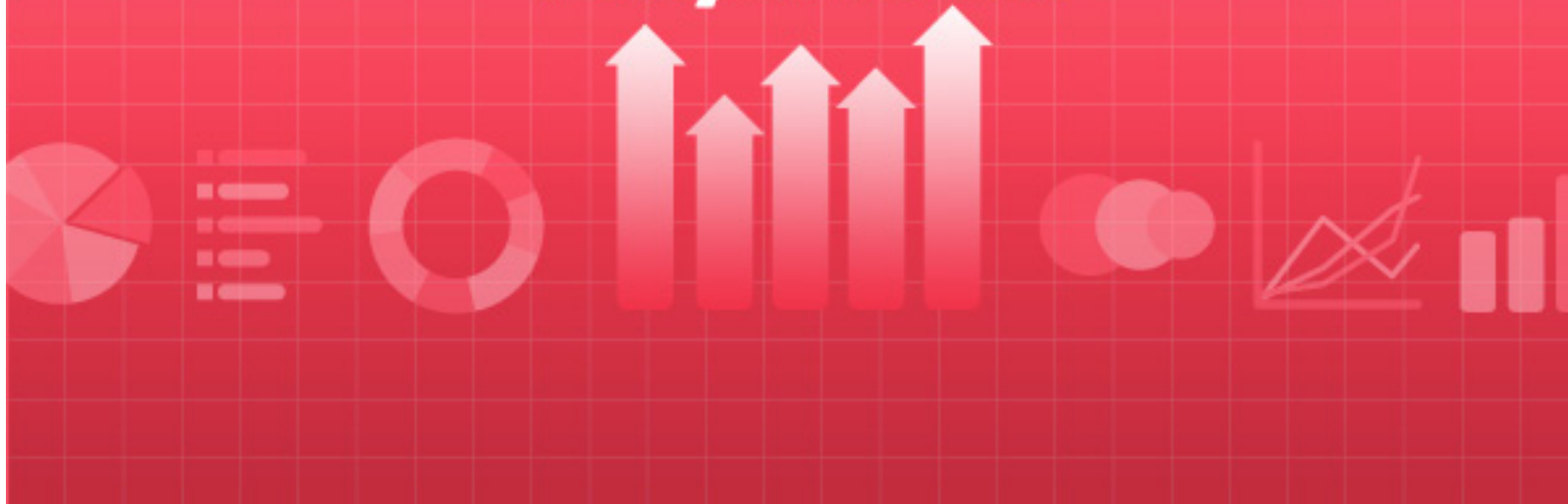


*Le Journal de Québec,*  
**THE daily that readers prefer  
7 days a week.**



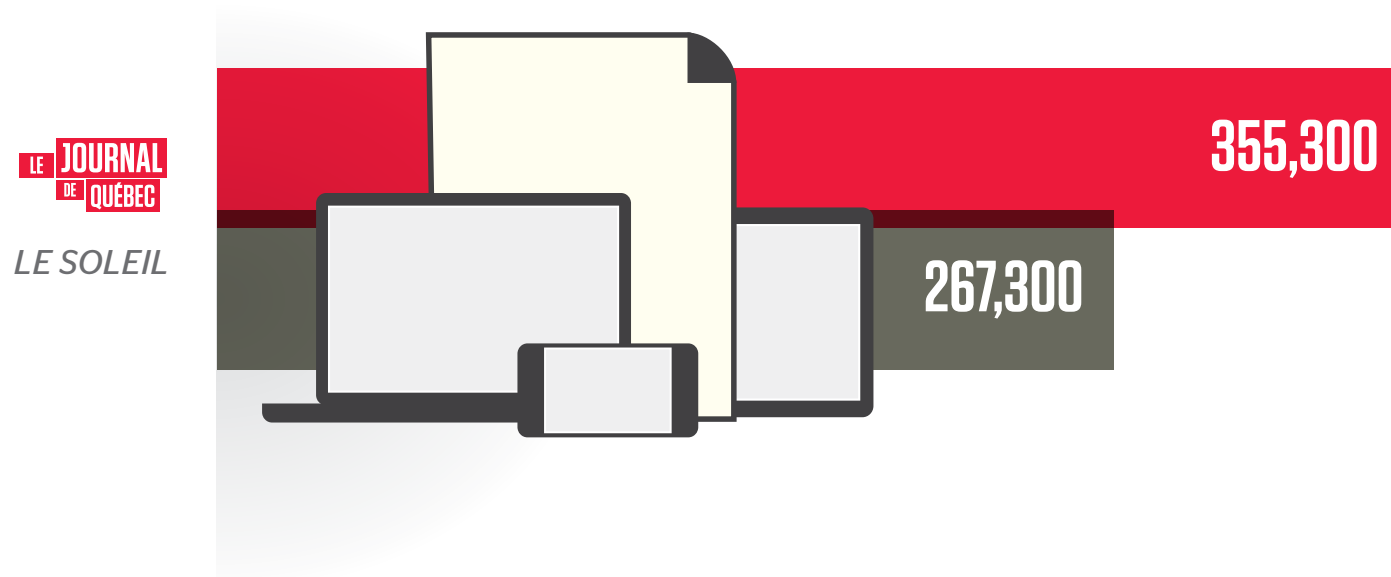
## DISCOVER OUR RESULTS

2013 NADbank survey



# NUMBER 1 ACROSS ALL OUR PLATFORMS

## Print, web, and mobile readership



Source: 2013 NADbank, Quebec City CMA, adults 18 +, print, electronic edition, web and mobile applications, past 7 days.



# THE NUMBER 1 DAILY

## 7 days a week in Quebec City



Source: 2013 NADbank, Quebec City CMA, adults 18 +, print and electronic editions.



## WEEKLY READERSHIP

Every week, *Le Journal de Québec* attracts  
41 % more readers than *Le Soleil*

CUMULATIVE  
WEEKLY  
READERSHIP

LE JOURNAL  
DE QUÉBEC

345,300

LE SOLEIL

244,100

Source: 2013 NADbank, Quebec City CMA, adults 18+, 7-day cumulative, print and electronic editions.

LE JOURNAL  
DE QUÉBEC

Le journal  
qu'on aime  
lire

## WEEKLY READERSHIP BY GENDER

Every week, *Le Journal de Québec* attracts more men and women than *Le Soleil*

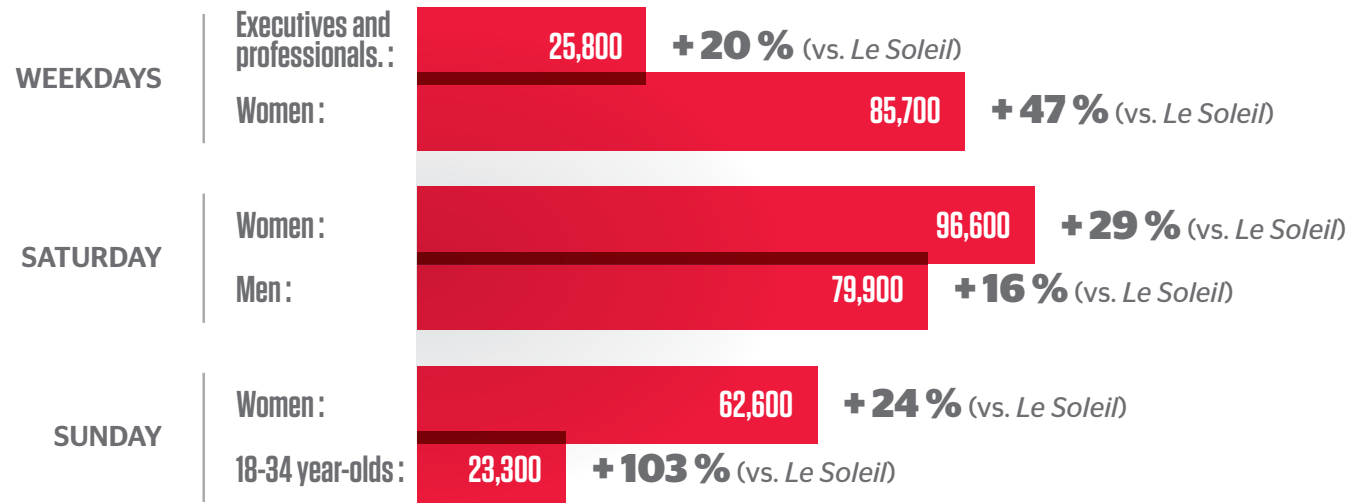


Source: 2013 NADbank, Quebec City CMA, adults 18+, 7-day cumulative, print and electronic editions.



# READER PROFILE

## Cumulative weekly readership for print editions



Source: 2013 NADbank, Quebec City CMA, adults 18+, print and electronic editions.

