

QUEBEC'S MOST POPULAR WEEKLY MAGAZINE



571,000
TOTAL FOOTPRINT
READERSHIP

PRINT

READERSHIP*

520,000
READERS

16.6
READERS PER COPY

29% / 71%
RATIO MEN / WOMEN

W35-64
(IND. 148)
PRINCIPAL TARGET

\$62,166
HOUSEHOLD INCOME

CIRCULATION

31,314
TOTAL COPIES

25,296
NEWSSTAND SALES

5,606
SUBSCRIBERS

52
ISSUES PER YEAR

\$4,82
MAGAZINE COVER
PRICE

GEOGRAPHICAL SEGMENTATION



DIGITAL

SOCIAL MEDIA

f 78,100
FANS

t 18,700
FOLLOWERS

i 1,000
FOLLOWERS