



Press release  
For immediate release

**AS VITAL AS EVER,  
LE JOURNAL DE MONTRÉAL AND LE JOURNAL DE QUÉBEC  
REACH MORE THAN 3.7 MILLION READERS – THAT’S ONE OUT OF EVERY TWO QUEBECERS!<sup>1</sup>**

**Montreal, October 21, 2020** – Once again, the results of the latest Vividata readership survey have confirmed the important role that traditional media play in times of crisis and the central role that *Le Journal de Montréal* and *Le Journal de Québec* play in the lives of Quebecers.

Through their print editions and various digital platforms, *Le Journal de Montréal* and *Le Journal de Québec* reach a grand total of more than 3.7 million readers<sup>1</sup> every week, which represents one out of every two Quebecers.<sup>1</sup> These data confirm beyond any doubt the leading role these dailies play, not only for readers but also for advertisers, who can reach a large potential customer base thanks to diverse, targeted, and high-performance advertising platforms.

“As Quebec and the rest of the world continue to grapple with the extraordinary circumstances stemming from the COVID-19 pandemic, *Le Journal de Montréal* and *Le Journal de Québec* remain as focused as ever on their mission of informing and entertaining readers and defending their interests – 7 days a week on the platform of their choice, including print. With their heavy investment in high-quality content and investigative journalism, Québecor dailies are a reliable and crucial source of news in an era where the line between real and fake is sometimes blurred. Our signature line – *Un vrai journal, un journal vrai* – is more than a mere slogan. It is our pledge to be the go-to resource for news and editorial content, thanks to our many journalists’ painstaking work and our columnists’ unrivalled diversity of opinion,” states Lyne Robitaille, Senior Vice-President, Québecor Newspapers, Magazines, Distribution, and Printing.

***Le Journal de Montréal*, delivered to your door, 7 days a week!**

With its more than 3.1 million weekly readers across all platforms, *Le Journal de Montréal* is still by far the media outlet of choice in Quebec.<sup>1</sup> In all, *Le Journal de Montréal* now attracts 667,000 more readers than *La Presse*, a 27% lead.<sup>1</sup> The print edition of *Le Journal de Montréal*, which is published 7 days a week, consistently attracts more than 2.2 million readers a week, which goes to show how healthy and robust print remains.<sup>2</sup>

***Le Journal de Québec* attracts 105% more readers than its closest competitor**

As for *Le Journal de Québec*, it attracts 1,675,000 readers every week<sup>1</sup> across all platforms. In addition, it is the sole remaining daily in Quebec’s National Capital Region to be published 7 days a week. The solid results posted by *Le Journal de Québec* enable the daily to consolidate its leadership position in Quebec City as a print, digital, and multi-platform resource.<sup>1</sup>

**Increasingly popular digital platforms**

Thanks to their various digital platforms, including the J5 mobile application, *Le Journal de Montréal* and *Le Journal de Québec* reach an ever-increasing number of readers throughout Quebec. According to Vividata, *Le Journal de Montréal* has increased its number of digital readers by 20% as compared with the previous survey,<sup>3</sup> while *Le Journal de Québec* recorded an increase of 31 %!<sup>3</sup>

Please note that the fall 2020 Vividata survey covered the period between July 2019 and June 2020.

**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](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 and J5 tablet.

**Sources:**

<sup>1</sup>Vividata, autumn 2020 vs autumn 2019, province of Québec, 14+, 7-day cumulative, multi-platform.

<sup>2</sup>Vividata, autumn 2020 vs autumn 2019, province of Québec, 14+, 7-day cumulative, print.

<sup>3</sup>Vividata, autumn 2020 vs autumn 2019, province of Québec, 14+, 7-day cumulative, digital.

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