

# YOOPA

## THE CHANNEL WATCHED BY CHILDREN AND THEIR PARENTS

Yoopa is **THE brand** that features young children's favourite animated characters, the most popular youth series and films, as well as educational content. Not only is its **rich and wide-ranging programming** a hit with young people, but it adapts to its audience throughout the day! Yoopa is without a doubt the **channel of choice** to reach Quebec families!

- **Weekly reach:** 624,000 (T2+)
- **Market share among mothers:** 1.3 share
- **Market share among mothers with kids aged 2-12 y.o.:** 1.7 share



### TV HIGHLIGHTS

- Every week, Yoopa reaches 21% of young mothers with children under 12 (index 367)
- Every week, Yoopa reaches 24% of preschool age children (index 580)



Pre-teen 10-12 y.o.

**210**



Moms with kids 2-12 y.o.

**367**



A25-54

**133**



\$60K-100K

**116**



Education savings

**135**



Cinema outings

**111**

AD AND SPONSORSHIP PLACEMENTS  
ARE AVAILABLE

**7 DAYS A WEEK**

FROM 6 P.M. TO 10 P.M.

**AND SATURDAYS AND  
SUNDAYS**

FROM 12 P.M.!

**Note:** Yoopa is subject to rules regarding advertising to children. Ads may not be designed in a way that generates the interest of children. Please consult the documentation pertaining to these regulations.