

KIT, MÉDIA



WHAT MAKES US PROUD?

LA PRESSE: THE LARGEST FRENCH-LANGUAGE EDITORIAL VOICE IN NORTH AMERICA

200

rigorous journalists

who provide in-depth coverage of the biggest questions facing our society

150

content items every day

published across our ecosystem

140

years

A brand that's been part of Quebecers' daily rituals for the last 140 years.

1

mission

Making quality information free and accessible to all.

OUR JOURNALISTS

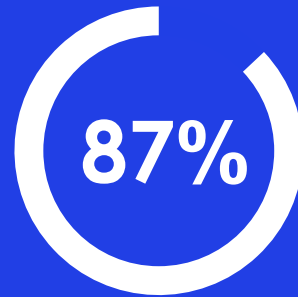
Serving the common good

Our award-winning journalists have a strong relationship of trust with our readers.

With our platforms, your brand benefits from the credibility and trust of the public towards our media.



« La Presse offers
quality content.
% in agreement »



« La Presse is **the reference**
for news and information in
Quebec.
% in agreement »



AN INDEPENDENT MEDIA THAT CAN MANAGE WITHOUT META

Thanks to its business model and proactive approach, La Presse was able to adapt to Meta's blocking last August and attract users directly to its platforms.

Since then, 85% of traffic has come from direct sources!



"After six months of boycott by Meta, the site [lapresse.ca] has, on the contrary, recorded a 5% increase in direct traffic, making up for what was lost via Facebook."

ADVERTISING IN LA PRESSE IS PARTNERING WITH CANADA'S SECOND MOST TRUSTED BRAND

1



**Croix-Rouge
canadienne**

2



ADVERTISING IN LA PRESSE IS PARTNERING WITH THE SECOND **MOST-TRUSTED MEDIA SOURCE IN CANADA**

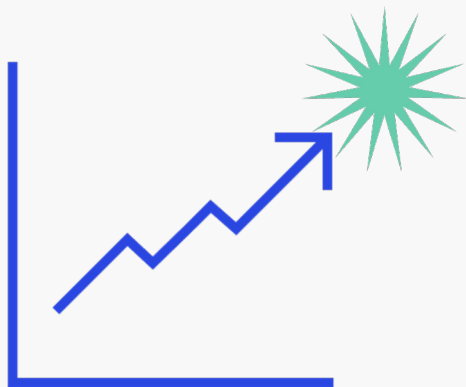
1



2



RECOGNIZED NEWS SITES **DELIVER BETTER PERFORMANCE**



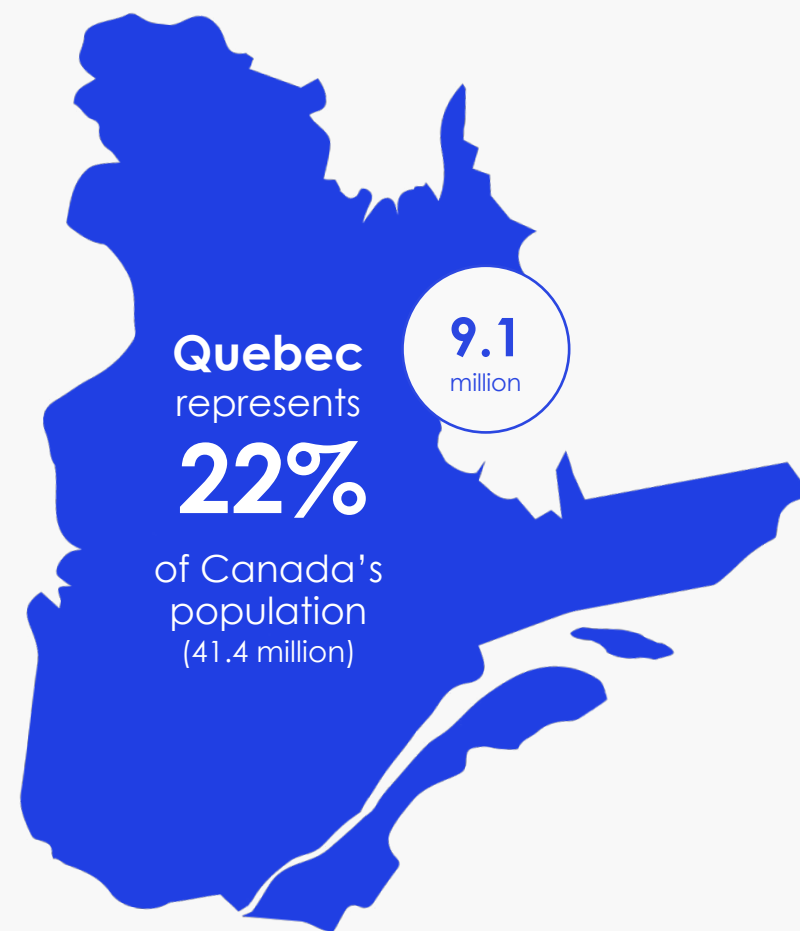
CTR increased by

143%

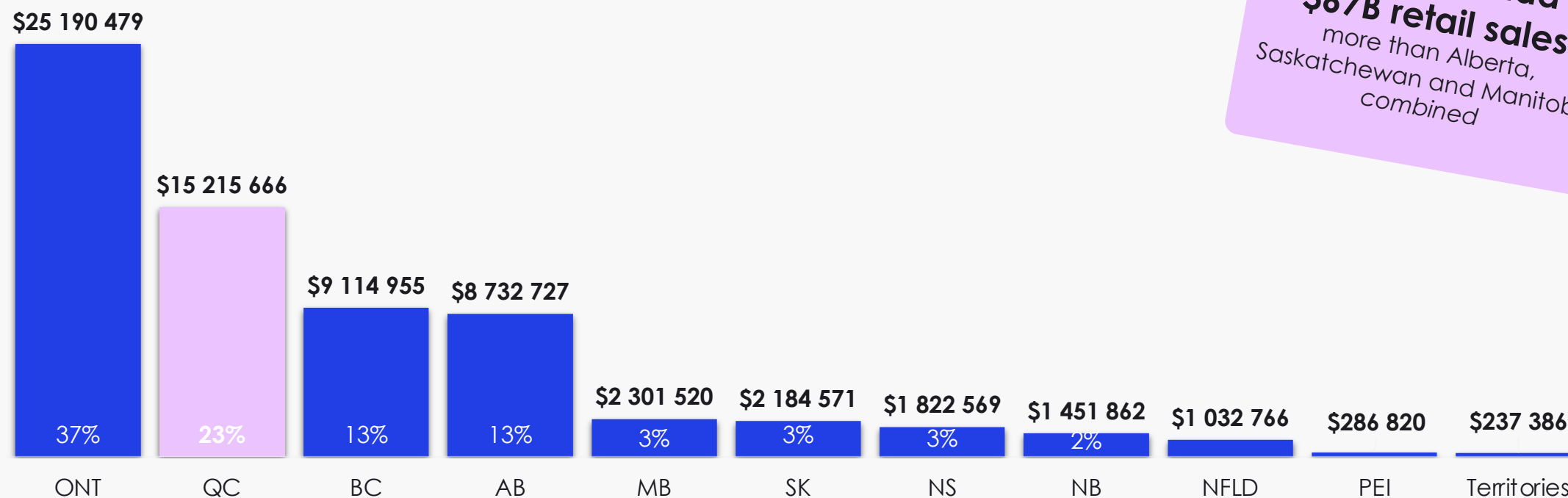
when advertisers
added recognized
news sources to
their campaigns



Why advertise in Quebec?



THE SECOND-LARGEST MARKET IN CANADA



Quebec generated over
23% of Canada's
\$67B retail sales
more than Alberta,
Saskatchewan and Manitoba
combined

A DONATION PROGRAM THAT REFLECTS THE COMMITMENT OF OUR READERSHIP



Since 2019, **100,000 individuals, foundations and companies** have donated to La Presse for a total of nearly **38M\$**.

In 2024, **62,000** donors gave generously to La Presse for a total of **9M\$**. This represents a 15% increase since 2023.

It's safe to say that our readers take La Presse's mission to heart!

WHY CHOOSE LA PRESSE



WE HAVE AN INCOMPARABLE REACH ACROSS QUEBEC

Unique users/visitors every month
nearly

4 million

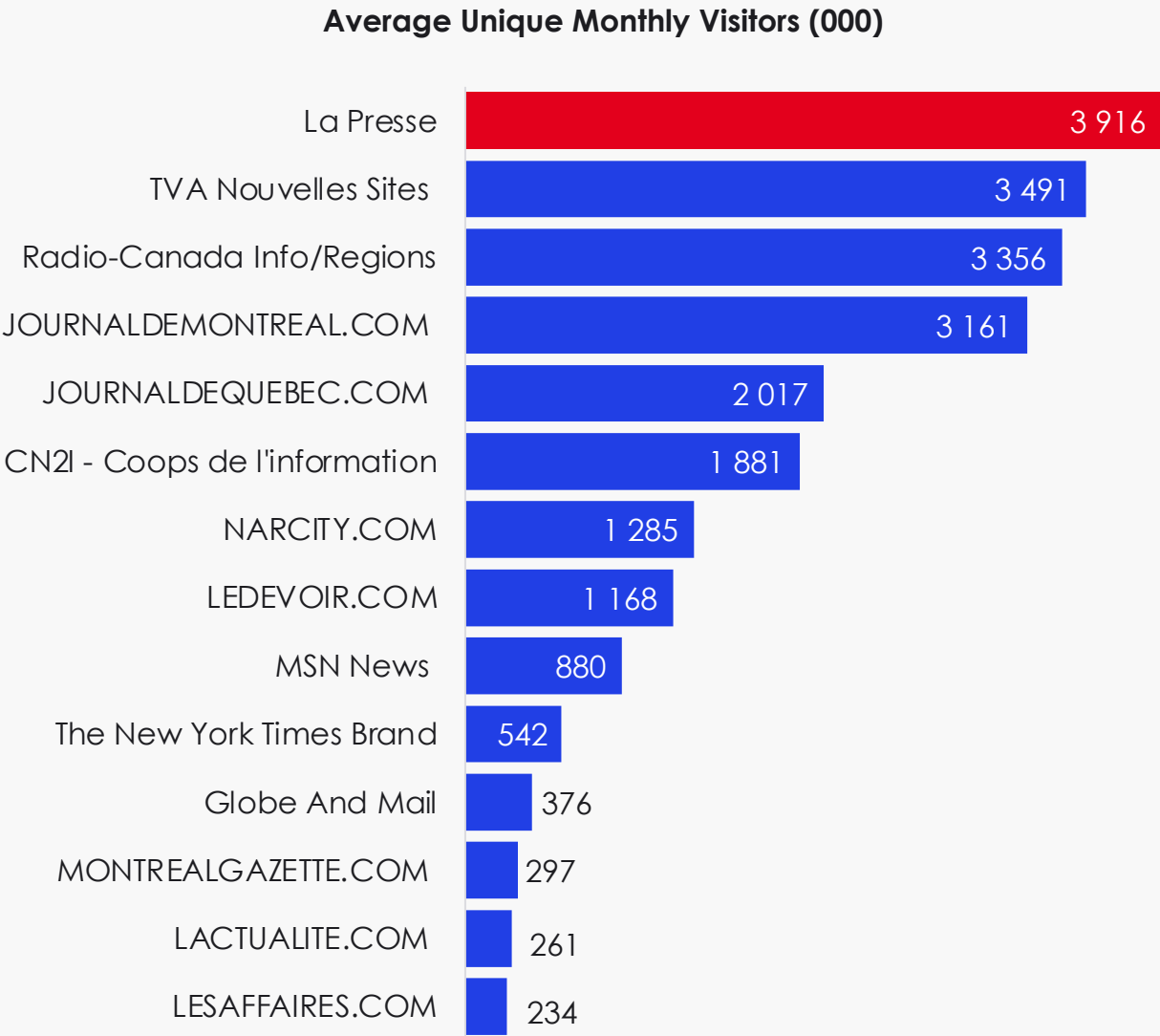
Monthly reach

64%

Tablet app
Mobile app
Website
Quebecers 18+

WE'RE THE LEADER IN DIGITAL INFORMATION

Over the past three years, La Presse has remained the most visited digital news source for Quebecers.



Source: comScore, multiplatform, Quebec 18+, monthly average users/unique visitors from January 2020 to November 2024.

OUR PLATFORMS ATTRACT MORE
THAN **ONE MILLION USERS** TO OUR
ECOSYSTEM **EVERY DAY**

1.17 million
users/day

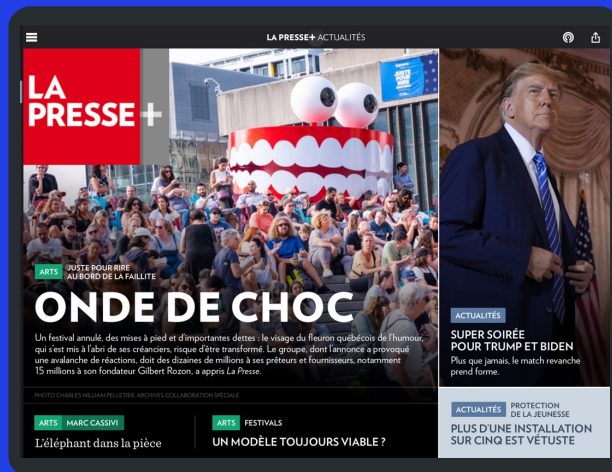
3.54 million
users/week



A COMPLETE ECOSYSTEM

THREE DISTINCT DIGITAL PLATFORMS

LA PRESSE+



STRENGTH : ENGAGEMENT

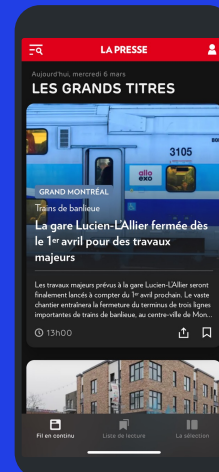
40 minutes

On weekdays

52 minutes

Per day on weekends

LA PRESSE MOBILE

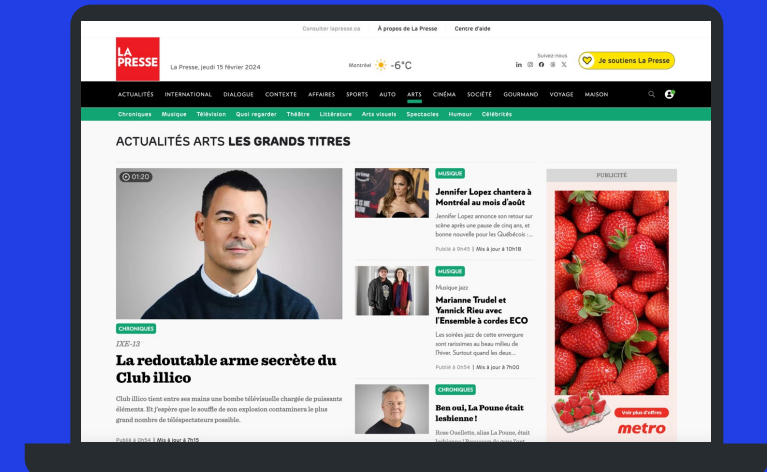


STRENGTH : FREQUENCY

3.5 sessions

Per day

LAPRESSE.CA



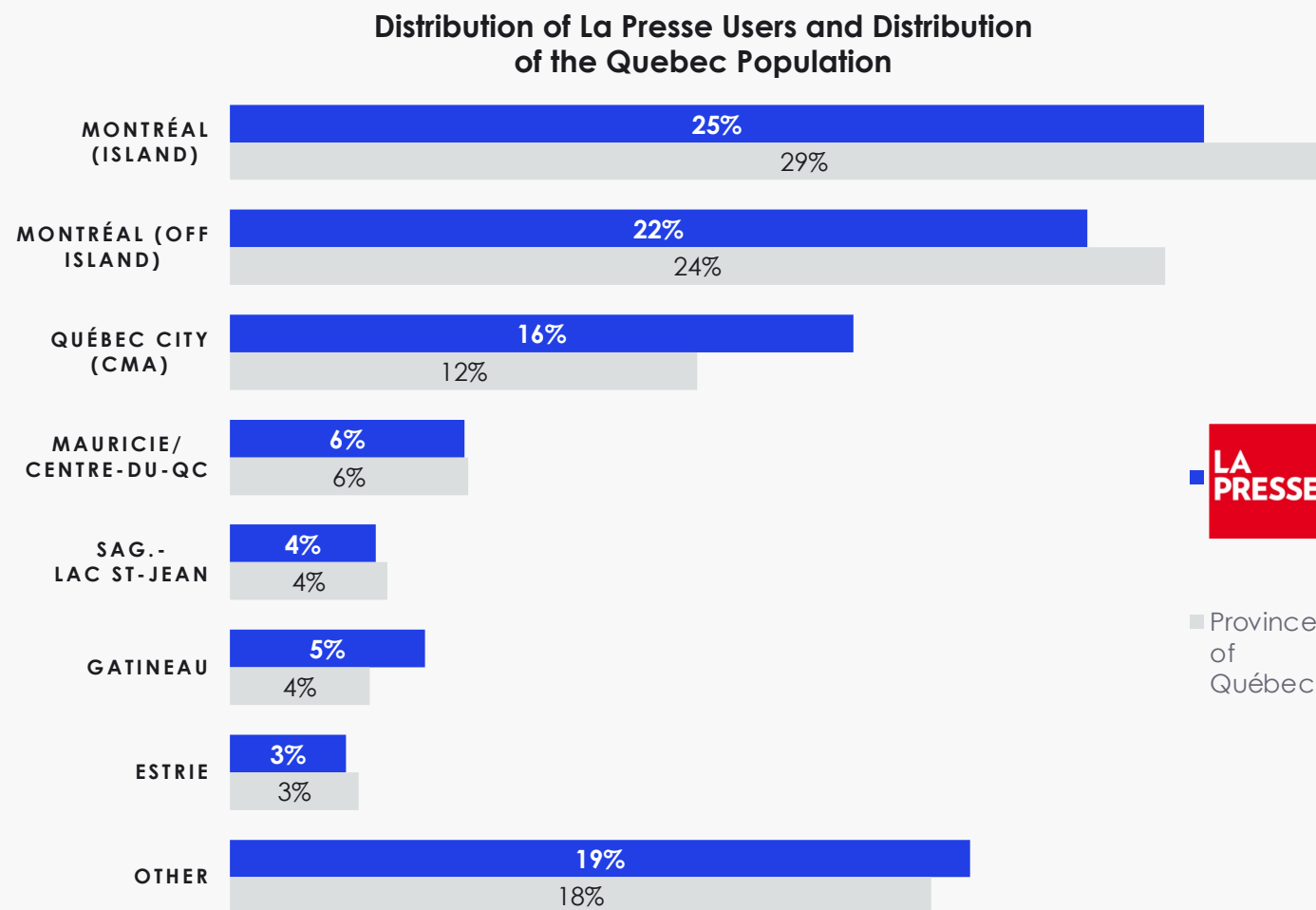
STRENGTH : REACH

3.4M monthly users

56% of QC online population reads lapresse.ca every month

LA PRESSE'S AUDIENCE ACROSS QUÉBEC

The distribution of our readers mirrors the distribution of Quebecers across the province



Source: comScore PlanMetrix (Vividata), multiplatform, avg. Sept 2023, Dec 2023, March 2024 and June 2024, Quebec 18+, [P] La Presse.

Note: "Other" indicates all another regions in Quebec than the ones already mentioned.

CMA: Census Metropolitan Area

WHO ARE OUR READERS?



LA PRESSE'S READERSHIP AT GLANCE

Well represented in Quebec

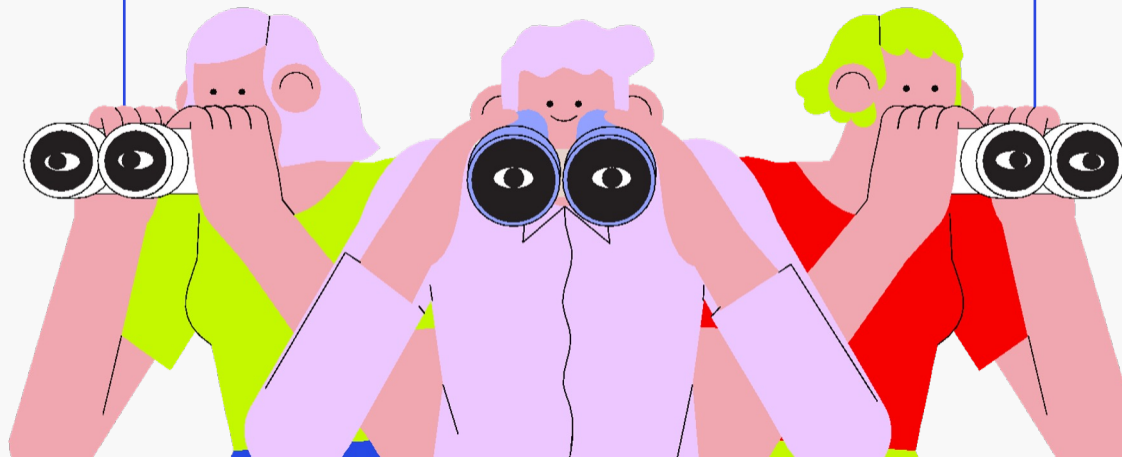
Evenly distributed across all regions
Representative across all age groups

Sought after

Above-average levels of education
Higher household incomes
Hold key jobs in the market

Important values

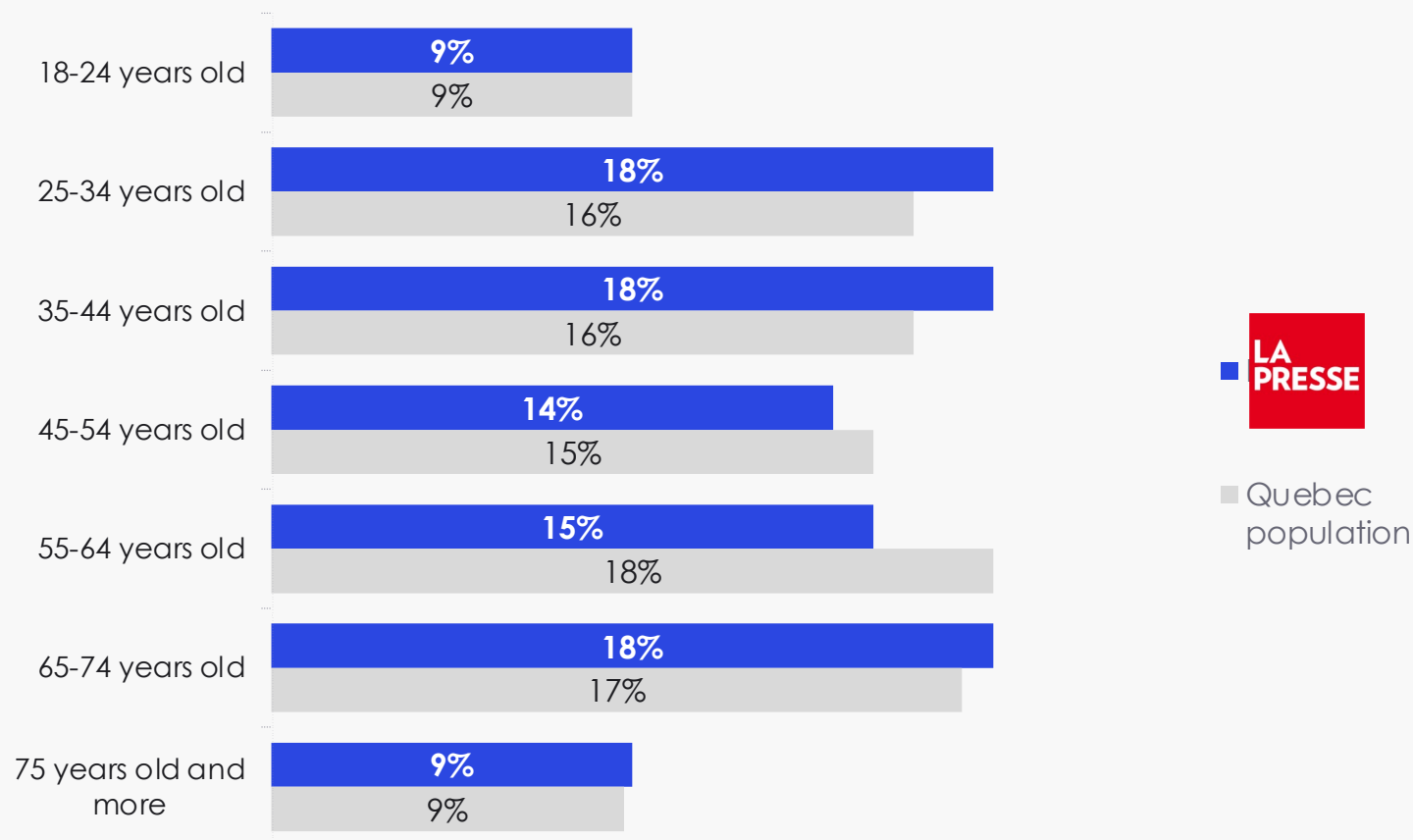
Open minded
Keep on top of news
In control of their financial situation
An informed consumer, who is also an avid fan of new technologies



WELL REPRESENTED ACROSS ALL AGE GROUPS



Distribution of La Presse Users and Distribution
of the Quebec Population



LA PRESSE READERS ARE FREQUENTLY **BRAND AMBASSADORS IN SOCIETY** AND ARE KEY IN MAKING HOUSEHOLD DECISIONS



28%

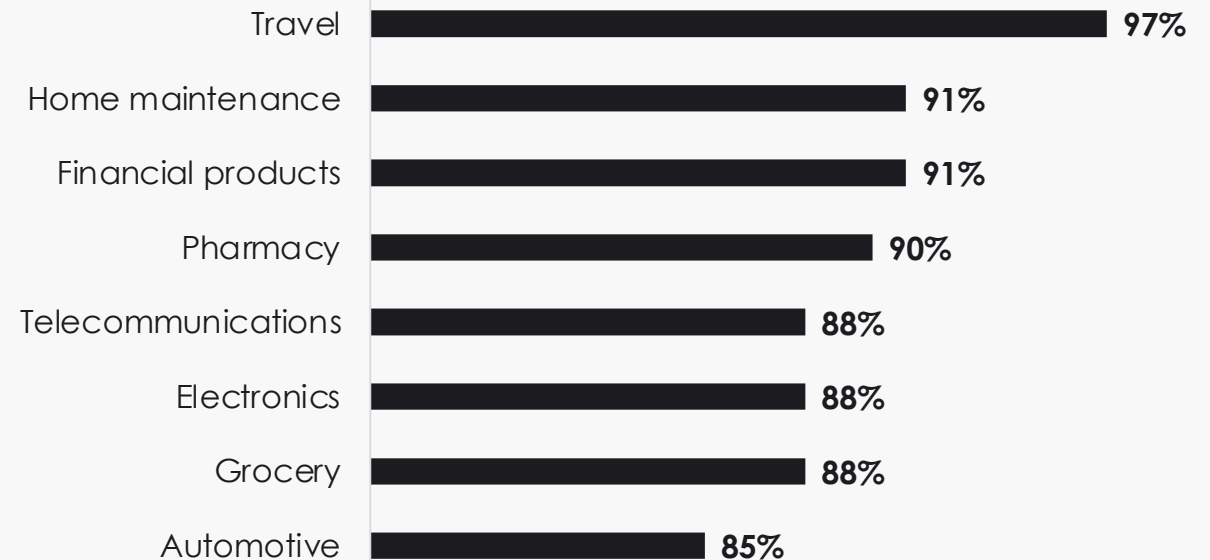
say that friends and family **ask for their advice** before making a purchase
Index 109



24%

like to share their opinionS on products and services by posting **online reviews**
Index 107

Purchasing Responsible or Co-Responsible for household purchases



OUR READERSHIP STANDS OUT IN QUEBEC **FOR BEING OPEN-MINDED AND FOR SEEKING CONNECTION** WITH THE REST OF THE WORLD



Open-minded

They are receptive to gender equality, greater diversity, different ethnicities, and new family models.



In control of their financial situation

They have a greater tolerance for change and uncertainty.



Consume responsibly

They inform themselves before buying and are open to considering new brands.



Keep on top of the news

They feel more connected to what's going on in the world.

DIGITALLY INFORMED & CONNECTED READERS

Smartphones and **tablets** are more important to our readers, as compared to Quebecers in general.

Our readers are also more likely to take action after seeing an ad online than one on traditional media.

Digital sources for daily updates



Smartphone
69%↑



Tablet
36%↑



Computer
44%↑

77%

of users took at least one action after seeing an online ad on these platforms

Traditional sources for daily updates



Television
55%



Radio
40%↑



Paper
10%

63%

53%

54%

of users took at least one action after seeing a traditional ad on these platforms

ATELIER

LA
PRESSE

ATELIER LA PRESSE

A new advertiser brand focused on collaboration

Welcome to Atelier La Presse, a team of 100 experts mobilized around a common goal: to deploy our know-how to make our advertisers and partners shine.

ATELIER CANEVAS LA PRESSE

FAITES ÉVOLUER
VOS IDÉES



ATELIER XTRA LA PRESSE

CRÉEZ DU CONTENU
PERTINENT



ATELIER RADAR LA PRESSE

OPTIMISEZ VOS
PLACEMENTS



ATELIER CANEVAS LA PRESSE

FAITES ÉVOLUER VOS IDÉES



Atelier Canevas acts as an advisor to our partners and shares the best advertising practices. It would be a shame not to take advantage of our experts' advice

+ 14 000

DESIGNED AND INTEGRATED ADS PER YEAR!

- Artistic direction
- Graphic design
- Digital computer graphics
- Brand image
- Interaction design
- Animation
- Illustrations
- UX

CRÉEZ DU CONTENU PERTINENT



Ten years of storytelling experience... That is the history of Atelier XTRA! Our brand content experts know how to engage our readers with compelling stories to benefit our advertisers.

+ 2 000

CUSTOM CONTENT CREATED FOR OUR ADVERTISERS PER YEAR!

- Content strategy
- Graphic design
- Promotional writing
- Translation and editing
- Video production
- Photography
- Illustrations
- Podcasts

ATELIER RADAR LA PRESSE

OPTIMISEZ VOS
PLACEMENTS

In addition to their pre- and post-campaign recommendations, our experts analyze your investments and ensure their optimization in real time.

+ 50 AUDIENCES

MINUTELY SEGMENTED TO TARGET
READER INTERESTS!

- Digital campaign design
- Campaign Retrospective
- Surveys with our panelists
- Branding tests to measure the reach of your campaigns

OUR MANY
SOLUTIONS
TO HELP YOU
ACHIEVE
YOUR GOALS



Programmatic ad buying and audience targeting (Deal-ID, PG)

*DV360 required

ADVERTISING FORMATS

100% digital

	LA PRESSE+	LA PRESSE MOBILE APP	LAPRESSE.CA
Video placement	<ul style="list-style-type: none"> → POE Video Takeover (15 or 30 sec) → Autoplay video (in full screen ad) → Manual play video → Pre-roll (15 sec) → Double big box with video 	<ul style="list-style-type: none"> → Pre-roll → In-text video → Double big box with video 	<ul style="list-style-type: none"> → Pre-roll → In-text video → Double big box with video
Impact formats	<ul style="list-style-type: none"> → Homepage impact banner/section → Section impact 	<ul style="list-style-type: none"> → Homepage Takeover* → Reach frequency* → Homepage + Hard News* → Splash + Home + Hard News* 	<ul style="list-style-type: none"> → Homepage Takeover* → Reach frequency* → Super billboard* → Panorama
Regular formats	<ul style="list-style-type: none"> → Full screen* → Half screen → Quarter screen → Sixth screen → Double big box → Big box 	<ul style="list-style-type: none"> → Double big box → Big box → Carousel 	<ul style="list-style-type: none"> → Billboard → Double big box → Big box → Carousel → Banner
Audience	<ul style="list-style-type: none"> → Full screen* → Double big box → Big box → XTRA branded content 	<ul style="list-style-type: none"> → Double big box → Big box → Carousel → Banner → XTRA branded content 	<ul style="list-style-type: none"> → Super Billboard → Billboard → Double big box → Big box → Carousel → Banner → XTRA branded content
Content	<ul style="list-style-type: none"> → XTRA branded content → Branded special issue 	<ul style="list-style-type: none"> → XTRA branded content → Native format* 	<ul style="list-style-type: none"> → XTRA branded content → Native format*

BRANDED CONTENT

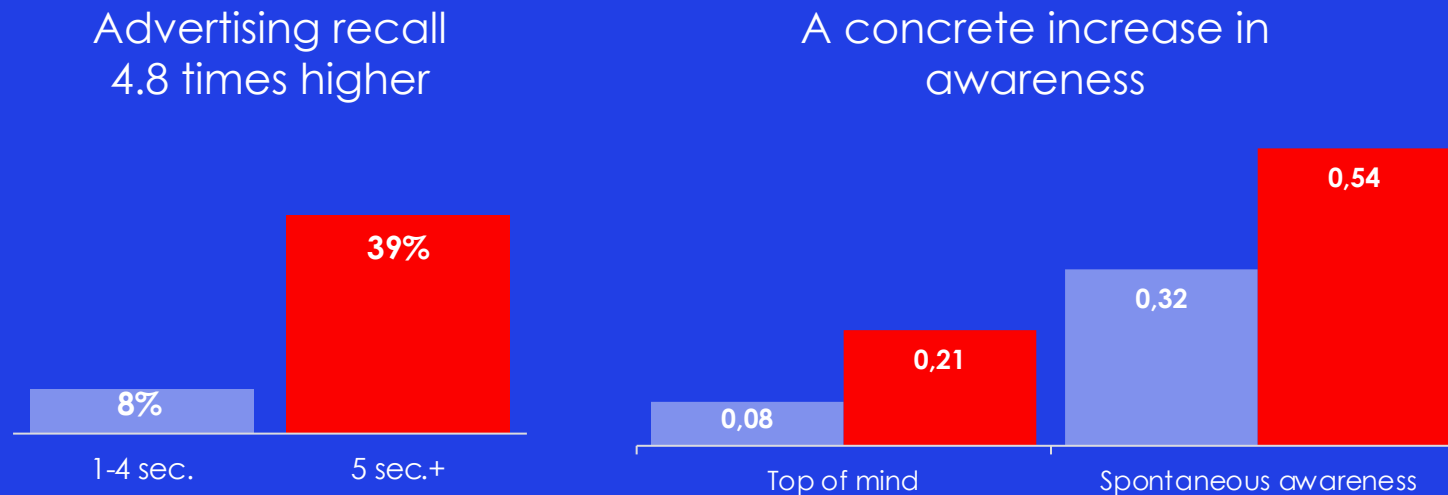
The art of being useful

Our branded content team offers a turnkey solution, tailored to meet your business objectives.

New key performance indicator: the engaged page

XTRA branded content now guarantees engagement with your audience.

Whether the content is viewed on your mobile, computer or tablet, prolonged exposure is proven to generate :



Source rappel : étude des lecteurs engagés, auprès de 1221 répondants.
Source notoriété : étude des lecteurs engagés, auprès de 1221 répondants. Base : non-consommateur de la marque testé seulement.



XTRA BRANDED CONTENT

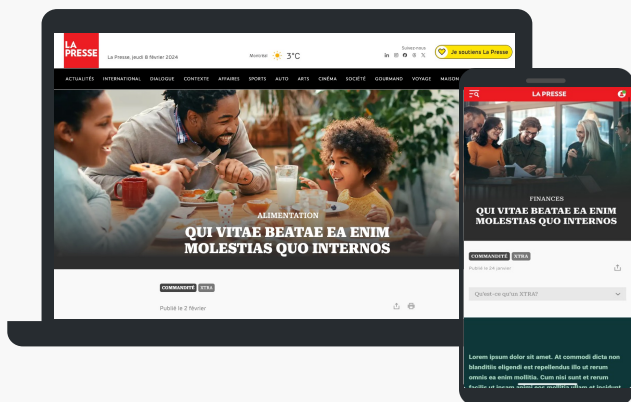
Dedicated storytelling environment for an advertiser that generates high attention and engagement. Turnkey solution, our team handles all elements from kickoff to execution. XTRA branded content **creates meaningful impact and boosts awareness** through **engaging content** that resonates with your target audience.

- ✓ Content that is **100% dedicated to your brand** published on platforms that provide a **unique experience** for readers.
- ✓ Ability to reach a **large readership base** with **guaranteed engaged page views** (5+ sec)
- ✓ A **web link** to drive to your website
- ✓ Content is licensed back to advertiser to further amplify on their website, social channels etc.



A CONTENT SOLUTION THAT ADAPTS TO YOUR OBJECTIVES IN OUR ECOSYSTEM

LAPRESSE.CA & LA PRESSE MOBILE



XTRA



Increase the reach of your branded content, with over **1,000,000 impressions** delivered during the campaign.



SEO optimization (organic content discovery + website referencing).

LA PRESSE+



SPECIAL BRANDED ISSUE

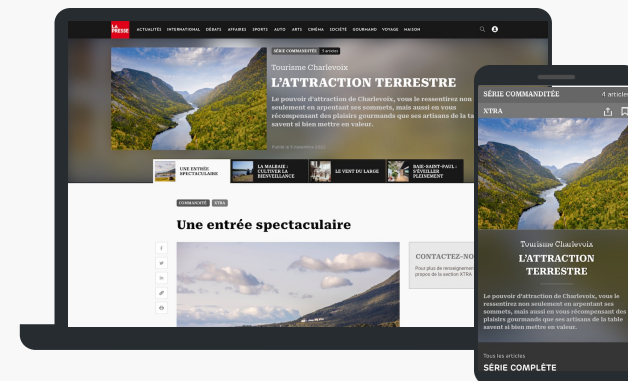


A multi-screen display of seven content and/or advertising items published in a dedicated tab in the daily edition of La Presse+.



700,000 guaranteed impressions (100,000 guaranteed impressions per screen).

LAPRESSE.CA & LA PRESSE MOBILE



WEB & MOBILE SERIES



Maximize the visibility of your content series and make it available as a **web/mobile destination**.



Between 2,500,000 and 5,500,000 impressions, depending on the deployment strategy chosen.

CONTEXTUALIZATION

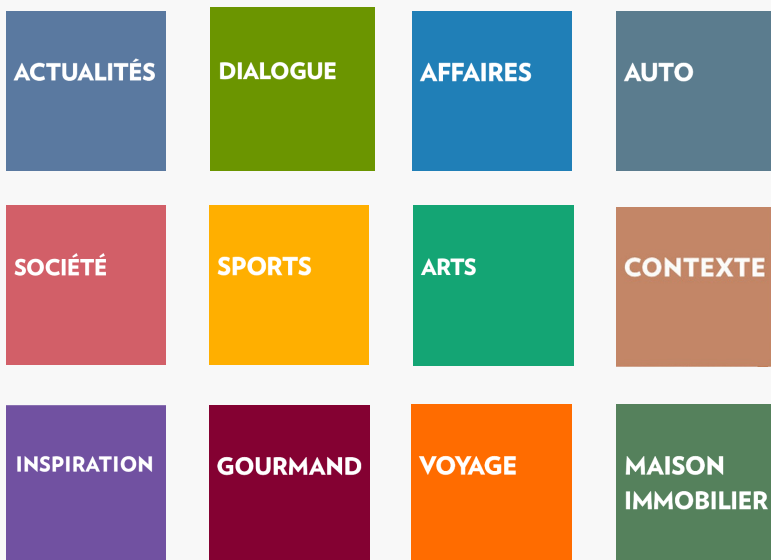
The strength of contextual positioning

Take advantage of the quality of our content and our plurality of contextual environments.

EDITORIAL CONTENT

PRODUCED BY LA PRESSE NEWSROOM

WRITTEN BY OUR JOURNALISTS



PROMOTIONAL CONTENT

PRODUCED BY ATELIER LA PRESSE

WRITTEN BY OUR XTRA EXPERTS



AUDIENCES

The power of primary data

Using the unique identifier, 70% of the traffic on our platforms is connected and linked to a user profile. So 100% of our audience campaigns are delivered with primary data.

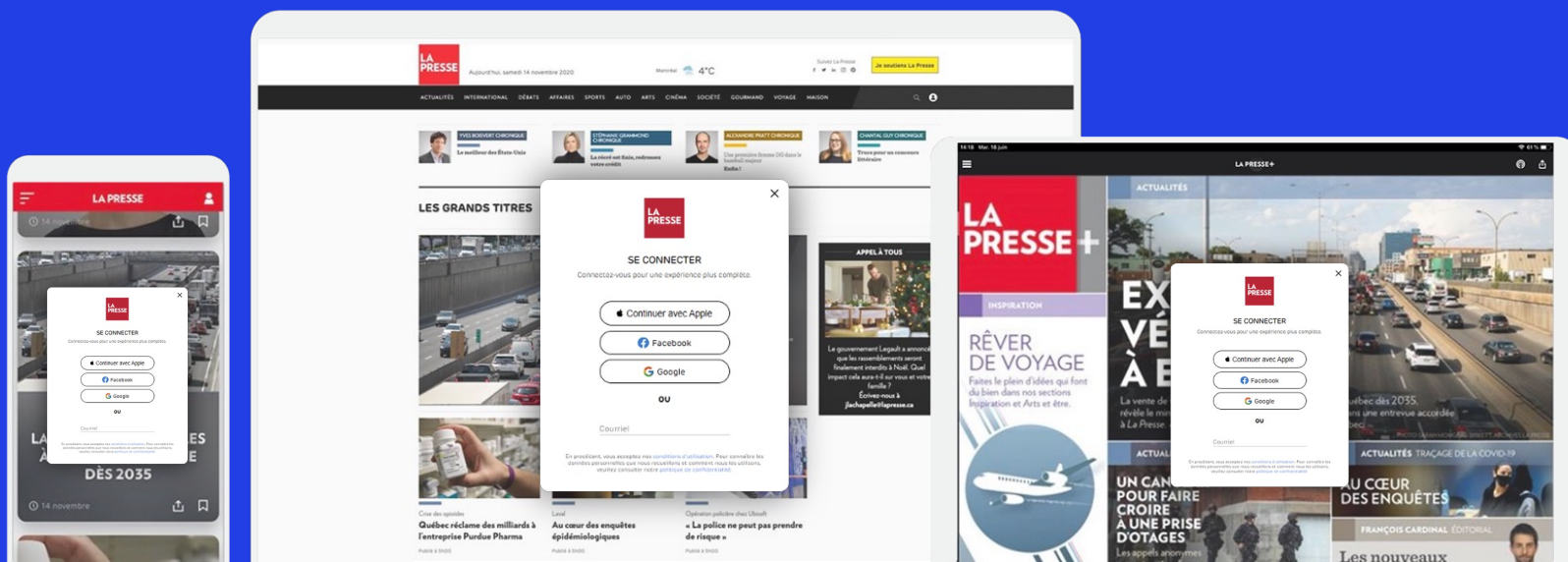
Through advertising interactions, article views and reporting data, La Presse creates accurate audiences to meet advertisers' objectives.

244
MILLIONS OF
IMPRESSIONS

delivered in our audience
segments.

9000
PANELISTS

regularly participate in our
surveys to collect
declarative data.



WORKING WITH US ALSO MEANS
SUPPORTING LOCAL MEDIA



**mouvement
média d'ici**

**CANADIAN
MEDIA
MANIFESTO**

CONTACT US

We have the credibility, reach, commitment and capabilities to enhance your brand.

Contact us to collaborate with our team. We look forward to meeting you.



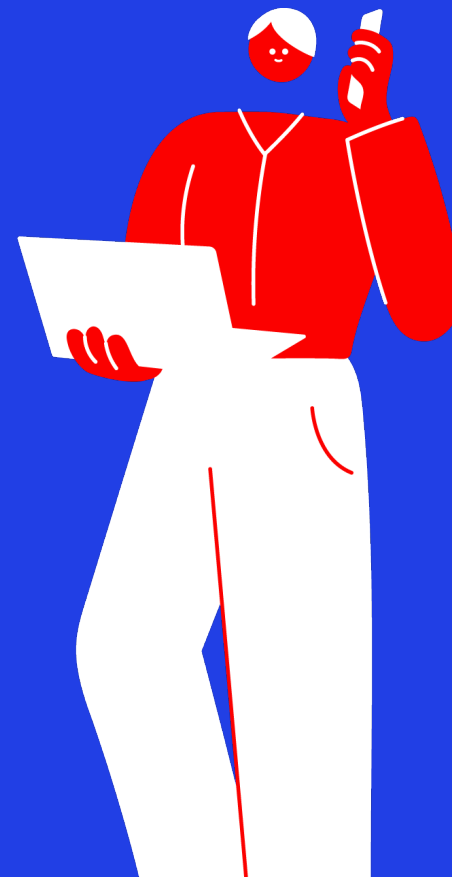
atelier.lapresse.ca



pub@lapresse.ca



514 285-6931



NON-PROFIT ORGANIZATION

Our mission is to make quality information free and accessible to all.

\$29M

total donations from individuals, foundations and companies since 2019

MASS MEDIA

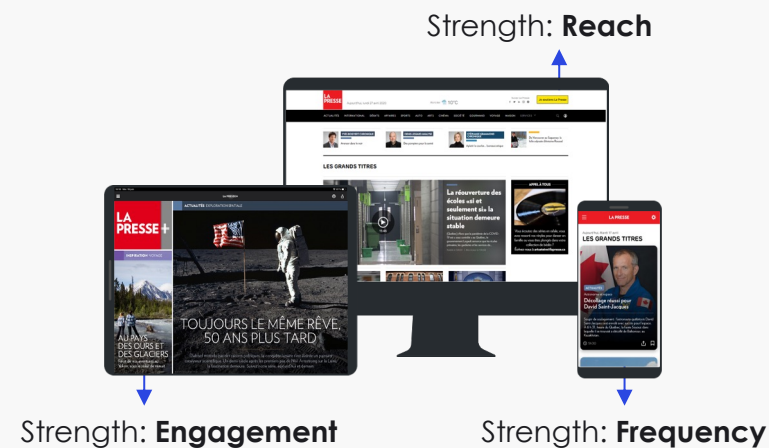
64%

of reach in Quebec

4,000,000

unique monthly users

3 PLATFORMS



AUDIENCES

100%

primary data

+50

audiences that are rigorously segmented to better target the interests of our readers

A SOUGHT-AFTER READSHIP

- 51%** have a university diploma (i:132)
- 38%** have a family income of over \$100k (i:119)
- 58%** are homeowners (i:110)
- 30%** have a family (i:106)

AT YOUR SERVICE

ATELIER XTRA LA PRESSE

Branded content team

ATELIER RADAR LA PRESSE

Research team

ATELIER CANEVAS LA PRESSE

Advertising production team