

2016 **MEDIA KIT**  
**MOBILE APP / STATS**

**LE JOURNAL  
DE QUÉBEC**

Le journal  
qu'on aime  
lire



# STATISTICS





STATISTICS

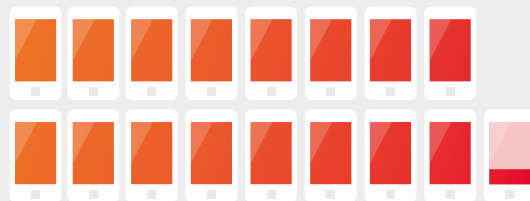
## INTENSIVE USERS

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

Average session length



Average # of screens per visit



16.2\*

Average # of monthly visits per user



\* Source: Google Analytics, Canada, March 2016, J5 Quebec City