



Press Release
For immediate release

NOW MORE THAN EVER, YOUR DAILY IS HERE FOR YOU, REACHING 1 IN 2 QUEBECERS¹

Montréal, April 30, 2020 – Despite the now two-month-long crisis that has been affecting the planet, including of course Québec, *Le Journal de Montréal* and *Le Journal de Québec* are proud to provide their advertisers with a still reliable means of reaching 1 in 2 people in Québec thanks to their 7-day-a-week print editions and digital platforms¹.

Québec's media environment went through major changes in recent months – and our newspapers have successfully stood out by investing in high-quality content and investigative journalism as well as a great diversity of opinion.

According to the latest Vividata readership survey, our newspapers delivered another outstanding performance in 2019. Yet, in the time since this sweeping survey, we've gone on to make many improvements, particularly with regard to digital delivery, with traffic on our various platforms soaring to new heights as well as our print subscriptions, which recorded a significant increase in all regions of Québec.

***Le Journal de Montréal* and *Le Journal de Québec* – attracting growing readerships**

With more than 3 million readers a week on all of its platforms, *Le Journal de Montréal* is still – by far – Québec's Number 1 daily. More good news: the daily's multiplatform readership is growing for all daily editions; specifically, it is up 7% on weekdays, 16% on Saturdays, and 16% on Sundays¹. The print version of *Le Journal de Montréal*, which is available 7 days a week, reaches 2,260,000 readers every week, making it the most read print newspaper in Québec. Yet more good news: readership for the print version of *Le Journal de Montréal* is also on an upswing, with increases of 6% on weekdays, 14% on Saturdays, and 13% on Sundays².

Le Journal de Québec, which is the sole remaining newspaper in the province's capital city to appear 7 days a week, reaches 1,572,000 readers a week across all platforms. The daily's multiplatform readership is also growing – including growth for every daily edition – with increases of 7% on weekdays, 16% on Saturdays, and 22% on Sundays. These outstanding results enable *Le Journal de Québec* to hold on to its title as the Number 1 daily in Québec City for all delivery modes (print, digital, and multiplatform)¹.

Increase in subscriptions in these times of crisis

In their capacity as essential services, *Le Journal de Montréal* and *Le Journal de Québec* continue to publish and deliver their newspapers across Québec. Our readers, in lockdown, receive their daily in the comfort of their homes – and an increasing number of people would like to enjoy the same service. As a result, since the same period last year, *Le Journal de Montréal* and *Le Journal de Québec* have recorded a 140% increase in new subscriptions for their print and digital editions³.

Digital platforms – an absolute must in times of crisis

In their efforts to stay current with developments and not miss any important news in these times of crisis, readers have turned to the various digital platforms made available by *Le Journal de Montréal* and *Le Journal de Québec*. Google Analytics data reveal that JournaldeMontreal.com has experienced a 91% growth in new traffic as against the same period last year, while results for JournaldeQuebec.com show a whopping increase of 124%⁴.

Content upgrades that reflect readers' new reality

In addition to providing thoroughly vetted, highly credible, high-quality news, *Le Journal de Montréal* and *Le Journal de Québec* have made considerable content enhancements to their popular **Cahier Week-end** supplement in recent weeks, with upgrades to six sections (*Jeux, Évasion, Mode, Psycho, Télétravail, Santé*) devoted, respectively, to games, leisure, fashion, psychology, telework, and health. The dailies' regular sections have also undergone significant changes designed to reflect the new reality of readers who are in lockdown at home and provide them with much-needed information and entertainment during this difficult period.

24 Heures, now available in all metro stations

Since February 3, 2020, the free daily *24 Heures* has been available in all metro stations of the STM network in more than 160 display cases, making it easier to reach urban, active, educated, and multicultural millennials.

"Given the current situation, a reliable source of news is a necessity, and that's why we're doing everything we can to provide a newspaper that meets your needs and expectations. As our signature – *Un vrai journal, un journal vrai* – states, we're committed to sustaining our role as the leading source of news that enables readers to understand what's real and what isn't – all thanks to the meticulous work carried out by our vast team of journalists. On behalf of our team as a whole, I would like to thank all our readers for their trust during this crisis. Our thanks also go to our valued advertisers, who can certainly rely on our continued support during this trying period. By reporting and staying current with developments, together, we'll see our way through the current crisis," says Lyne Robitaille, Senior Vice-President, Québecor Newspapers, Magazines, Distribution, and Printing.

Please note that the spring 2020 Vividata survey covers the period from January to December 2019.

About Québecor newspapers

Québecor newspapers include *Le Journal de Montréal*, *Le Journal de Québec* and *24 Heures*, available in print and digital versions. Québecor newspaper content can be read on all digital platforms, including JournaldeMontreal.com, JournaldeQuebec.com, and JournaldeMontreal.com/24heures and on *Le Journal de Montréal* and *Le Journal de Québec*'s free customizable J5 mobile application.

Sources:

¹Vividata, spring 2020 vs spring 2019, province of Québec, 14+, 7-day cumulative, multiplatform

²Vividata, spring 2020 vs spring 2019, province of Québec, 14+, 7-day cumulative, print

³Internal data, March 13 to April 28, 2020 vs March 13 to April 28, 2019

⁴Google Analytics, March 13 to April 15, 2020 vs March 13 to April 15, 2019

Information:

Audrey Corriveau

Director, Marketing and Strategic Partnership Development
Newspapers and Magazines

audrey.corriveau@tva.ca