



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 335,000 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.

This newspaper is available online and receives approx. 246,447 Unique Visitors and 7.2 Million Page Views (Source: ComScore October 2011)

Circulation	
Weekday Average	121,261
Saturday	138,048
Sunday	122,891

Readership	
Monday to Friday	175,700
Saturday	204,700
Sunday	130,400
7 Day CUME	335,900
Weekly Print & Online	350,700

Editorial Features	M	T	W	TH	F	SA	SU
Autonet							■
Technology							■
Careers			■			■	
Entertainment	■	■	■	■	■	■	■
Travel						■	
Homes						■	
Sports	■	■	■	■	■	■	■
Business / Money	■	■	■	■	■	■	■
Weekend						■	■

Demographic Highlights

- 56% are adults 18-49
- 58% are married/living together
- 67% are home owners
- 67% have at least some post secondary education

