

**2023**

**ANNUAL**

**REPORT**

**LeVerbe**  
médias

**PROFILE**

**TESTIMONIALS**

**TEAM**

**NEWS**

**MAGAZINE**

**ONLINE**

**VIDEO**

**FUNDING**

## GENERAL MANAGER

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### **Blessed are those who hunger and thirst for righteousness**

What a year! We're going to be talking about it for a long time. A move to a new office, setting up a new studio in a 185-metre space that boosts our production capacity, five simultaneous paternity/maternity leaves (three in the editorial department, two in graphic design) and the addition of nine new employees, bringing our total to 21. I'll admit it, I felt a little overwhelmed at times; I'm sure we all did.

But it was all worth it: in 2023, we reached an incredible 1,750,000 people, in large part thanks to the explosive increase in our audience on social media.

Some of our new readership/viewership found a short video we posted on the web. Others picked up a paper copy of the magazine from the rack. Still others devoured our special issues. In short, we attracted different levels of interest from different places.

Similar differences were reflected in the levels of financial support for *Le Verbe*. All of our content is free, and the vast majority of people who engage with it make no financial contribution. Out of our entire audience, only 1,350 (individuals, families and organizations) fund *everything* we do. In other words, our funders represent just 1% of our audience.

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Perhaps surprisingly, this imbalance isn't a source of concern for us. Instead, it confirms the wisdom of our 2016 decision to provide all of our publications for free. People are hungry—hungry for meaning, but also hungry to receive freely.

*“Come, all you who are thirsty, come to the waters; and you who have no money, come, buy and eat! Come, buy wine and milk without money and without cost. Why spend money on what is not bread, and your labour on what does not satisfy! Listen, listen to me, and eat what is good, and you will delight in the richest of fare.” (Isaiah 55:1-2)*

Water, milk, wine and even meat—a bit of everything, providing nourishment according to each person's needs, expectations and capacity to receive. It's funny, the same could be said of the range of products offered by Le Verbe Médias.

Finally, I have just one more thing to add about this annual report: enjoy!

Sophie Bouchard  
General Manager

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## LE VERBE: AN OVERVIEW

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Created in 2015 in Quebec City, *Le Verbe Médias* is a fully independent French-language free media outlet that reaches more than 1,750,000 people each year. Entirely funded by donations, *Le Verbe* has a team of 21 employees and more than 100 freelancers. Through its free magazines distributed at public distribution points, its radio and television programs, and its videos and articles posted on social media, *Le Verbe* shines a spotlight on the good, the beautiful and the true in our world, wherever it may be found, and responds to the hunger for meaning and universality experienced by different generations, including younger ones. What makes *Le Verbe* unique is the intelligence of its ideas, the beauty of its production and the creativity of its content.

## OUR MISSION

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*Le Verbe's* mission is to embody Christian hope in the media landscape by merging Catholic faith and contemporary culture.

## EDITORIAL PHILOSOPHY

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*Le Verbe* creates and strengthens bridges between society and the Church, faith and culture, and God and humanity, in order to promote communion.



## AUDIENCE

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# 1,750,000

people reached in 2023

# +112%

compared to 2022

94%

live in  
Quebec

82%

are under  
65

52%

are women

41

average  
audience age

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## WHY DO YOU LIKE *LE VERBE*?

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*You manage to fuse the traditional and the contemporary in your inspiring content.*

**Jean-Pierre F., Saint-Hubert**

*You're bold enough to talk openly about that which exceeds us, that which remains invisible to us.*

**Jeannine R., Rivière-du-Loup**

*You manage to communicate both the beauty and the rational nature of faith.*

**Ellen R., Montreal**

*I really appreciate the authentic way you talk to your audience about God and teach us about faith.*

**Francine V., Rouyn-Noranda**

*Thank you for your superb work in inculturating the Christian message.*

**Abbé René T., Sept-Îles**

*Please continue to create this great blend of spirituality, erudition and humour!*

**Yves B., Quebec City**

*Le Verbe feeds my interior life.*

**Jocelyne D., Drummondville**

*Thank you for this wonderful, high-quality free product!*

**Mélanie G., Albanel**

*I really like what you're doing: it's original, bold, open, stimulating and consistent. Le Verbe embodies a faith that inspires, offers hope and acts concretely in the world.*

**Guy C., Lévis**

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*As a bishop, I have a special interest in work that's being done to promote an understanding of faith in our contemporary culture. Through your communication efforts, you're making a major contribution to the project of understanding and renewing the language of faith. Thank you!*

**Bishop Marc Pelchat, Quebec City**

*I'm so happy I discovered your show On n'est pas du monde and now I can receive your magazines. I always look forward to reading and hearing what you have to share!*

**Élissa D., Saskatoon**

*Your articles make a real impact on me with their depth, truth and sensitivity.  
I also love the questions they raise.*

**Suzanne P., Saint-Bruno-de-Montarville**

*Le Verbe strengthens my faith, inspires me, provides a relevant reflection of my beliefs, and gives me great joy.  
You make me feel part of a community.*

**Louise P., Lévis**

*Your articles are enlightening, well researched and balanced between different points of view, and your contributors are well spoken, thorough and knowledgeable about their subjects. Along with the magazine, I really appreciate the many articles, subjects and issues that appear on your website.*

**Gilbert L., Montreal**

*You're doing God's work.*

**Thérèse L., Saint-Édouard-de-Lotbinière**

**TESTIMONIALS**

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**Anne-Marie Rodrigue**

Journalist

**Antoine Malenfant**

Director of Content

**Ariane Beauféray**

Journalist

**Barthélemy Rieu**

Multimedia Production  
Coordinator

**Benjamin Boivin**

Paper Desk Editor

**Brigitte Bédard**

Journalist

**Émilie Dubern**

Graphic Designer

**Frédérique Bérubé**

Communications Assistant –  
Social Media Manager

**James Langlois**

Journalist

**Jessye Blouin**

Web Desk Editor

**Judith Renaud**

Artistic Director

**Louis-Joseph Gagnon**

Head of Marketing  
and Communications

**Magdalie Nadeau**

Administrative Assistant

**Marianne Martin**

Multimedia Technician





## BOARD OF DIRECTORS

Gabrielle Bélanger  
Chair

François Pouliot, o.p.

Marie-Astrid Dubant

Richard Thériault

21

employees

.....

112

freelancers

.....

22

volunteers

**Marie Laliberté**  
Multimedia Technician

**Marie-Pier LaRose**  
Graphic Designer

**Matthieu Houfflain**  
Head of Administrative Operations

**Sarah-Christine Bourihane**  
Journalist

**Simon Lessard**  
Head of Partnerships

**Sophie Bouchard**  
General Manager

**Thérèse Aslanian**  
Executive Assistant—  
Accounting and Administration

TEAM

NEWS

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## NEW OFFICE



## NEW PARTNERSHIPS



## NEW EMPLOYEES



**NEW SHOWS**

.....> **kto**  
Télévision  
catholique



**NEW STUDIOS**

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6

issues per year  
(24 pages)



Le Verbe journalist **Sarah-Christine Bourihane** won the Father Jacques Hamel International Award promoting peace and interfaith dialogue for her portrait of Sister Gilberte Bussière, "Captive sous Boko Haram, libre en Dieu."

2

special issues  
(116 pages)



264,000  
readers

116,000  
copies distributed  
at public distribution points

71,000  
copies given out  
in religious settings

+338%  
increase in readership  
compared to 2022

30

writers

14

illustrators  
and photographers



MAGAZINE

ONLINE

VIDEO

FUNDING

186

new articles

124,000 visitors

+27% audience compared to 2022

43

collaborators

256,000 page views



Most popular article:

« Unique en son genre »:  
propagande au musée,  
by Ariane Beauféray and  
Laurence Godin-Tremblay.



NEWSLETTER

A weekly compendium of faith and culture.

62

newsletters sent out



4,380

subscribers

+31%

## SOCIAL MEDIA

1,357,000

people reached

+380%

compared to 2022



3,227,000

impressions on our 8 accounts



658,000

views of our videos

+609%

compared to 2022



Most popular video:

« Je suis un dealer d'espoir »  
with l'abbé Claude Paradis



ONLINE

VIDEO

FUNDING

# ON N'EST PAS DU MONDE



Watch our most popular episode from 2023



Broadcast partners:  
**Radio VM,**  
**KTO Radio,**  
**Télévision**  
**Sel et Lumière.**

311,000

views of our short videos

92,000

views on social media

7<sup>th</sup> SEASON



## REPÈRES

A new *Le Verbe* podcast hosted by philosopher Louis-André Richard.

Guests include Jean-François Lépine, Sami Aoun, Claude Habib, Pierre Manent, Christiane Martel and Joseph Facal.



## LES VERBOMOTEURS

40

one-hour  
shows

41

guest  
columnists

New show launched  
in September 2023



Hosted by  
**SIMON LESSARD**

30

minutes to analyze the  
news of the week from  
a Christian perspective,  
with the team of  
*Le Verbe* magazine.

Broadcast on **Radio VM,**  
**Radio Galilée, YouTube, X,**  
**Facebook** and **Spotify.**



"Your commentary on  
current affairs is becoming  
essential!"

A YOUTUBE VIEWER



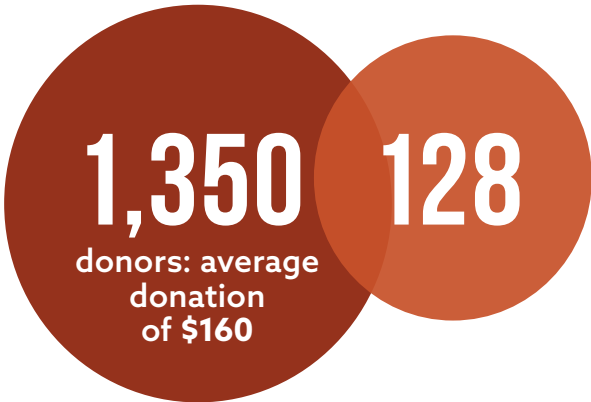
VIDEO

FUNDING

100% FREE, FUNDED ENTIRELY BY DONATIONS!

\$1,306,800

in donations in 2023



foundation and religious community donors: average donation of \$8,700

2022–2026 FUNDRAISING CAMPAIGN | BRIDGE THE GAP

To support our growth and ensure the sustainability of our mission; to reach new generations and anyone who's seeking meaning.

Goal: \$6M over 5 years

67% OF OUR GOAL ALREADY REACHED

## WHAT DO DONATIONS PAY FOR?

36%

magazine and special issues

15%

website and social media

19%

multimedia production

18%

rent and operating costs

13%

training and development

## WHY DO YOU DONATE TO *LE VERBE*?

*I donate to help bring this magazine to as many people as possible.*

**Carole P., Saint-Ambroise-de-Kildare**

*Thank you for being a public voice, for using the language of faith to discuss our social reality, and for giving a platform to people whose words and ideas resonate in our hearts.*

**Father Jean G., Chicoutimi**

*You are a bright star that shines for us, giving hope to those who are seeking God and meaning today.*

**Myriam Beth'léhem family, Baie-Comeau**

*I wanted to let you know that an article in Le Verbe changed my 28-year-old daughter's spiritual life. After she read it, she wanted to go to Mass, and during the celebration she saw herself in the context of the prodigal son. Thanks to Le Verbe, she has returned to the Christian faith.*

**S. B., Montreal**

*We appreciate the depth and scope of your magazine, website and videos. They are adapted to the current situation in our society, and we firmly believe that your media presence reaches young people.*

**Sister Lise of the Missionary Franciscan Sisters of the Immaculate Conception**

**LeVerbe**  
médias



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