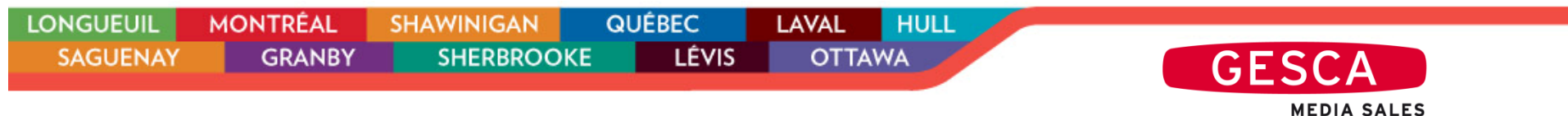


Gesca : a broader reach in all Quebec's major markets.

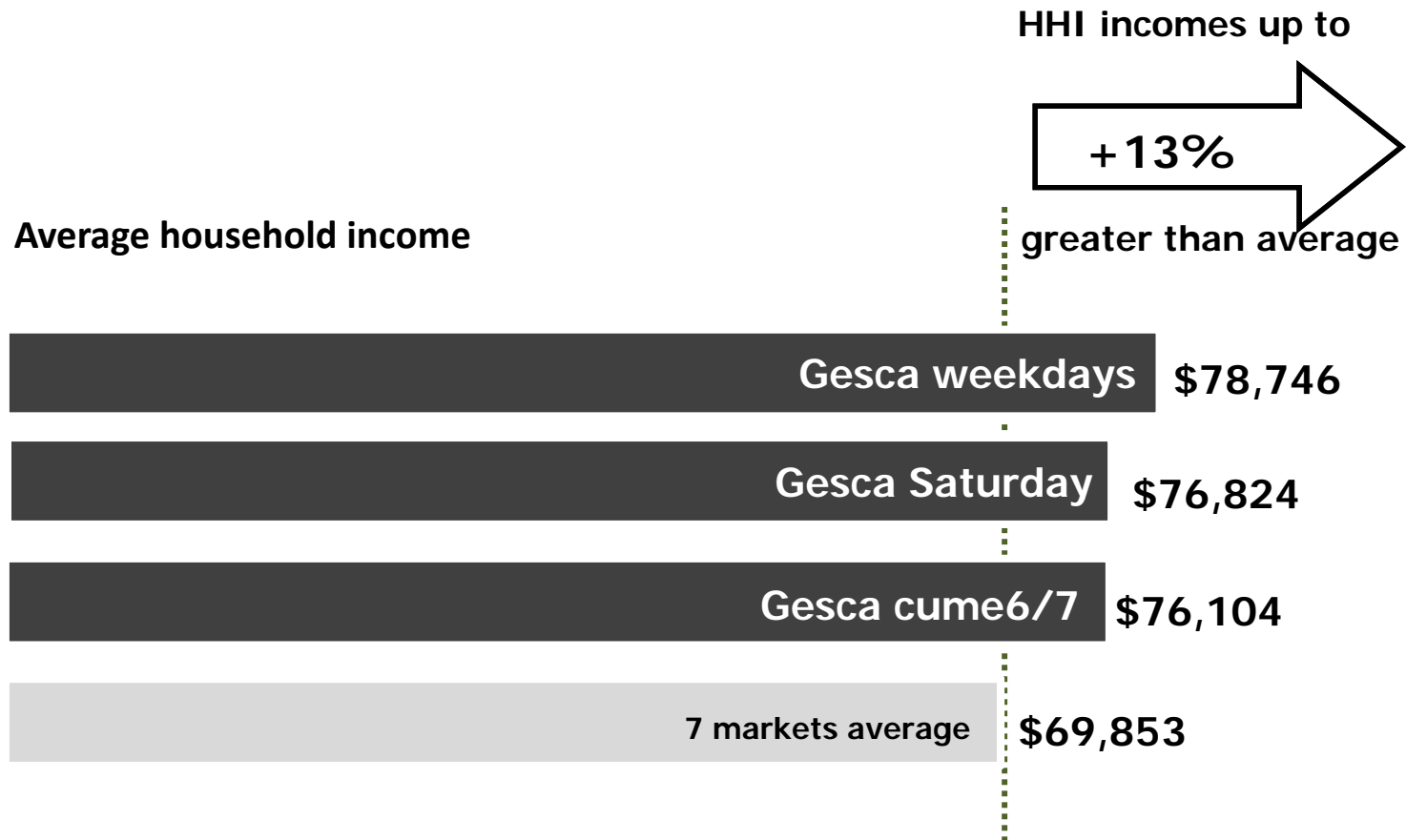
Readership

	weekdays	Saturday	Sunday	cume 6/7
LA PRESSE	395,600	567,900		810,100
leSoleil	148,900	205,000	147,900	277,900
Le Nouvelliste	54,400	58,900		80,100
LeDroit	94,400	91,000		163,700
La Tribune	45,400	57,100		81,000
LeQuotidien	54,000	48,300	51,800	85,100
La Voix de l'Est	26,700	28,700		40,200
GESCA VENTES MÉDIA	819,400	1,056,900	199,700	1,538,100

Source: NADbank 2010 (Montreal CMA, Quebec CMA, Ottawa-Gatineau CMA) and NADbank 2008 (Saguenay, Sherbrooke, Trois-Rivières, Granby) 18+



Our readers have a greater buying power.



Source: NADbank 2010 (Montreal CMA, Quebec CMA, Ottawa-Gatineau CMA) and NADbank 2008 (Saguenay, Sherbrooke, Trois-Rivières, Granby) 18+

Gesca : a powerful provincial offer.

Each week, Gesca newspapers reach more than 1.5 million readers in Quebec major urban centers.



Montreal

Québec

Trois-Rivières

Ottawa/Gatineau

Sherbrooke

Saguenay

Granby

810,100 Readers

277,900 Readers

80,100 Readers

163,700 Readers

81,000 Readers

85,100 Readers

40,200 Readers

LA PRESSE leSoleil Le Nouvelliste LeDroit La Tribune LeQuotidien La Voix de l'Est

Source: NADbank 2010 (Montreal CMA, Quebec CMA, Ottawa-Gatineau CMA) and NADbank 2008 (Saguenay, Sherbrooke, Trois-Rivières, Granby) 18+



GESCA
MEDIA SALES