



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 87% 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.



This newspaper is available online and receives approx. 315,346 Unique Visitors and 13.4 Million Page Views (Source: ComScore October 2011)

Circulation	
Weekday Average	272,062
Saturday	296,339
Sunday	270,940

Readership	
Monday to Friday	615,000
Saturday	667,100
Sunday	438,900
7 Day CUME	1,194,400
Weekly Print & Online	1,213,600

Editorial Features	M	T	W	TH	F	SA	SU
Health	█						
ENT						█	
Your Home						█	
Autonet							█
Fashion				█			
Travel		█				█	
Jobboom			█			█	
Your Money		█	█	█	█		
Life		█	█	█	█		
Sports		█	█	█	█	█	█
Break (Pause Café)		█	█	█	█		
Weekend						█	█

Demographic Highlights

- 60% are adults 18-49
- 57% are male; 43% are female
- 59% are married/living together
- 64% are home owners
- 62% have at least some post secondary education

