



# L'actualité

## READER PROFILE

**L'actualité**  
reaches more than  
1 million readers  
every two weeks.

**B**UT OUR READERSHIP ISN'T JUST LARGE. IT ALSO REPRESENTS SOME OF THE MOST AFFLUENT, HIGHLY EDUCATED INDIVIDUALS IN THE PROVINCE.

Dynamic, involved and independent, *L'actualité* readers are well-informed consumers and leaders in their communities. With high disposable incomes, they enjoy travelling and fine dining—and they have the means to act on their dreams today. *L'actualité* readers spend an hour reading each issue, to feel the pulse of their world.

Our readers have investments and savings totalling almost \$ 20 billion, and each year they invest almost \$ 1.3 billion into their RRSPs. As decision-makers in business, they are responsible for purchasing a total of \$13 billion in products and services.

**L'ACTUALITÉ IS MORE WIDELY READ THAN ANY OTHER BUSINESS PUBLICATION.**

### Adult Readership:

|                      |         |
|----------------------|---------|
| L'actualité          | 837,000 |
| Affaires +           | 303,000 |
| Journal Les Affaires | 322,000 |
| Revue Commerce       | 140,000 |
| PME                  | 130,000 |

Source: PMB 2007, French Quebec 18+

## HIGHLIGHTS PMB 2007

|                           |               |
|---------------------------|---------------|
| Total readers             | 1,023,000     |
| Median age                | 44            |
| Male readers              | 53% (538,000) |
| Female readers            | 47% (485,000) |
| Readers per copy          | 5.3           |
| Average reading occasions | 3             |
| Average reading time      | 1 hour        |

PMB 2007 Canada total 12+

### L'ACTUALITÉ IS A LEADER FOR REACHING INFLUENTIAL QUEBECERS:

|  | One issue reach |
|--|-----------------|
| Graduated from 1st, 2nd and 3rd year of university program                 | 31%             |
| Personal income \$100,000+   | 37%             |
| SPBMs (Select Prof'ls & Bus. Mgrs.)  | 27%             |
| Made business purchase decisions totalling \$50,000+ in the past 12 months | 30%             |
| Are involved in business decisions concerning:                             |                 |
| - Software   | 24%             |
| - Institutional investment   | 28%             |
| - Photocopiers   | 27%             |
| - Management consulting  | 33%             |
| - Personnel placement  | 30%             |
| - Security   | 30%             |
| Adults who took six or more business trips in the past 12 months           | 26%             |
| Own a luxury automobile  | 22%             |