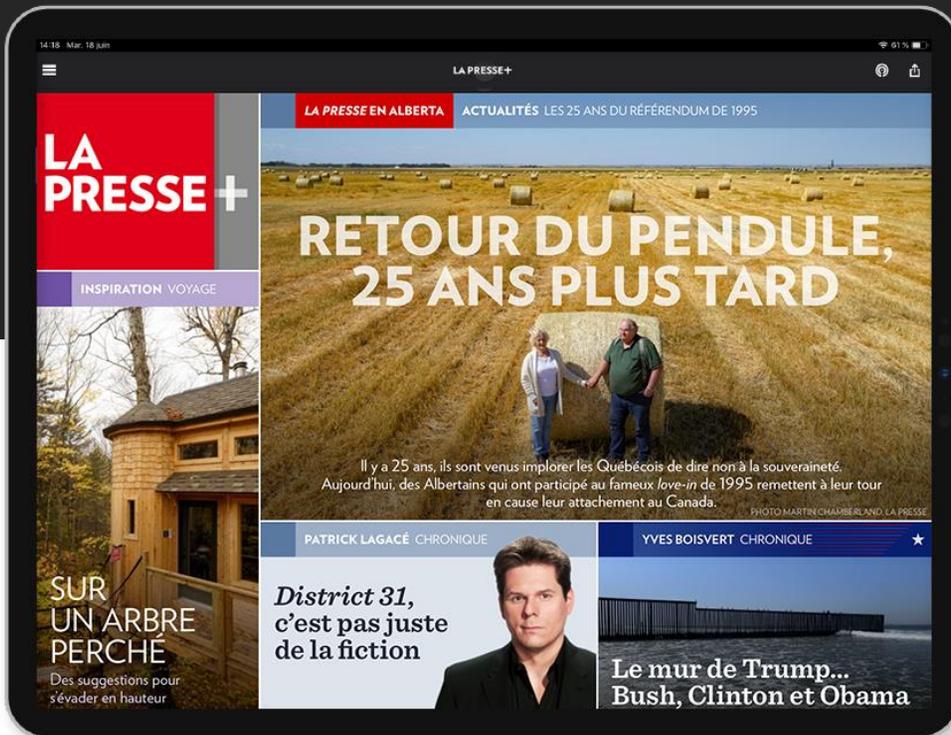


# TAKE PART OF THE DAILY RITUAL!



## AT THE HEART OF THE DAY'S NEWS

The Actualités section of La Presse+ focuses on the day's biggest stories as well as political news from here and abroad. It also delivers features, exclusive investigative reports and editorial commentary from our seasoned columnists. All that, plus a look at what's happening around the globe in photos and videos, in-depth interviews — in short, everything you need to be well informed!

220,000  
DAILY IMPRESSIONS

# ACTUALITÉS

# WEEKLY CONTENT

## MONDAY

### PLANÈTE BLEUE IDÉES VERTES

A green section that presents how people who care about our planet, how they have moved from words to deeds.

## MONDAY TO SUNDAY

### POLITIQUE

features analysis and commentary of key political news and events, all week long.

### LE MONDE EN BREF

keeps readers up-to-date on major international events through news briefs accompanied by video clips or photos.

## TUESDAY TO SATURDAY

### LE MONDE EN IMAGE

examines key moments in international news via the best images captured by photographers all over the planet.

## SATURDAY

### ÉCHOS DES COLLINES

La Presse's parliamentary correspondents in both Québec City and Ottawa bring readers stories from the world of politics.

### CHRONIQUE DE STÉPHANE LAPORTE

Each week, Laporte offers his inimitable, often humorous take on the news.

## SUNDAY

### SCIENCES

takes an in-depth look at science and environmental issues.

### À PETITES DOSES

A few milligrams of all the scientific news of the week.

## ONE SUNDAY PER MONTH

### LE CURIEUX

is a webmagazine that explains current events to children. Le Curieux presents a popularized news item that young readers can continue reading on [lapresse.ca](http://lapresse.ca).

# MEETING GROUND OF OPINION LEADERS



## AT THE HEART OF THE DAY'S NEWS

The Débats section intends to be a place for discussion and the exchange of ideas between La Presse+ and its tab readers.

It offers an assortment of opinions on all topics and major issues. This also includes the humorous perspective of cartoonists.

220,000  
DAILY IMPRESSIONS

DÉBATS

# WEEKLY CONTENT

## MONDAY TO SUNDAY

### ÉDITORIAUX

Everyday the La Presse+ editorial team shares their point of view on current events, issues, or topics.

### CARICATURE

Everyday this section's readers will find humorous images of events by cartoonists Serge Chapleau, at La Presse, and André-Philippe Côté, at the Le Soleil newspaper.

### OPINION

Contributors present their opinions on different issues in our society regarding a host of subjects, such as the business world, the environment, legal matters, etc.

### MON CLIN D'OEIL

A funny quote about the news by Stéphane Laporte.

## TUESDAY TO SATURDAY

### COURRIER

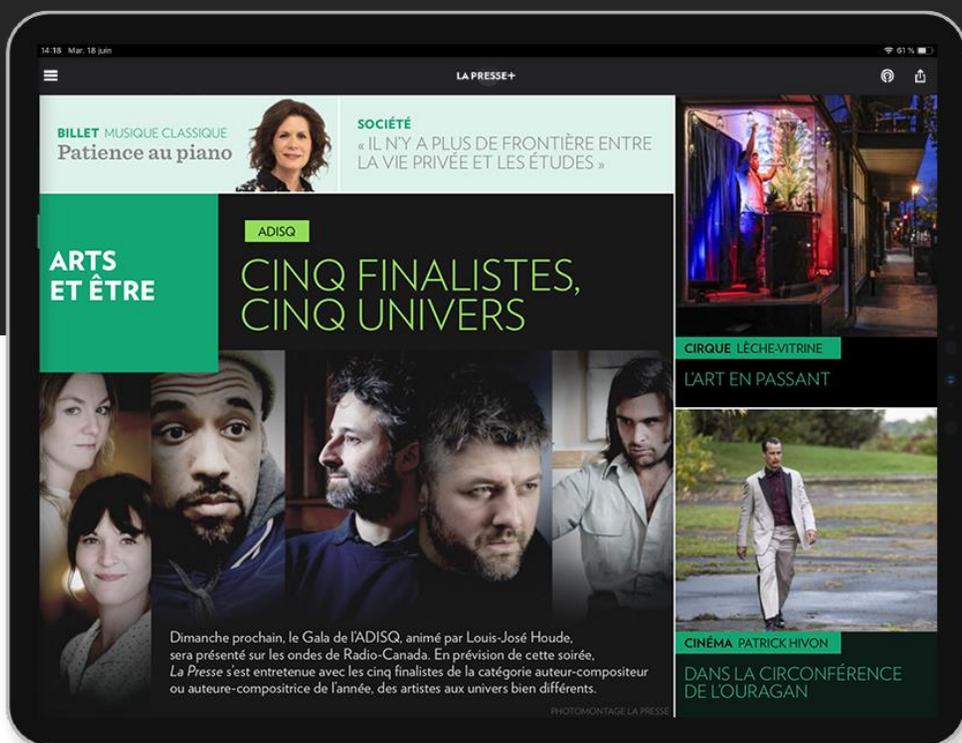
Readers are invited each day to share their opinions on current events or subjects that they hold dear.

## SUNDAY

### ENJEUX

Readers share a social issue that concerns them.

BE AT THE HEART OF AN ENVIRONMENT THAT IS CURRENT, CULTURAL AND REFLECTIVE



## SHINING THE SPOTLIGHT ON CULTURE AND SOCIETY

Arts, culture, society, family, health, food, fashion: Find all these topics and more covered from a fresh new angle in the Arts et être section, designed to keep readers informed on what's happening.

Seven days a week, the Arts et être section offers readers quality content and an abundance of food for thought. On weekends, it includes fascinating features and intriguing personal stories.

170 000  
DAILY IMPRESSIONS

# ARTS ET ÊTRE

# WEEKLY CONTENT

## MONDAY

### MUSIQUE

Our journalists prepare explosive visuals with short excerpts and critiques of the latest music releases.

## ONE MONDAY PER MONTH

### MUSIQUE CLASSIQUE

The renowned radio animator and journalist Catherine Perrin will have a look at the world of classical music.

## TUESDAY

### ÉCHOS DE SCÈNE

Every second Tuesday, Arts et être offers intelligent critiques of theatre, dance and circus shows.

## TUESDAY TO FRIDAY

### FLASH

These people are being talked about for better or for worse. Overview of news from here and elsewhere.

## THURSDAY

### QUOI VOIR, QUOI FAIRE ?

Offers you, every week, cultural outings and works from artist to discover, in person or at home.

# ARTS ET ÊTRE

# WEEKLY CONTENT (SUITE)

## FRIDAY

### CINÉMA

The week's top movie releases reviewed by our team of journalists.

## SATURDAY

### ÊTRE

Trends and ideas in the areas of self-care, lifestyle and personal growth. Everything you'd expect from a wellness column. (On Demand)

### MISSION PHOTOGRAPHIQUE

Every week, a La Presse photographer is given carte blanche to share a series of photos on a topic of their choice.

## SUNDAY

### LITTÉRATURE

Our journalists review the latest literary news of the week.

### BD

Every other Sunday alternating with Littérature jeunesse, the Arts et être team lets you know which comic books recently caught their attention.

### LITTÉRATURE JEUNESSE

Every other Sunday alternating with BD, our journalists share their top picks in youth literature.

# SPEAK TO BUSINESS LEADERS AND DECISION MAKERS

TO KEEP UP WITH THE LATEST DEVELOPMENTS IN THE ECONOMY AND THE BUSINESS WORLD,

the Affaires section relies on a team of seasoned journalists with a focus on news about corporations as well as stock markets and personal finance.

The section delivers comprehensive reports on the key economic stories of the day, plus profiles of prominent figures in the Quebec business community.



160,000  
DAILY IMPRESSIONS

# AFFAIRES

# WEEKLY CONTENT

## MONDAY

### LA PLANÈTE ÉCONOMIQUE

In-depth stories and analysis on the latest world economic news, challenges and trends in various business sectors.

## MONDAY TO SATURDAY *INVESTIR*

### LES MARCHÉS EN DIRECT

A daily real-time review of Stock Market and Economic Indicators.

### ACTUALITÉS BOURSIÈRES

A weekly review of the most important news in stock market.

### EN VRAC PORTFOLIO

Special editorial sections presenting in-depth business related topics.

## TUESDAY

### GRANDE ENTREVUE

Q&A with some of the top business leaders in Quebec and Canada done by Jean-Philippe Décarie.

### LEADERSHIP

Column featuring useful shorts stories, quotes, thoughts, tips and advices for leaders or managers.

## VARIABLE DAY

### PME - INNOVATION

Weekly story about innovation. This column presents some of the most innovative people and companies in Quebec.

AFFAIRES

# WEEKLY CONTENT (SUITE)

## SATURDAY

### **DOSSIERS ÉCONOMIQUES**

Reports on  
economic issues.

### **L'ÉCONOMIE EN IMAGES**

An overview of the local  
and international  
economies in images.  
Very popular.

## SUNDAY

### *VOS FINANCES*

### **CHRONIQUE – STÉPHANIE GRAMMOND**

Our leading PF columnist,  
the most read  
Columnist of all.

### **ON A TESTÉ**

A weekly review of  
the most important  
economic news.

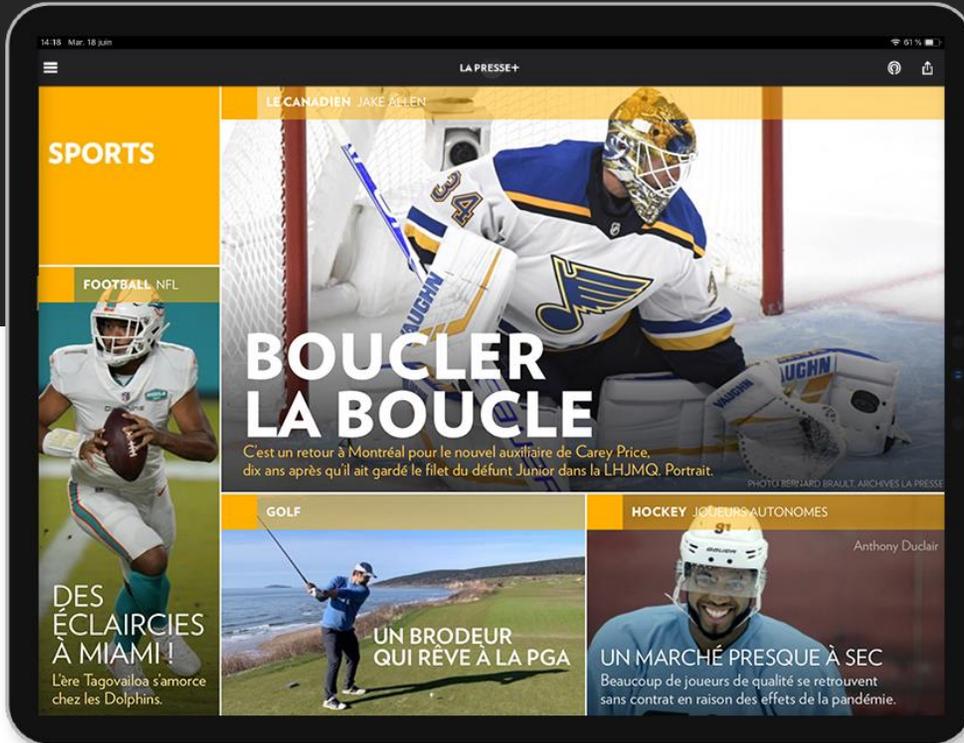
### **TRAIN DE VIE**

A journalist examines  
personal finance issues  
submitted by our readers.

### **L'INVESTISSEUR AVISÉ**

A weekly column presenting  
quotes from analysts, tips from  
strategists, new financial  
products and more.

# SHOW YOUR COLOURS TO SPORTS FANS



## ALWAYS PART OF THE ACTION

Our editorial team provides coverage and analysis of the major pro sports, including hockey, football, golf, tennis, auto racing, soccer and baseball.

These impassioned journalists also focus on all the major international events as well as competitions involving local amateur athletes, bringing the experience of sports alive for readers day after day.

135,000  
DAILY IMPRESSIONS

SPORTS

# REGULAR CONTENT

## HOCKEY

### DAY OF THE GAME

#### FACE À FACE

Relevant stats to put into context the two teams before the game starts. Rankings, power plays and Le saviez-vous for hockey enthusiasts.

#### INFOLETTRE

##### RONDELLE LIBRE

Daily mail from our hockey specialist Mathias Brunet.

## HOCKEY

### EACH DAY FOLLOWING A GAME

#### EN UN COUP D'OEIL

The best post game stats that fans want to know: shots on goal, face-off, hits, etc. This column includes Hot streak | Cold streak ratings: a profile of two players whose value is in flux.

#### FAITS SAILLANTS EN VIDÉO

A dynamic video clip presents the game summary from the night before. A video snapshot of the Montreal Canadiens' and their opponent's best moments.

#### DANS LE DÉTAIL

A post-match column that presents the Canadiens' game highlights.

#### LES MOMENTS FORTS DU MATCH

Period by period performance analysis of a player from either the Montreal Canadiens or the opposing team, so that readers can explore the subject in depth and from a different angle.

#### GALERIE DE PHOTOS + ANALYSE DU MATCH

Photos accompanied by an in-depth analysis of the Montreal Canadiens game.

SPORTS

# REGULAR CONTENT (SUITE)

## OTHER SPORTS

### MONDAY TO SUNDAY

#### EN RAFALE

Brings readers up to speed on highlights and results from five or six sports including cycling, tennis and basketball.

#### PLANÈTE SPORTS

A daily photo gallery showcasing the most striking images from the fascinating world of sports.

### SATURDAY – SUNDAY AND MONDAY

#### FOOTBALL

During the season, Miguel Bujold presents analyses, player profiles and NFL files.

### SUNDAY TO FRIDAY

#### AMUSEZ-VOUS!

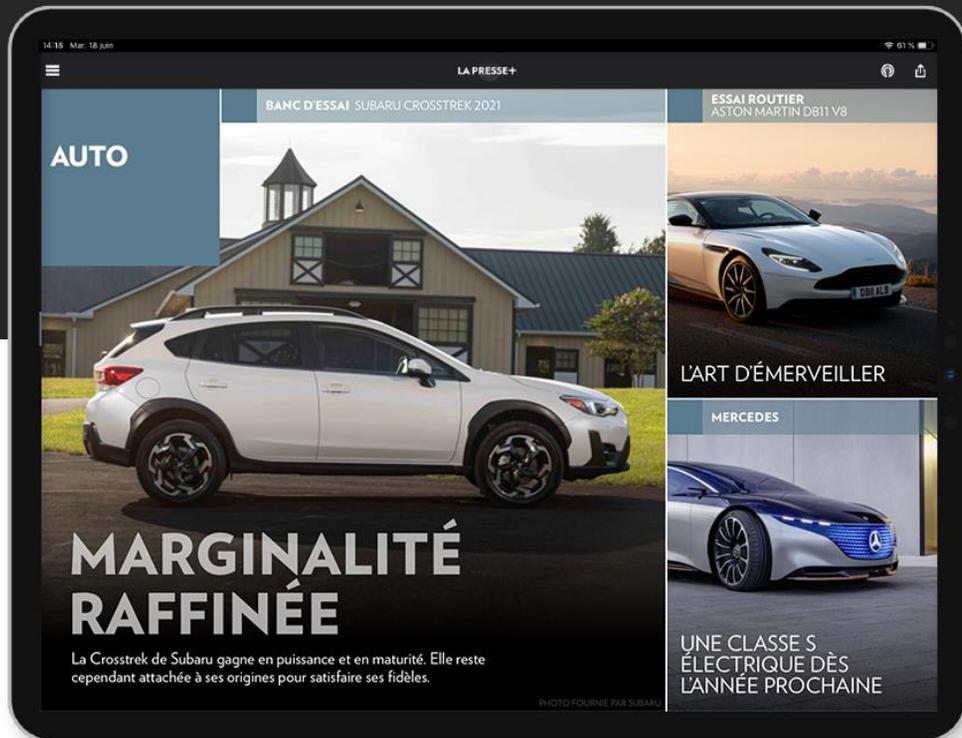
A content to settle down for some fun doing the crossword and challenging yourself with Sudoku puzzles.

### EN VRAC

#### LES CHIFFRES DU SPORT

The most recent results, rankings, schedules and individual and group sports statistics for current major sporting events.

# APPEALS TO CAR ENTHUSIASTS



## LA PRESSE+ STARTS THE WEEK AT FULL THROTTLE

with the Auto section on Mondays. Our experts showcase the newest models, test-drive and compare a wide range of vehicles for the Banc d'essai column.

Read up on general news on all things automotive, including coverage of the major auto shows, practical tips and tricks, and technology news.

140,000  
DAILY IMPRESSIONS

# AUTO

# WEEKLY CONTENT

## MONDAY

### **BANC D'ESSAI**

Every Monday, Éric LeFrançois presents a car review with specs, photo gallery and readers reviews.

### **BOÎTE TECHNO**

introduces and describes gadgets, advances and tech news for automotive enthusiasts.

### **LE COURRIER**

Éric LeFrançois answers questions from readers and offers tips and tricks on buying, selling and more!

### **ACTUALITÉS AUTO**

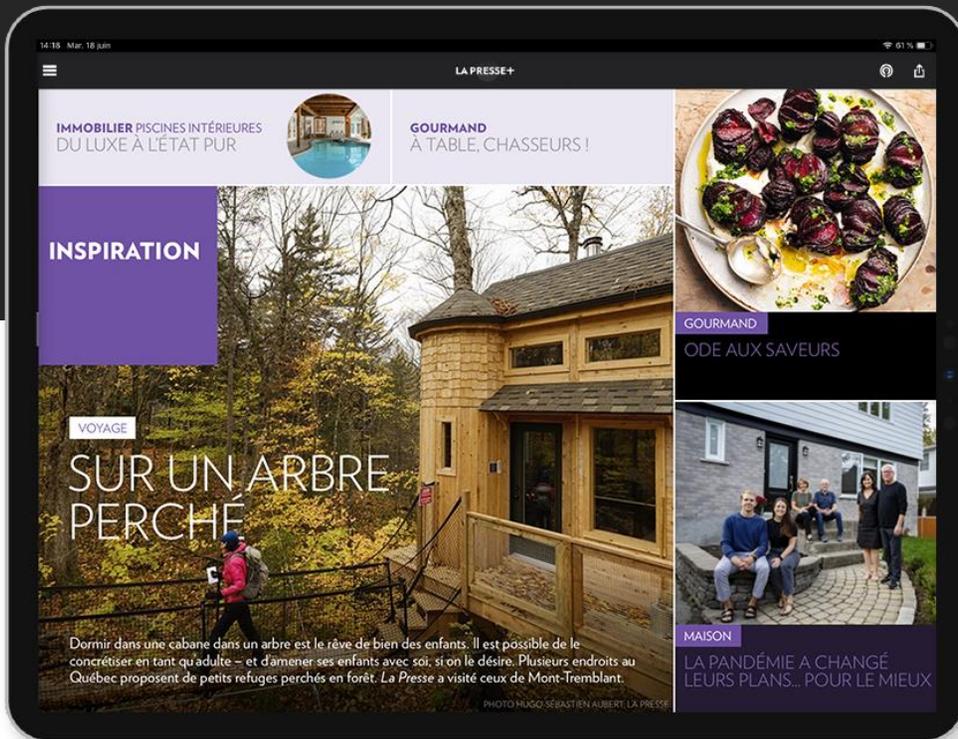
Every week , the Auto team shares the latest news of the automotive world.

## EVERY OTHER MONDAY

### **ESSAI ROUTIER**

An interactive analysis of a car including technical information and an evaluation of its design, how it handles, the technology offered as well as the verdict of car specialists.

# INSPIRE READERS IN AN ENVIRONMENT DEDICATED TO THE BEST OF DAILY LIFE



## ELEVATING THE ART OF LIVING

Every Saturday, the new Inspiration section brightens readers' weekends with tips on how to live better. Covering travel, food, home and real estate, Inspiration introduces readers to realistic ideas and the things dreams are made of.

There will be recipe and restaurant suggestions, new products and product tests, travel destinations, decorating trends, real estate news and much more. Inspiration is where our readers come for new ideas every Saturday.

170 000  
DAILY IMPRESSIONS

# INSPIRATION WEEKLY CONTENT

## EVERY SATURDAY

### LA CRITIQUE RESTO

Inspiration promises to whet your appetite with succulent food news and a new restaurant review.

### À LA CARTE

Restaurant openings, new menus, chefs who are changing their sign, events... a journalist presents what not to miss in order to eat and drink well!

### AMUSEZ-VOUS !

A content to settle down for some fun doing the crossword and challenging yourself with Sudoku puzzles.

### RICARDO

Everyone loves Ricardo! Quebec's celebrity chef shares an exclusive recipe, practical tip and occasionally an issue that matters to him

### LES VINS DE LA SEMAINE

Our columnist Véronique Rivest offers wine discoveries for all tastes and budgets.

### JOURNAL DE BORD

News items, current events, a travel column that presents new apps every week, tourist events.

### LA BONNE IDÉE

Need decorating ideas? Every week, Inspiration features a home décor tip that's easy to achieve.

### VOYAGE PLEIN AIR

A column that explores all the activities and outings to do in Quebec.

## EVERY SECOND SATURDAY

### DESTINATION

A fun and innovative approach that gives readers an in-depth tour of a major city and its main attractions.

## SATURDAY ONCE A MONTH

### SUR LE MARCHÉ

Get a close-up look at three properties that share a similar feature: waterfront, multiplex, architectural homes, industrial style, etc.

### BIÈRES

This column explores the effervescent world of beer and microbreweries in Quebec.

## THREE SATURDAY IN A MONTH

### LE TOUR DU PROPRIÉTAIRE

Take a tour of a property for sale that caught our eye because of its amazing design, location, history or even its owners.