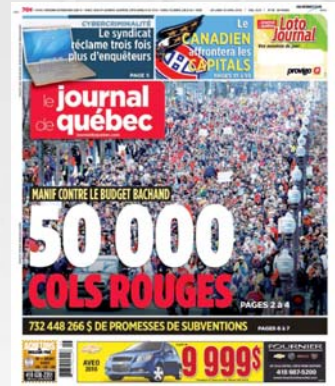


Journal de Québec

Le Journal de Québec maintains its number one position in both circulation and readership in Quebec City. Each week, Le Journal de Québec reaches over 325,000 readers. Le Journal de Québec is an active media sponsor for most Quebec City events including the Carnival de Québec, the Grand Feux Loto-Québec (international fireworks competition) and most movie and show premieres.



Circulation	
Weekday Average	111,721
Saturday	130,642
Sunday	114,581
Readership	
Monday to Friday	184,000
Saturday	198,400
Sunday	134,500
6 Day CUME	326,400
Weekly Print & Online	337,800

Editorial Features	M	T	W	TH	F	SA	SU
Autonet	█						
Technology							█
Careers			█			█	
Entertainment	█	█	█	█	█	█	█
Travel						█	
Homes						█	
Sports	█	█	█	█	█	█	█

Demographic Highlights

- 59% are adults 18-49
- 60% are married/living together
- 63% are home owners
- 65% have at least some post secondary education

