

La Presse introduces two new sections in La Presse+
Arts et être to be published daily, and *Inspiration* on Saturdays

Montréal, February 6, 2019 – As of Saturday, February 9, La Presse+ will present two new sections to its readers, *Arts et être* and *Inspiration*, destined to enrich the digital tablet edition’s content offering. These vivid new sections will present in-depth stories about an extensive range of topics that readers are passionate about, while providing a higher-performance digital ad environment for advertisers.

***Arts et être*: Monday to Sunday**

Every day, the team behind the *Arts et être* section will present the readers with a variety of articles and regular columns covering arts, culture, society, family, health and fashion, covered with a different angle. It will also showcase in-depth reporting and essays, feature stories, surprising broad perspectives, and compelling first-person accounts.

***Inspiration*: every Saturday**

Saturdays, the *Inspiration* section will dive deep into trends and the finer things in life, delivering a multitude of meaningful, entertaining topics on travels, fine dining, home and real estate. Discoveries, recommendations, explorations and fun finds will be spotlighted to inspire La Presse+ readers.

“We are proud to present our new sections that will cover the news in an in-debt way, in a fun, luminous and playful layout,” states **Éric Trottier, Vice-President, Information, and Deputy Editor**. “Almost six years after having launched La Presse+, we are continuously renewing and bringing our product and reader experience further. During the past few months, we asked our team of journalists to rethink the way they presented the content and we met with our readers to hear them out. These sections are truly the result of a large reflection conducted at La Presse.”

“The arrival of the two new sections is also a great news for advertisers, as it considerably enhances the La Presse+ advertising offering,” adds **Patrick Jutras, Vice-President, Sales and Operations**. “These never-seen-before innovative new environments will increase brands’ opportunities to reach engaged readers, curious consumers who are open to trends – a highly prized target for advertisers.”

Details of the promotional campaign

A creative advertising campaign was developed by Cossette to highlight the new sections’ content. The campaign illustrates the fresh new energy given to the two

sections. Tablets are used as separators to show that by swiping from one screen to the next, readers will be exposed to a broad diversity of content, in an environment that's been opened up and that features a brighter, more exciting platform. The human presence at the edges of the visual reminds us that the new sections are truly focused on the people. The campaign kicked off on February 4 and includes digital display, radio and Web banner ads.

Get a sneak preview of the new sections [here](#), and of the Web and display advertising [here](#).

– 30 –

Informations

Alex-Sandra Thibault
Director, Communications
La Presse
514 285-7000, ext. 7726
athibault@lapresse.ca

