



Montreal

24 heures Montreal is designed and edited to appeal to busy, active people of all ages and is chosen by over 599,600 Montrealers in an average week. 24 heures has secured exclusive distribution rights throughout the Montreal transit system and AMT, offering commuters a one-stop resource for news and entertainment. The average 24 heures reader is 41 years old and has some post secondary or more education. 53% of our readers are male, and 47% are female. 24 heures also offers multiple creative solutions to our advertisers to reach these vital, captive readers.



This newspaper is available online and receives approx. 131,668 Unique Visitors and 498,021 Page Views (Source: Google Analytics October 2011)

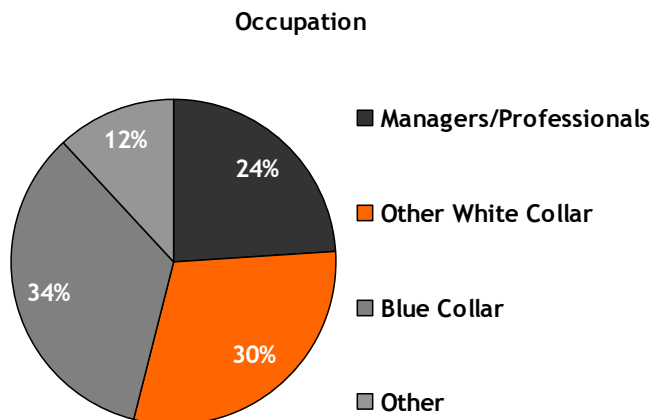
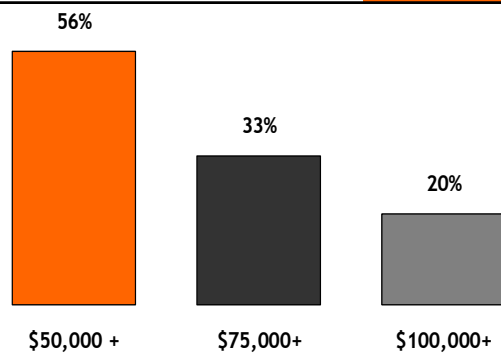
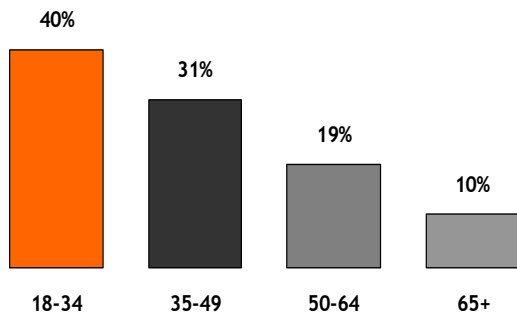
Circulation	
Monday	145,103
Tuesday	144,257
Wednesday	145,345
Thursday	146,492
Friday	147,218

Readership	
Monday to Friday	310,000
5 Day CUME	599,600
Weekly Print & Online	606,200

Editorial Features	M	T	W	Th	F
Breaking News	■	■	■	■	■
World News	■	■	■	■	■
Money	■	■	■	■	■
Classified	■	■	■	■	■
Sports	■	■	■	■	■
Health & Fitness	■				
Couples & Family		■			
Style			■		
Homes				■	
Food & Drink (Saveurs)				■	■
Workzone	■		■		
Travel		■			
Auto			■		
Digital Life (Techno)				■	■
24H Weekend				■	■
Entertainment	■	■	■	■	■

Demographic Highlights

- 71% are adults 18-49
- 53:47 Male/Female Split
- 52% own their home
- 71% have some post secondary plus



Last update Nov. 2011