

# 24 HEURES POSTS THE STRONGEST GROWTH IN THE MONTRÉAL MARKET



**DISCOVER OUR RESULTS**  
2013 NADbank survey



La couleur d'aujourd'hui

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**24 HEURES POSTS  
ITS STRONGEST **WEEKLY  
GROWTH** IN THE MARKET  
WITH 14,800 NEW READERS.**



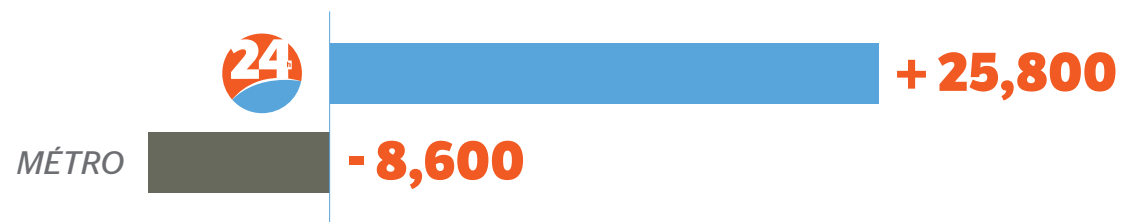
Source: 2013 vs. 2012 NADbank, Montréal CMA, adults 18 +, 5-day cumulative

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**24 HEURES CONTINUES  
TO GROW WHILE ITS  
COMPETITOR POSTS  
A LOSS IN READERSHIP.**



Source: 2013 vs. 2012 NADbank, Montréal CMA, adults 18+, M-F (read yesterday)



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**URBAN DAILY 24 HEURES  
IS NOW NUMBER 1  
IN THE 18-34 AGE  
SEGMENT.**



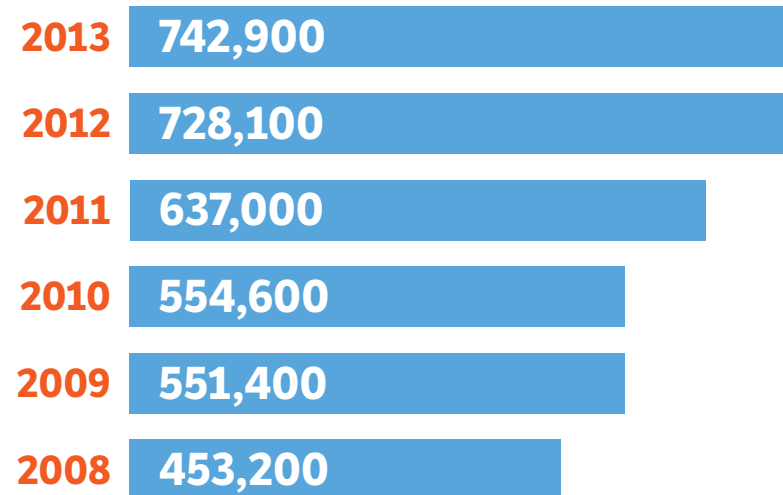

Source: 2013 vs. 2012 NADbank, Montréal CMA, adults 18+, M-F (read yesterday)



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**SINCE 2008, 24 HEURES  
HAS POSTED  
A 64% GROWTH  
IN READERSHIP.**

Urban daily *24 Heures* achieves  
**A NEW PEAK**  
WITH **742 900**  
READERS PER WEEK.

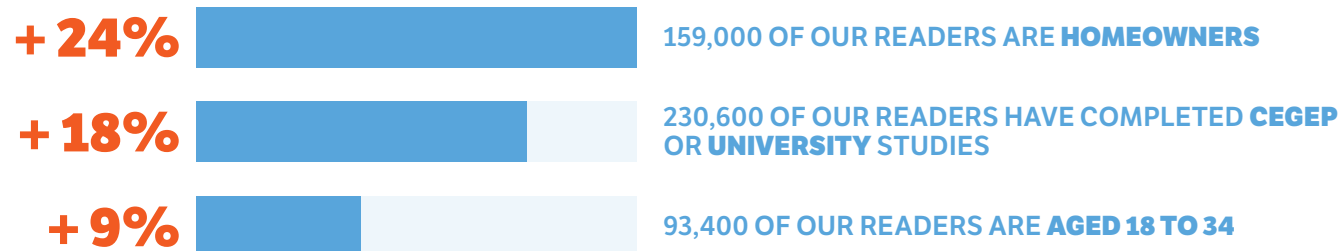


Source: 2008 to 2013 NADbank, Montréal CMA, adults 18 +, 5-day cumulative



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## URBAN DAILY 24 HEURES HAS POSTED INCREASES IN SOUGHT-AFTER TARGET SEGMENTS.

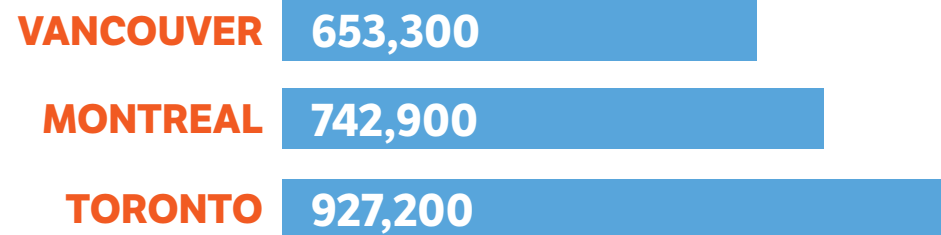


Source: 2013 vs. 2012 NADbank, Montréal CMA, adults 18+, M-F (read yesterday)



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EVERY WEEK, THE 3 EDITIONS  
OF *24 HEURES* REACH  
MORE THAN **2.3 MILLION**  
READERS, FOR AN OVERALL  
SCOPE OF **23%**.



Source: 2013 NADbank, 3 markets (*24 Heures*), adults 18+, 5-day cumulative



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