

LA SEMAINE

A PRACTICAL MAGAZINE FOR THE WHOLE FAMILY

La Semaine features an array of content the whole family can enjoy, from beauty, health, fashion and food to culture, games, TV series, and local and international arts news.

It's your essential source to keep up with weekly showbiz news and the latest trends.



LA SEMAINE



Household income
\$63,021



F35+
INDEX 119



Readers/copy
15.3



Fans
51,594



Male readers
35%



Female readers
65%



Quebec readership
96%

HIGHLIGHTS

- 444,000 readers across all platforms
- 380,000 print readers
- 23,525 copies (circulation)
- 52 issues per year
- 7jours.ca for more arts content

SPECIAL EDITION THEMES

- Health
- Cooking with Marie-Josée Taillefer
- Handy tips
- Extra
- Special features

Quebecor Insights
Sources: Vividata Fall 2019, total Canada, 14+ / Profile: French Canada, 14+ /
Circulation: AAM, June 2019 / Social media: Nov. 2019 / Digital: Google
Analytics, monthly average May – Oct. 2019 / Newsletter: Nov. 2019.