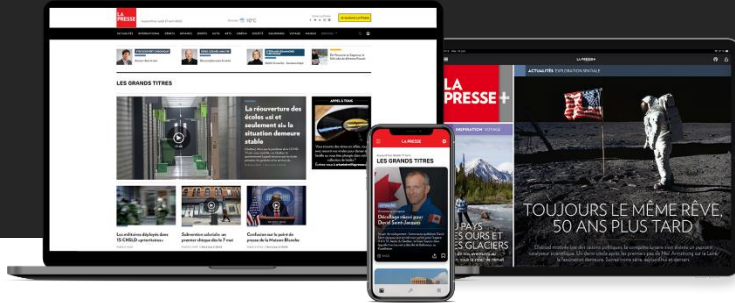


# DNA

OF A DIGITAL LEADER



Quebec's leading news media outlet, La Presse offers rich, credible and diverse journalistic coverage thanks to its important newsroom.



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



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

# 3.6

million

Quebecers consult La Presse digital platforms every month

# 55%

Total monthly reach



122,600 followers



710,000 followers



637,600 followers

LA PRESSE

comScore Media Metrix, average from March 2019 to March 2020, Province of Quebec, multiplatform 18+.

Due to the inadvertent exclusion of the Comscore Mobile App tag from reporting on La Presse Mobile, data from June to September 2019 is not included.

# MOBILE

THE MEDIA THAT  
HAS THE  
STRONGEST  
GROWTH

**574,000 unique users**  
consult the LP Mobile app  
**every month**

228,000 unique users each  
day

*+20% growth over 4 years*

# WEB

THE #1 FRENCH  
NEWS SITE IN  
QUEBEC AND  
CANADA

**3 million unique visitors**  
visit [lapresse.ca](http://lapresse.ca) **every**  
**month**<sup>2</sup>

Nearly 1 in 2 Internet users  
in Quebec is connected to  
[lapresse.ca](http://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.

**473,000 unique tablets**  
consult La Presse+ **every**  
**month**<sup>3</sup>

258,000 unique tablets  
each day

Over 35 to 48 minutes of  
reading by day<sup>4</sup>

Undeniable commitment of  
readers to advertising

Accurate measures of  
performance

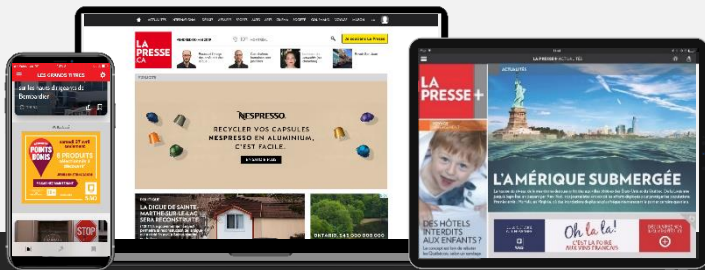
<sup>1</sup> Source: Snowplow, daily and monthly averages from June 2019 to March 2020, smartphones.

<sup>2</sup> Source: comScore Media Metrix, average from March 2019 to March 2020, Province of Quebec, 18+, [lapresse.ca](http://lapresse.ca) multiplatform.

<sup>3</sup> Source: Snowplow, daily and monthly average from March 2019 to March 2020, Unique tablets.

<sup>4</sup> Editions only, data on a 7 days basis. Monday-Friday, Saturday and Sunday.

# ADS THAT DELIVER



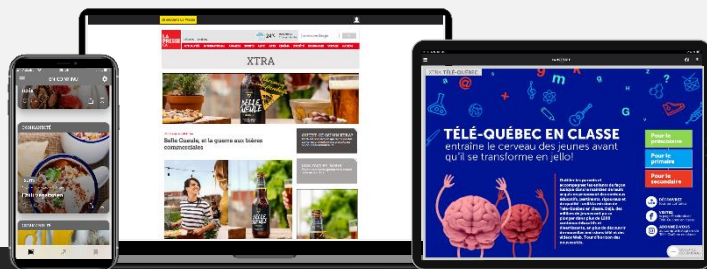
## ADS

Be seen by our readers with engaging and interactive ads.



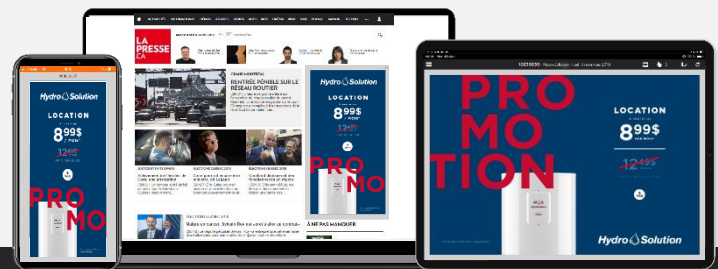
## VIDEOS

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

Reach a specific audience with our targeting capabilities.