

DNA

OF A DIGITAL LEADER



Quebec's leading news media outlet, offering broad, in-depth coverage of current events and topics that matter to Quebecers. With investigative stories, detailed analyses and diverse opinions, La Presse is the most impactful and comprehensive news source in the province.



A demographic profile of quality with educated readers, curious, engaged, active and with high purchasing power.



Avant-garde, innovative, creative and flexible digital advertising solutions; Unique, accurate and recognized measurement tools.

3.5

million

Quebecers consult La Presse digital platforms every months

54%

Total monthly reach



86,600
followers



687,000
followers



603,200
followers

LA
PRESSE

Source : comScore Media Metrix, 2018, multiplatform, 18+, total internet audience in Quebec: 6,583,000

MOBILE

THE MEDIA THAT
HAS THE
STRONGEST
GROWTH

535,700 unique users
consult the LP Mobile app
every month

225,100 unique users each
day

+20% growth over 2 years

WEB

THE #1 FRENCH
NEWS SITE IN
QUEBEC AND
CANADA

3.1 million unique visitors
visit lapresse.ca **every**
month

Nearly 1 in 2 Internet users
in Quebec is connected to
lapresse.ca

Advertising solutions that can
as much target a mass of
readers that a specific and
restricted target

TABLET

THE FIRST IN THE
NEWSPAPER INDUSTRY
TO SUCCEED A TRUE
DIGITAL TURN.

490,100 unique tablets consult
La Presse + **every month**

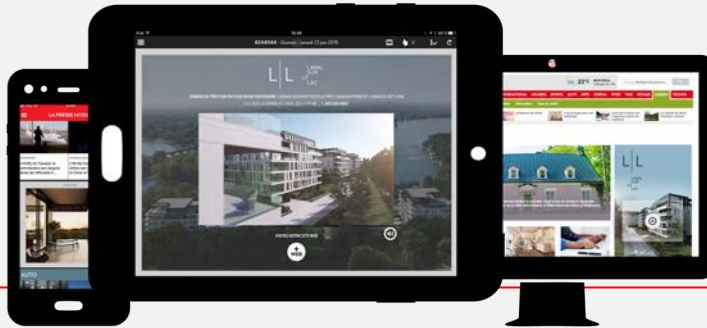
291,900 unique tablets each day

Over 35 to 50 minutes of
reading by day

Undeniable commitment of
readers to advertising

Accurate measures of
performance

ADS THAT **DELIVER**



ADS

Be seen by our readers with engaging and interactive ads.



VIDEOS

Boost your visibility with a wide range of video formats.



BRANDED CONTENT

Get your name out there with creative content that speaks to readers.



AUDIENCE

Capitalize on our 12 predefined audiences and zero in on your target segment.