

# 24 heures Montreal

24 heures Montreal reaches over 550,000 young, active professionals in Montreal each week. The Montreal CMA has a population of over 3.8 million people. The average household income of the residents of Montreal is \$72,155. In 2010 it is estimated that residents will spend an average of \$28,012 in the retail sector per household.



Circulation	
Monday	139,647
Tuesday	145,279
Wednesday	143,247
Thursday	144,939
Friday	141,495

Readership	
Monday to Friday	267,600
5 Day CUME	551,400
Weekly Print & Online	564,800

Editorial Features	M	T	W	TH	F
Breaking News	█	█	█	█	█
World News	█	█	█	█	█
Money	█	█	█	█	█
Classified	█	█	█	█	█
Sports	█	█	█	█	█
Health & Fitness	█	█	█	█	█
Couples & Family	█	█	█	█	█
Fashion & Beauty	█	█	█	█	█
Homes	█	█	█	█	█
Food & Drink	█	█	█	█	█
Workzone	█	█	█	█	█
Travel	█	█	█	█	█
Auto	█	█	█	█	█
Digital Life	█	█	█	█	█
24H Weekend	█	█	█	█	█

## Demographic Highlights

- 71% are adults 18-49
- 54:46 Male/Female Split
- 48% own their home
- 70% have some post secondary plus

