

ANNUAL REPORT 2024

LeVerbe
médias

MISSION

***Le Verbe's* mission is to bear witness to Christian hope in the media landscape by building bridges between contemporary culture and the Catholic faith.**

WORD FROM THE CEO

2024: a year of major projects and so much to celebrate!

A new website. It was about time! After months of work, the result is definitely worth it. Our new site is faster, more user-friendly and looks fantastic.

A survey by Léger. To give you an idea of how much effort went into it, we came up with the idea for this survey back in September 2023! The results are on our website, but here is one figure that struck me: more than a third of Quebecers are searching for meaning.

Adapting our content. The Léger survey confirmed what we already suspected: the search for meaning is still very much alive in the human heart. Throughout the year, we carefully reviewed and adapted our content, with you—our audience—in mind. The survey results were encouraging, but

what is most important to us is to offer hope, to spark reflection and to inspire.

A diverse team. With 23 employees and over a hundred collaborators, each member of the team (or of the “body” as Saint Paul would say) puts their unique talents at the service of our common goal. But above all, they take time to listen before speaking, to understand before bringing the message of Christian hope into the media landscape.

Believe it or not, since 1975, *Le Verbe* has been working to make the Invisible One visible... and He hasn't gone unnoticed!



**SOPHIE
BOUCHARD**

CEO

LE VERBE MÉDIAS: AN OVERVIEW

Le Verbe is an **independent** Canadian media platform that reaches over **two million** French-speakers each year. With a team of **23 employees** and 112 collaborators, we target our message to **seekers of meaning** of all ages and beliefs. *Le Verbe* shines a spotlight **on the good, the beautiful and the true** in today's world. A completely **free** and **donation-funded** platform, we produce **magazines** that are distributed in public spaces, as well as radio and television **programs**, and **videos and articles** on social media.

REACH

over

2 MILLION

people reached in 2024

In 2024, through its platforms and publications, *Le Verbe* reached **1,976,000 seekers of meaning—a record number**. But our true reach goes much further. Thanks to the support of our media partners (KTO, MaTV, Radio VM, Radio Galilée, Salt and Light), we connect with hundreds of thousands more who are eager to hear our message. While the exact number is hard to pin down, one thing is certain: **for the first time, *Le Verbe* has surpassed the two million mark in audience engagement!**

Average age
of our audience:

41



WHY DO YOU LIKE *LE VERBE*?

With all the darkness in the world,
your magazine provides a breath of
fresh air.

Christian and Mirella M., Beauharnois

Congratulations on your clear-sighted
and realistic Christian perspective on
the issues of today!

Louis-Marie H., Quebec City

Your magazine is indispensable for
me. I share it with other people,
who in turn then share it.

Francine D., Kamouraska

Your magazine offers intellectually
enriching, spiritually stimulating and
personally engaging content!

Karine C., Montreal

Le Verbe brings us back to the source.
It allows us to breathe in the Holy Spirit
and feel united in faith.

Gilles-Pierre C., Saint-Félicien

Whether you're an atheist, a believer or an agnostic like me, *Le Verbe* has an important role in providing spiritual comfort and cultural, social and political insight.

Gilles S., Quebec City

Your insightful content helps me find the right words for the questions of meaning that we face today.

Father Alain P., Saint-Georges

Le Verbe helps me stay connected to God here in Quebec, where faith is not widespread. Its team of mostly young adults really speaks to me.

Marie-Claude B., Lasalle

Thank you for bringing *Le Verbe* to Europe, and for blending faith and contemporary culture in a Quebec style, without engaging in controversy or ideological bias. Every nation has its own strengths, and I believe Quebec really has something to offer France.

Mother Marie Réginald, O.P.,
Berné, France

OUR TEAM



**ANNE-MARIE
RODRIGUE**
Journalist

**ANTOINE
MALENFANT**
Head of
Content



ALEXANDER KING
Director of
Philanthropic
Development

BARTHÉLEMY RIEU
Multimedia
Production
Coordinator



BENJAMIN BOIVIN
Lead Editor –
Magazine



BRIGITTE BÉDARD
Journalist

ÉMILIE DUBERN
Graphic Designer



**FRÉDÉRIQUE
BÉRUBÉ**
Journalist

JAMES LANGLOIS
Journalist



JESSYE BLOUIN
Lead Editor - Web

JUDITH RENAULD

Artistic Director



**LAURENCE
LAMARCHE**

Communications
Assistant

**LOUIS-JOSEPH
GAGNON**

Communications
and Marketing
Manager



**MAGDALIE
NADEAU**

Multimedia
Technician



**MARIANNE
MARTIN**

Multimedia
Technician





**MARIE
LALIBERTÉ**
Project Manager

**MARIE-PIER
LAROSE**
Graphic Designer



**MATTHIEU
HOUFFLAIN**
Head of
Operations

**SARAH-CHRISTINE
BOURIHANE**
Journalist



SIMON LESSARD
Head of Partnerships

**SOPHIE
BOUCHARD**

Chief Executive
Officer



**STÉPHANIE
GRIMARD**

Journalist

**THÉRÈSE
ASLANIAN**

Executive Assistant



BOARD OF DIRECTORS

GABRIELLE BÉLANGER
Chairman

FRANÇOIS POULIOT, O.P.

MARIE-ASTRID DUBANT

RICHARD THÉRIAULT

The background is a vibrant orange color with several overlapping images of magazine pages. One page shows a profile of a man with a yellow face against a green background. Another page features a smiling man in a blue shirt. A third page has the text 'ADÈS, 37 ANS!' and a photo of a person. At the bottom, a page is titled 'Elliott Mag|not' with the subtitle 'L'ALPHABÈTE DES RELIÉS'.

236,550

copies distributed

+

104%

MAGAZINES AND SPECIAL ISSUES

Le Verbe magazine is distributed **free of charge**, by subscription and in **public spaces**: restaurants, pharmacies, schools, libraries, waiting rooms, convenience stores, churches and pilgrimage sites, and **even in prisons!**

RECOGNITION

ASSOCIATION DES MÉDIAS CATHOLIQUES ET ŒCUMÉNIQUES (AMÉCO)

- BEST SHORT REPORT - JÉRÉMIE LALIBERTÉ
"Scampia: Heaven in the trash"
- BEST LONG REPORT - LAURENCE GODIN-TREMBLAY, ARIANE BEAUFÉRAY
"One of a kind: gender propaganda at the museum"
- BEST DESIGN - JUDITH RENAULD, ÉMILIE DUBERN, MARIE-PIER LAROSE
April 2024 special issue *Holy Spirit*

EXCELLENCE AWARD FROM THE PATRIMOINE RELIGIEUX DU QUÉBEC

- FINALIST FOR THE PUBLIC CHOICE AWARD

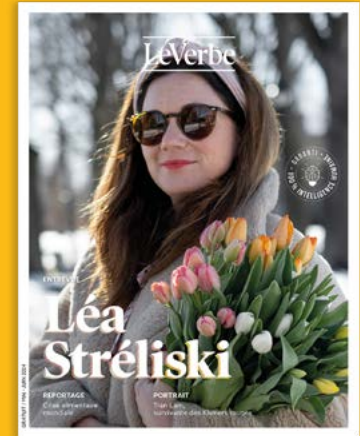
2024 PUBLICATIONS

January
February

March
April

Special issue
Holy Spirit

May
June



July
August

September
October

Special issue
Technology

November
December



SOCIAL MEDIA

1,502,000

people reached
on our social media platforms

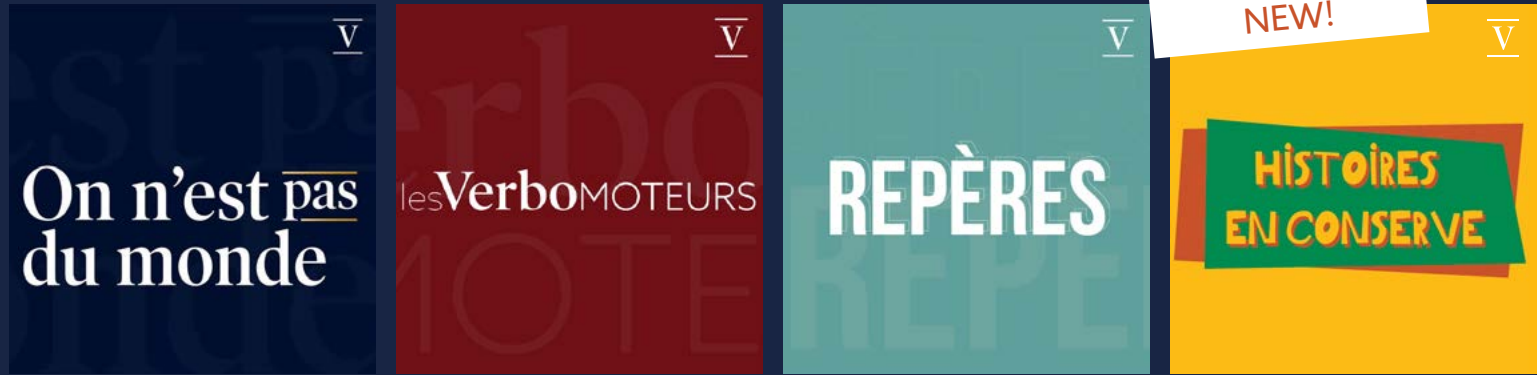


VIDEOS

BROADCAST PARTNERS

-  MATV
-  RADIO VM
-  RADIO GALILÉE
-  SALT + LIGHT MEDIA
-  KTO TÉLÉVISION ET RADIO

OUR FOUR PROGRAMS



DE LA SORCELLERIE AU CHRIST

On n'est pas du monde 🍷

MOST POPULAR VIDEO:
JOSÉE-ANNE SARAZIN-CÔTÉ:
From witchcraft to Jesus Christ

A video thumbnail featuring a woman with a red headscarf and a pink sweater. The text 'DE LA SORCELLERIE AU CHRIST' is overlaid on the right side of the image. Below the image is the 'On n'est pas du monde' logo. To the right of the thumbnail is a white box containing the text 'MOST POPULAR VIDEO: JOSÉE-ANNE SARAZIN-CÔTÉ: From witchcraft to Jesus Christ' and a QR code.

over

1 MILLION

views of our videos

WEBSITE

174

new articles

LEVERBE.COM

MOST POPULAR ARTICLE:

**ÉRIC-EMMANUEL SCHMITT,
THE NEW MAN**

Interview with Brigitte Bédard



MAJOR PROJECT:

**THIS YEAR, WE DEVELOPED A BRAND-NEW
WEBSITE THAT IS...**

... FASTER!

... MORE VISUALLY APPEALING!

... MORE USER-FRIENDLY!

... MORE DYNAMIC!

LAUNCHED IN FEBRUARY 2025

LÉGER SURVEY

In 2024, Le Verbe médias partnered with Léger to carry out **the first-ever survey on the search for meaning in Quebec.**

In a society whose cultural reference points are crumbling and where faith is increasingly taking a back seat, **the survey results confirm the relevance of our strategy** aimed at seekers of meaning.

DISCOVER THE RESULTS
OF OUR SURVEY AT
[LEVERBE.COM](https://www.leverbe.com)



55%

of Quebec francophones aged **18 to 34** say they are searching for meaning.

66%

of young people searching for meaning believe the **Christian faith** can provide answers.

82%

of people searching for meaning consume **media content** related to this search.

FUNDING



100%

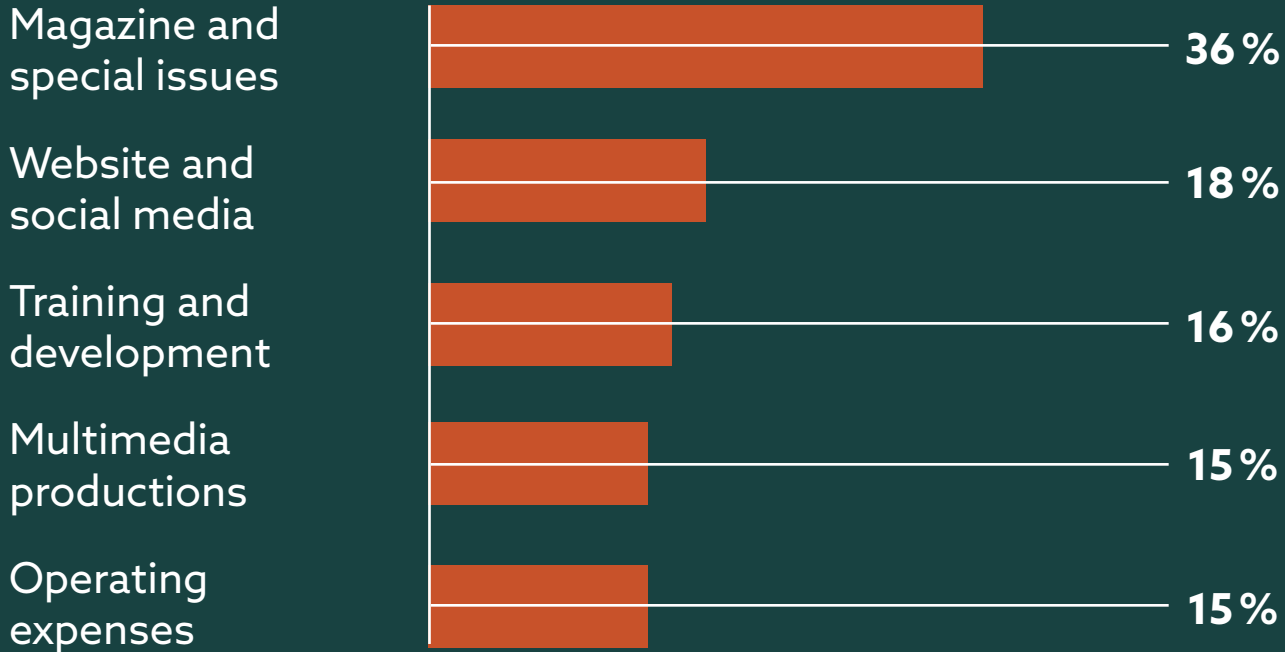
free and funded by donations!

A heartfelt thanks to the **1,573** donors and **135** foundations and communities who generously support us.

\$1,510,800

in donations in 2024

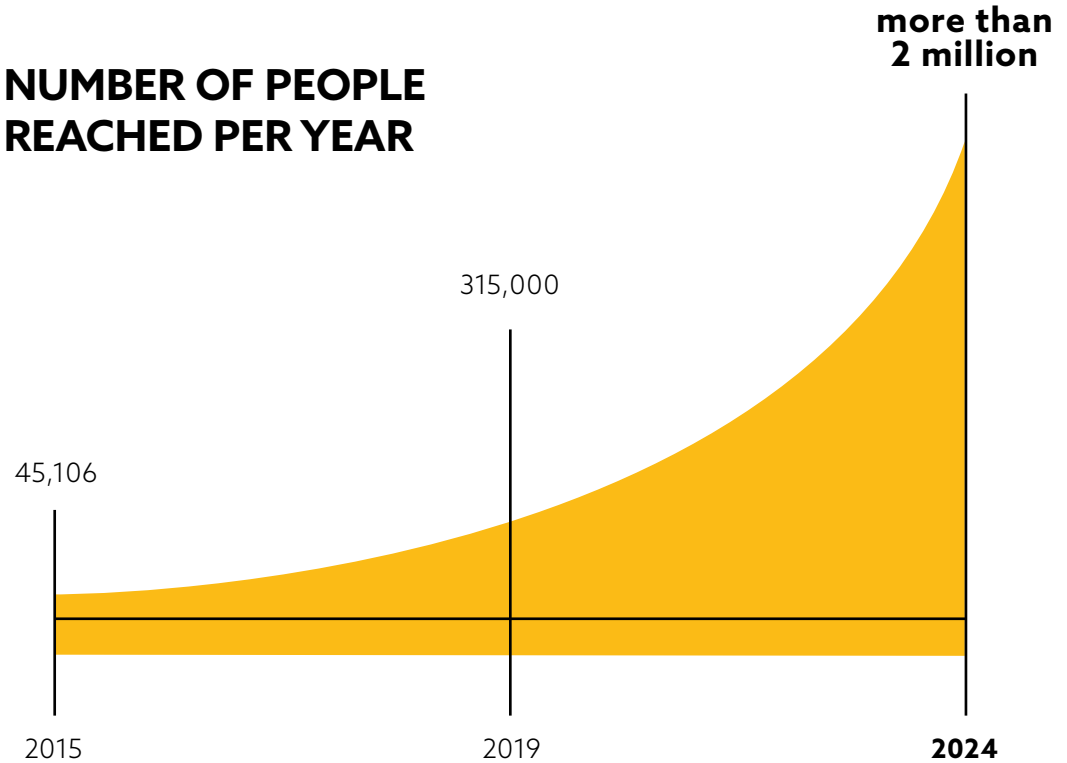
WHAT DO DONATIONS FUND?



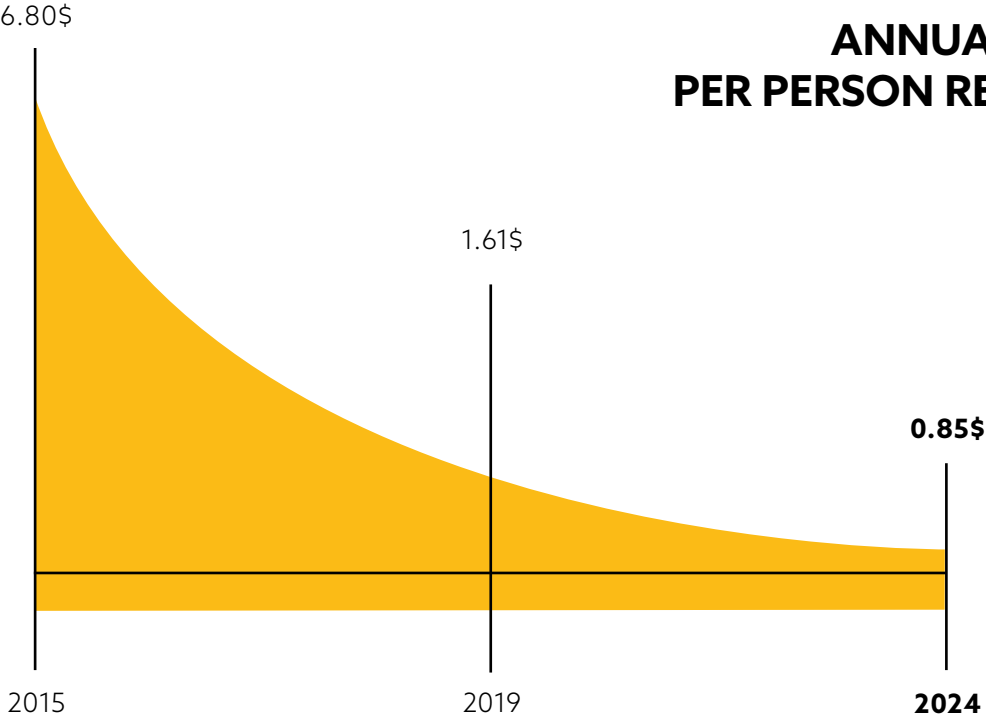
DEVELOPMENT

A growing media platform that is gaining in impact and visibility.

NUMBER OF PEOPLE REACHED PER YEAR



ANNUAL COST PER PERSON REACHED



WHY SUPPORT *LE VERBE?*

The great, difficult, inexhaustible and eternal search for God: how urgently we need it to lead us out of evil, darkness, and bad news... or at the very least, to keep hope alive and help us take a step forward. This is what you do. Thank you!

Marielle M., Vaudreuil-Dorion

You have a major impact on the transmission of faith, and I thank you for that.

Brigitte M., Lévis

As a Catholic of 32 years, yours is the only media content I can really relate to!

Frédérique T., Montreal

I'm a prison chaplain, and I bring your magazine to the inmates. They really appreciate it. On their behalf, thank you!

Laurent C., Montreal

Our troubled world is searching for meaning, and it needs you.

Sister Lorraine D., Sisters of Charity of Ottawa

Your presence in the media gives us hope for new generations and seekers of meaning. You promote faith and culture through your insightful commentary on current events and thought-provoking articles; and you bring joy and consistency to the continuous renewal of the language of faith.

Sister Maria Margarita H., Servants of the Holy Heart of Mary, Montreal



LeVerbe
médias

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