

Journal de Montréal

Le Journal de Montréal is not only the number one newspaper in Montréal, but it also has a very exclusive audience with 88% of its readers exclusive of La Presse. This is due to the fact that Le Journal de Montréal meets all of their readers information needs and has content that aspires to reflect their lives and concerns. Le Journal de Montréal is a market leader in Montréal and will continue to be a dominant newspaper in that market.



Circulation	
Weekday Average	266,116
Saturday	290,259
Sunday	264,678
Readership	
Monday to Friday	612,500
Saturday	624,000
Sunday	389,400
6 Day CUME	1,153,500
Weekly Print & Online	1,198,000

Editorial Features	M	T	W	TH	F	SA	SU
Health	■						
ENT						■	
Your Home						■	
Autonet							■
Fashion				■			
Travel		■				■	
Jobboom			■			■	
Your Money	■	■	■	■	■		
Life	■	■	■	■	■		
Sports	■	■	■	■	■	■	■

Demographic Highlights

- 61% are adults 18-49
- 58% are married/living together
- 63% are home owners
- 60% have at least some post secondary education

