!**

With 2,833,000 readers every week across all of its platforms, *Le Journal de Montréal* remains the Number 1 daily in Quebec.<sup>1</sup> *Le Journal de Montréal* is far ahead of its closest competitor, attracting 799,000 more readers than *La Presse*.<sup>2</sup> The print edition of *Le Journal de Montréal*, still available 7 days a week, attracts 2,141,000 readers every week, making it Quebec's most widely read print daily.<sup>3</sup>

***Le Journal de Québec* attracts nearly twice as many readers as *Le Soleil*!**

*Le Journal de Québec* reaches 1,479,000 readers every week across all platforms, which is 92% more readers than *Le Soleil*.<sup>1</sup> These excellent results have enabled *Le Journal de Québec* to retain its Number 1 position among dailies in Quebec City, 7 days a week, across print, digital, and multiplatform editions.

***24 Heures* connects with more than one million readers!**

With a 17% increase in its daily readership since the previous survey,<sup>4</sup> free daily *24 Heures* reaches 1,010,000 readers a week in Greater Montreal.<sup>5</sup> The print edition of *24 Heures* has recorded a significant upswing of 20% in its readership.<sup>6</sup> Thanks to these robust results, *24 Heures* is as critical a media asset as ever in attracting urban, active, educated, and multicultural millennials.

"These excellent results show that great numbers of readers continue to follow us across all of our platforms, including our print newspapers, our online editions, and our J5 mobile application for smart phones and tablets. Our goal is to deliver quality to readers through hard-hitting investigative reports, exclusive content, renowned columnists, and our popular Saturday supplements. As a leader in Quebec's media industry, we are committed to providing our advertisers with the most productive platforms for reaching their target customers effectively," states Lyne Robitaille, Senior Vice-President, Newspapers, Magazines, Distribution, and Printing at Quebecor.

Please note that the spring 2019 Vividata survey covered the period from January to December 2018. *Le Journal de Montréal*, *Le Journal de Québec* and *24 Heures* take this opportunity 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 may be read on all digital platforms, including the [JournaldeMontreal.com](http://JournaldeMontreal.com), [JournaldeQuebec.com](http://JournaldeQuebec.com), [JournaldeMontreal.com/24heures](http://JournaldeMontreal.com/24heures) web sites and *Le Journal de Montréal* and *Le Journal de Québec*'s free customizable J5 mobile application and J5 tablet.

**Sources:**

<sup>1</sup>Vividata, spring 2019, province of Quebec, 14+, 7-day cumulative, multiplatform

<sup>2</sup>Vividata, spring 2019, province of Quebec, 14+, 7-day cumulative, multiplatform (*La Presse* digital only)

<sup>3</sup>Vividata, spring 2019 vs winter 2019, province of Quebec, 14+, 7-day cumulative, print version only

<sup>4</sup>Vividata, spring 2019 vs winter 2019, Montreal CMA, 14+, read yesterday, multiplatform

<sup>5</sup>Vividata, spring 2019, Montreal CMA, 14+, 5-day cumulative, multiplatform

<sup>6</sup>Vividata, spring 2019 vs winter 2019, Montreal CMA, 14+, read yesterday, print version only

- 30 -

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