



Press release  
For immediate release

## **LE JOURNAL DE MONTRÉAL AND LE JOURNAL DE QUÉBEC STILL PLAYING A CENTRAL ROLE IN THE DAILY LIFE OF NEARLY ONE OUT OF EVERY TWO QUEBECERS!<sup>1</sup>**

**Every week, the print and digital editions of the two Québecor dailies reach a grand total of 3,579,000 readers<sup>1</sup>**

**Montréal, May 13, 2021** – The results of the spring 2021 Vividata readership study could not be clearer: *Le Journal de Montréal* and *Le Journal de Québec* still play a leadership role in news coverage in Québec. These data confirm, beyond any doubt, the two dailies' top-tier position, both among readers and advertisers, particularly in the course of this highly unusual past year marked by a global pandemic.

### **High-quality readership and impressive gains among highly coveted target audiences**

Every week, thanks to their various print and digital platforms, *Le Journal de Montréal* and *Le Journal de Québec* reach a grand total of 3,579,000 readers, which accounts for nearly half of Québec's population.<sup>1</sup> The Québecor dailies' readership has grown considerably, especially among groups targeted by advertisers: up 13% in the 18-34 age group, 11% among university graduates, and 10% among Quebecers whose annual household income exceeds \$100,000.<sup>1</sup>

### **Strong increase in digital outreach and ever-popular print editions**

The digital outreach of *Le Journal de Montréal* and *Le Journal de Québec* has posted strong growth: up 13% on weekdays, 23% on Saturdays, 18% on Sundays, and 17% in their 7-cumulative results.<sup>2</sup> As for the dailies' print editions, they attract 2,445,000 readers.<sup>3</sup>

### ***Le Journal de Montréal*, the Number 1 print and multi-platform daily in Montréal and in Québec!**

With more than 3 million readers every week across all platforms, *Le Journal de Montréal* is yet again the leading daily in Montréal and in Québec.<sup>1</sup> Its print edition appears 7 days a week and reaches close to 2 million weekly readers, making it – once again – the province's most widely read newspaper.<sup>2</sup> Its digital platforms have continued their steady growth across the province with gains of 10% on weekdays, 17% on Saturdays, 14% on Sundays, and 14% in their 7-cumulative results.<sup>2</sup> The most striking gains were made in the 18-34 age group (up 25%) and among readers whose annual household income exceeds \$100,000 (up 24%).<sup>2</sup>

### ***Le Journal de Québec* reaches 82% more readers than *Le Soleil***

As for *Le Journal de Québec*, it reaches 1,610,000 readers every week across all platforms, which is 82% more readers than *Le Soleil*.<sup>1</sup> These solid results have enabled *Le Journal de Québec* to retain its title as Québec City's Number 1 daily in all categories: print, digital, and multi-platform.<sup>1</sup> Especially noteworthy is the performance of the daily's digital editions, which have posted impressive gains of 13% on weekdays, 40% on Saturdays, 30% on Sundays, and 21% in their 7-cumulative results across Québec.<sup>2</sup> *Le Journal de Québec* has also achieved a sharp increase in its weekly digital readership in the 18-34 age group (up 20%), among university graduates (up 43%), and among readers whose annual household income exceeds \$100,000 (up 48%).<sup>2</sup>

"The increase in our readership on most of our platforms is truly a major achievement. In addition to bucking the trend of the past few years, these data dispel the myth that newspapers are losing their popularity. While they have achieved strong growth among certain target audiences, *Le Journal de Montréal* and *Le Journal de Québec* remain dailies that reach out to women and men of all ages, all backgrounds, and all regions across Québec, including Gaspésie, Saguenay, the Eastern Townships, Outaouais and Abitibi. We're extremely proud of these results. We're also very happy that our readers have remained loyal to us despite the many changes that the pandemic has caused in everyone's daily life. We are committed to

keep delivering – to their doorstep and to their screens – content that informs and (especially now in this unusual period) entertains them 7 days a week. *Le Journal de Montréal* and *Le Journal de Québec* continue to be must-have, targeted, and highly productive advertising showcases that enable our advertisers and partners to connect with the public at large through the richly diverse platforms of print, digital, and mobile,” states Lyne Robitaille, Senior Vice-President, Québecor Newspapers, Magazines, Distribution, and Printing.

Please note that the spring 2021 Vividata survey covered a period of one year, from January 1, 2020 to December 31, 2020.

**About Québecor newspapers**

Québecor newspapers include *Le Journal de Montréal* and *Le Journal de Québec*, which are available in print and digital versions. Québecor newspaper content can be read on all digital platforms, including JournaldeMontreal.com, JournaldeQuebec.com, and the free customizable J5 mobile and J5 tablet applications.

**Sources:**

<sup>1</sup>Vividata, spring 2021 vs spring 2020, province of Québec, 14+, 7-day cumulative, multi-platform.

<sup>2</sup>Vividata, spring 2021 vs spring 2020, province of Québec, 14+, 7-day cumulative, digital.

<sup>3</sup>Vividata, spring 2021 vs spring 2020, province of Québec, 14+, 7-day cumulative, print.

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**Information:**

Audrey Corriveau  
Director, Marketing and Strategic Partnership Development  
Newspapers and Magazines  
[audrey.corriveau@tva.ca](mailto:audrey.corriveau@tva.ca)