

2016 **MEDIA KIT**
MOBILE APP /STATS

**LE JOURNAL
DE MONTRÉAL**

Le journal
qu'on aime
lire



STATISTICS





STATISTICS

INTENSIVE USERS

Visitors who use *Le Journal de Montréal's* J5 application have quickly made it a part of their media consumption habits.

Average session length



Average # of screens per visit



15.6*

Average # of monthly visits per user



* Source: Google Analytics, Canada, January 2016, J5 Montreal