

DEMOGRAPHICS

AUDIENCE INTERESTS

- + Restaurant
- + Bars
- + Student life
- + Interviews
- + Urban history
- + Shopping
- + Style / grooming
- + Festivals
- + Concerts
- + DJs



STATISTICS

- + Daily content updates
- + 71 000+ monthly pageviews
- + 35 500+ monthly unique visitors

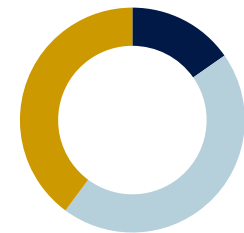
SOCIAL FOLLOWERS

-  6 500+
-  6 000+
-  2 100+
-  2 700+

ABOUT OUR READERS

-  80% have University or college level education and 35% are students
-  92% are Canadian and 80% are from Montreal

AGE



40% 18 - 24
45% 25 - 34
15% OTHER

GENDER



47% MALE
53% FEMALE