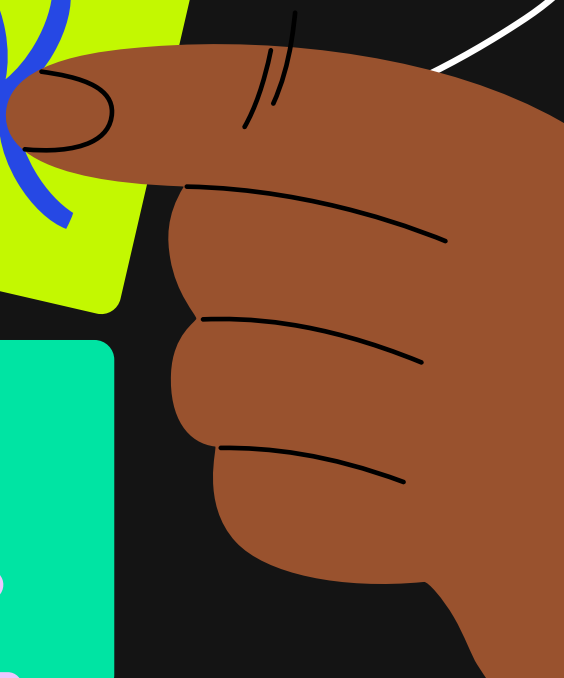
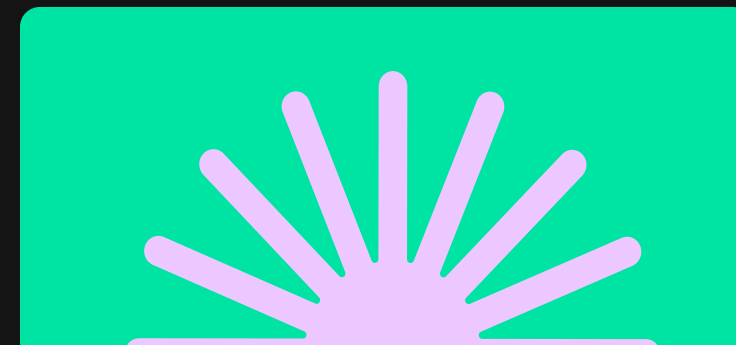
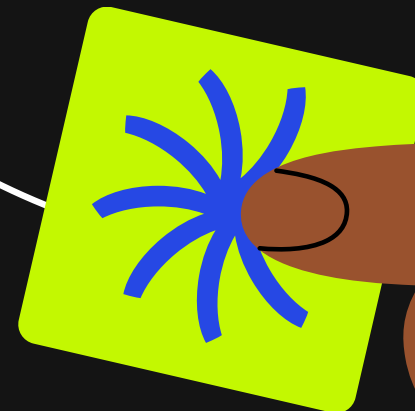
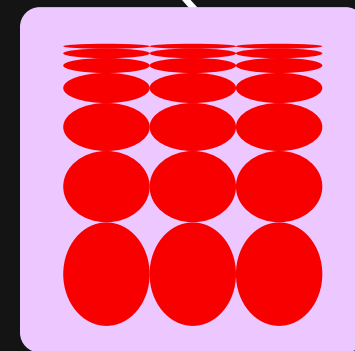


# MEDIA KIT



**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

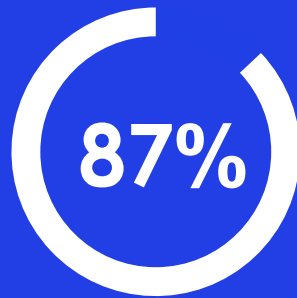
Serving the common good

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 THE SECOND **MOST-TRUSTED MEDIA SOURCE IN CANADA**

1



2

LA PRESSE  
CANADIENNE

LE DEVOIR

l'actualité

LES COOPS  
DE L'INFORMATION

TV5



NARCITY

# RECOGNIZED NEWS SITES DELIVER BETTER PERFORMANCE

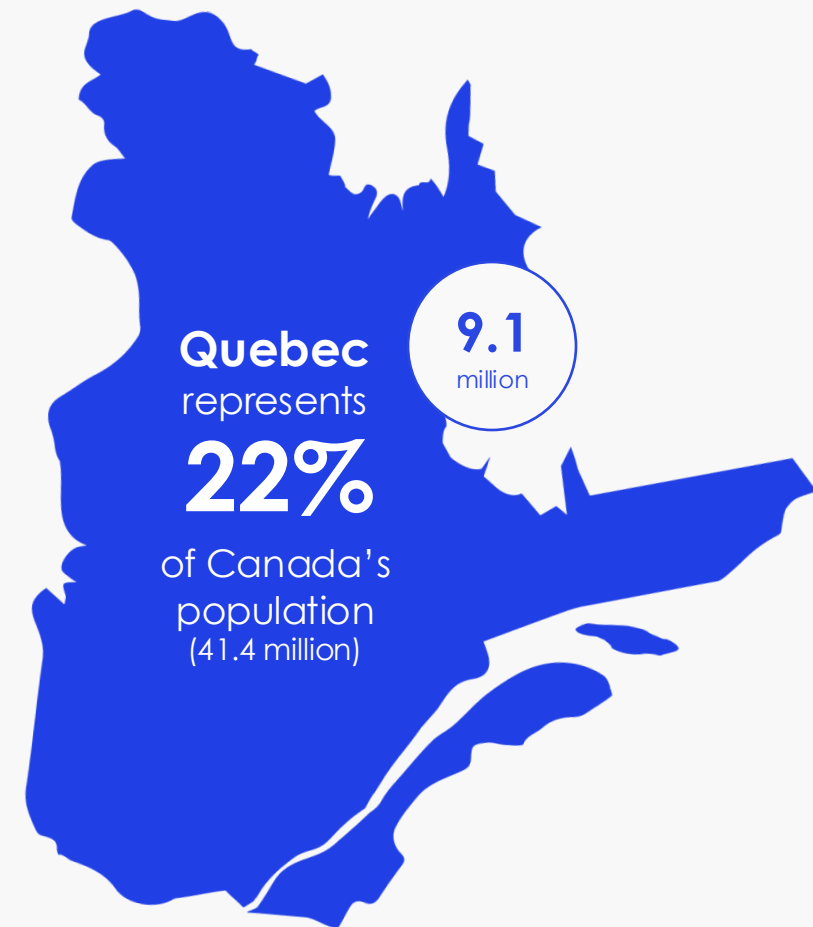


CTR increased by

**143%**

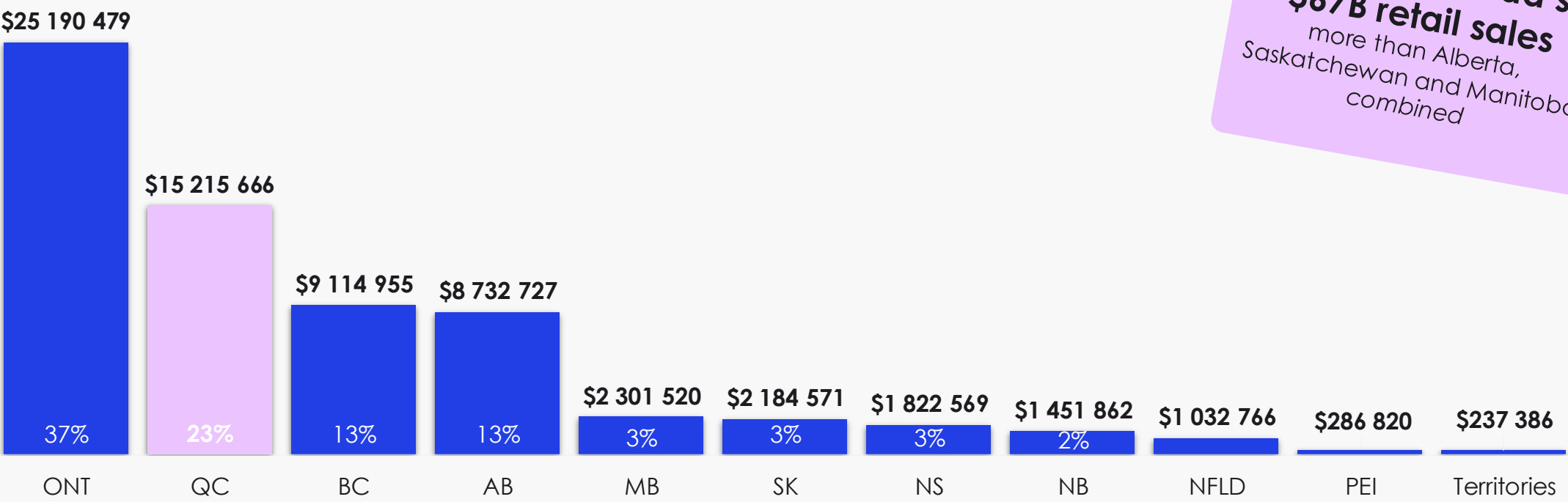
when advertisers  
added recognized  
news sources to  
their campaigns

# 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



## READERS HAVE LA PRESSE'S MISSION AT HEART!

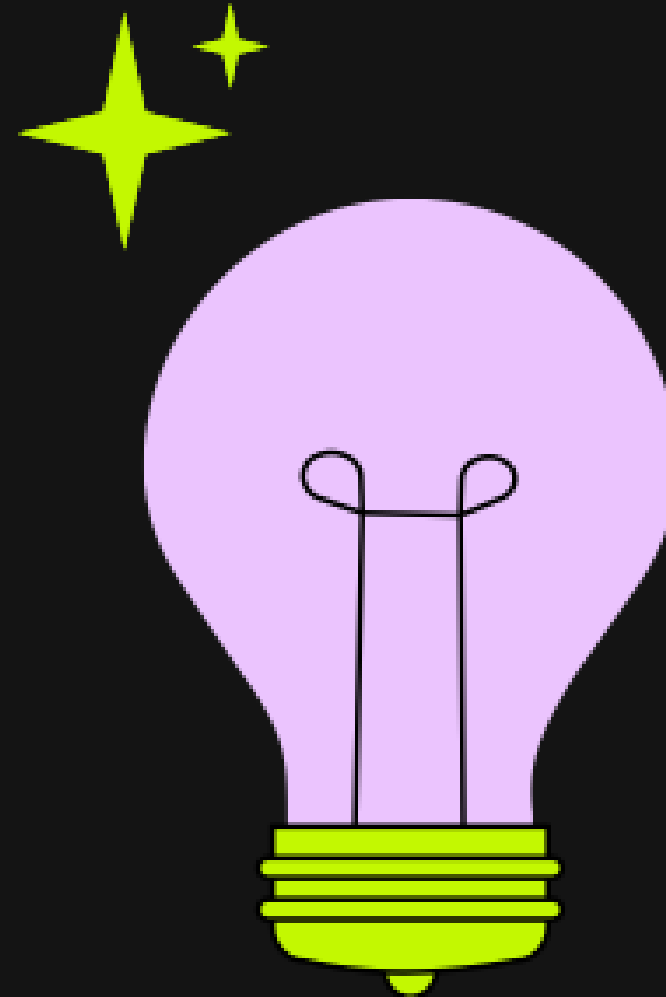
In 2025, **66,000** people generously donated a total close to **\$10 million** to La Presse. This represents a **11%** increase over 2024.

Our support continues to grow:

- 11,500 readers became donors
- 14,500 readers have donated to us every year since 2019.
- 38,400 readers are recurring donors.



# WHY CHOOSE LA PRESSE



# WE HAVE AN INCOMPARABLE REACH ACROSS QUEBEC

Unique users/visitors every day

**1 100 000**

Unique users/visitors every month

**3 600 000**

Monthly reach

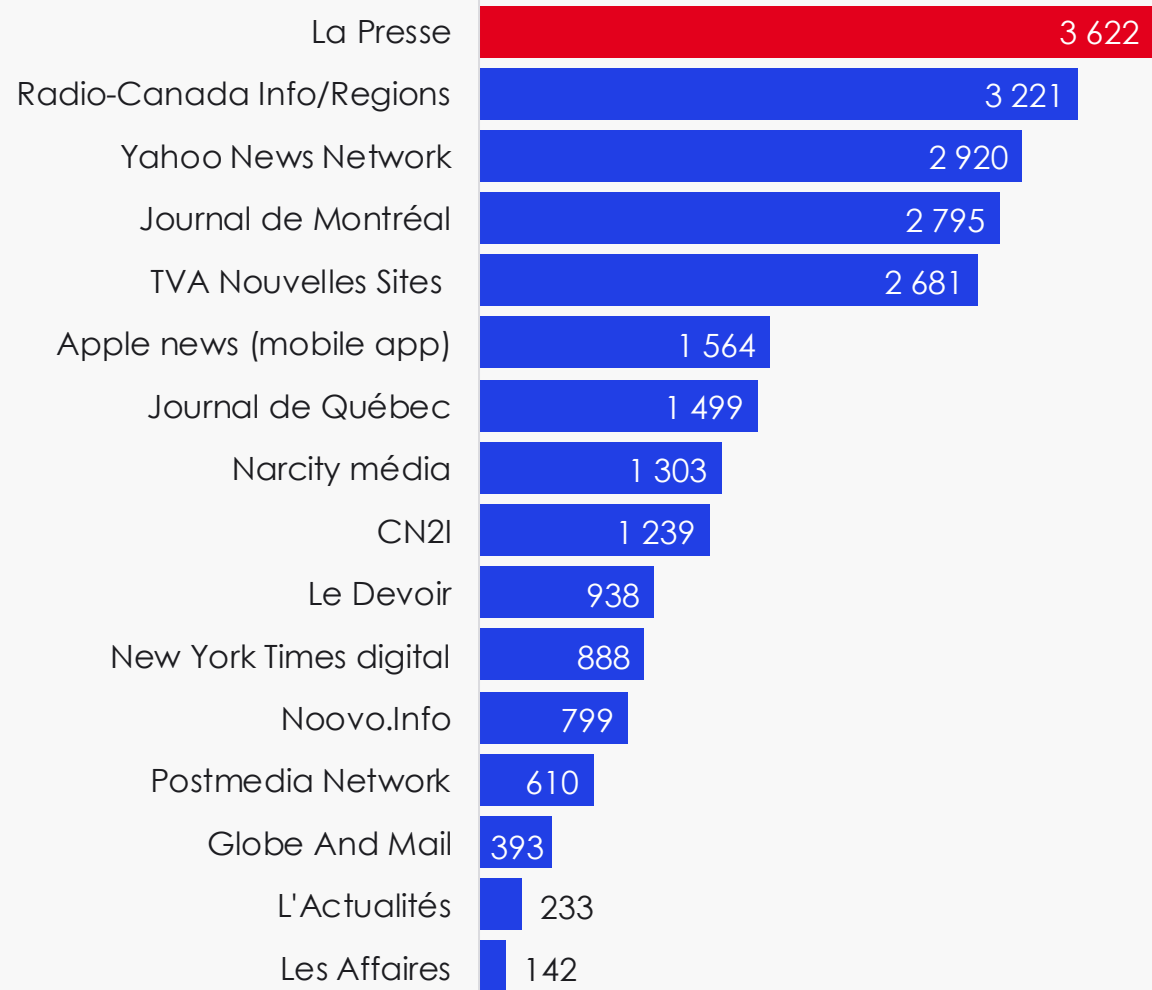
**58%**

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.

Average Unique Monthly Visitors (000)



# 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

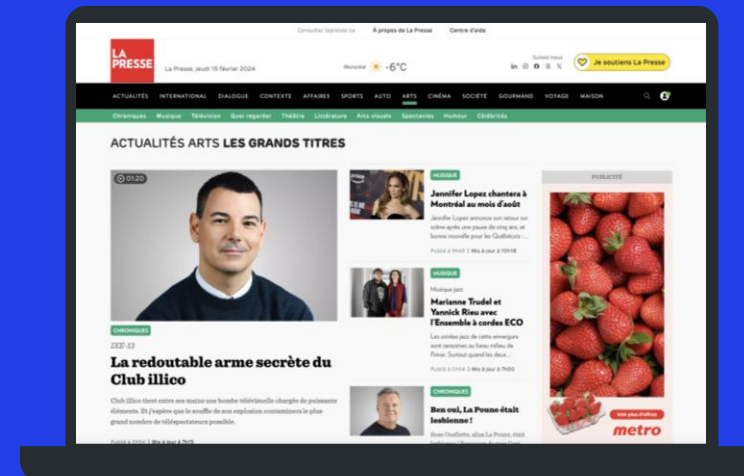
LA PRESSE+



LA PRESSE MOBILE



LAPRESSE.CA



STRENGTH : ENGAGEMENT

45+ minutes

On weekdays

60 minutes

Per day on weekends

STRENGTH : FREQUENCY

4 sessions

Per day

STRENGTH : REACH

2,9M monthly users

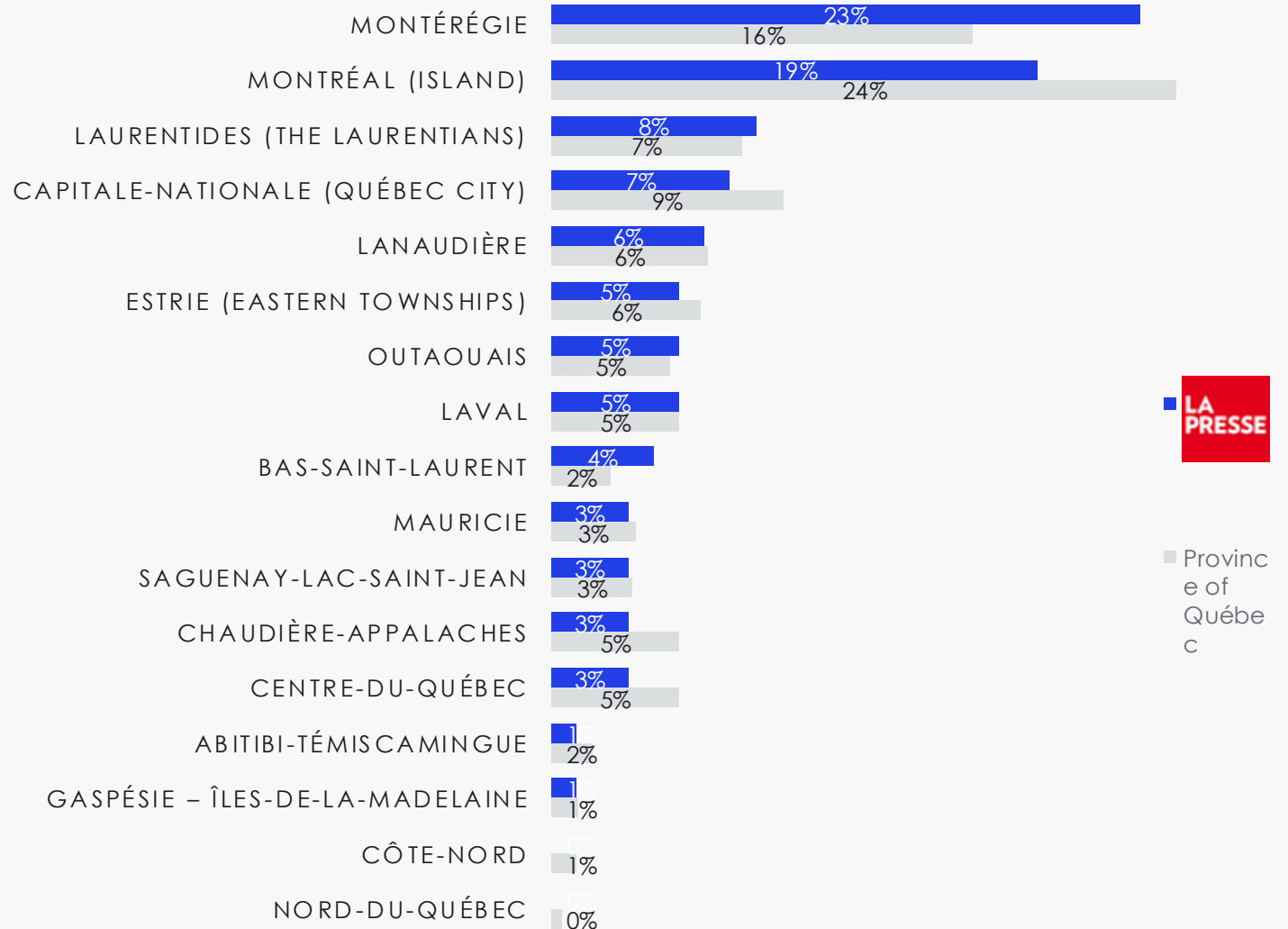
46% of QC online population reads lapresse.ca every month

# LA PRESSE'S AUDIENCE ACROSS QUÉBEC

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

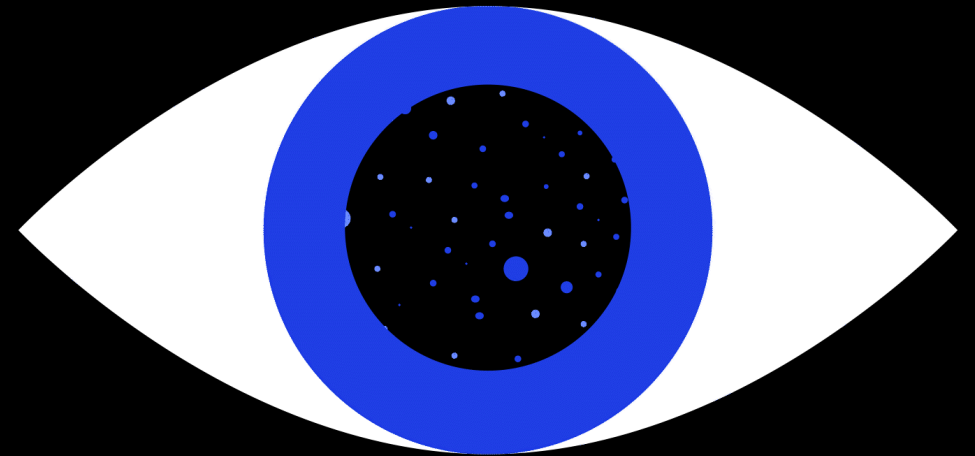
**61%** of our readers live in the Montréal metropolitan area.

Distribution of La Presse Users and Distribution of the Quebec Population



Source: La Presse 2026 survey | Statistic Québec, population 20+  
 Montreal metropolitan area: Montérégie, Montréal (island), Laurentides (the Laurentians), Lanaudière & Laval.

# WHO ARE THE 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

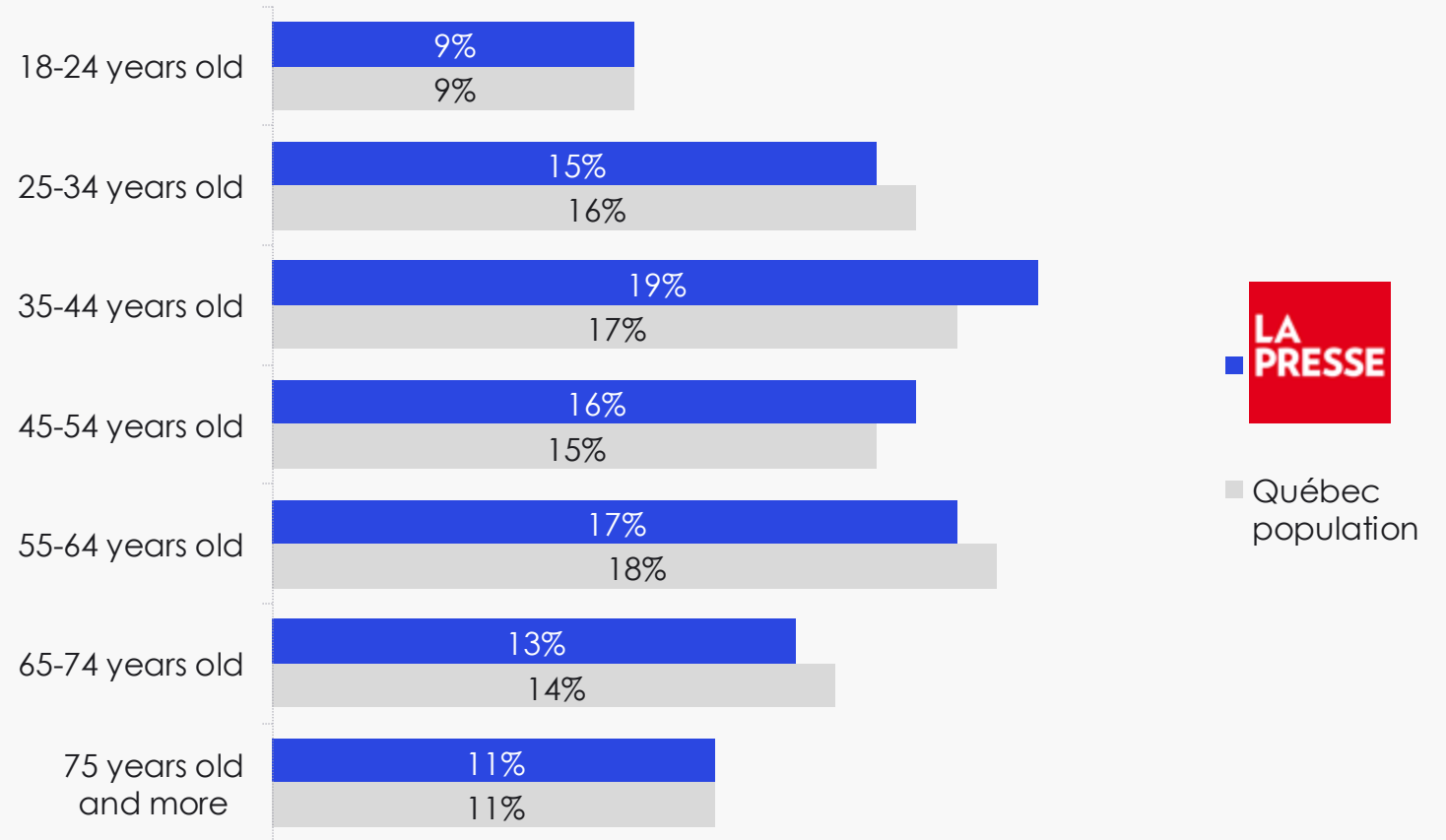
- ✓ Open minded
- ✓ Keep on top of news
- ✓ In control of their financial situation
- ✓ An informed consumer, who is also an avid fan of new technologies



# 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%

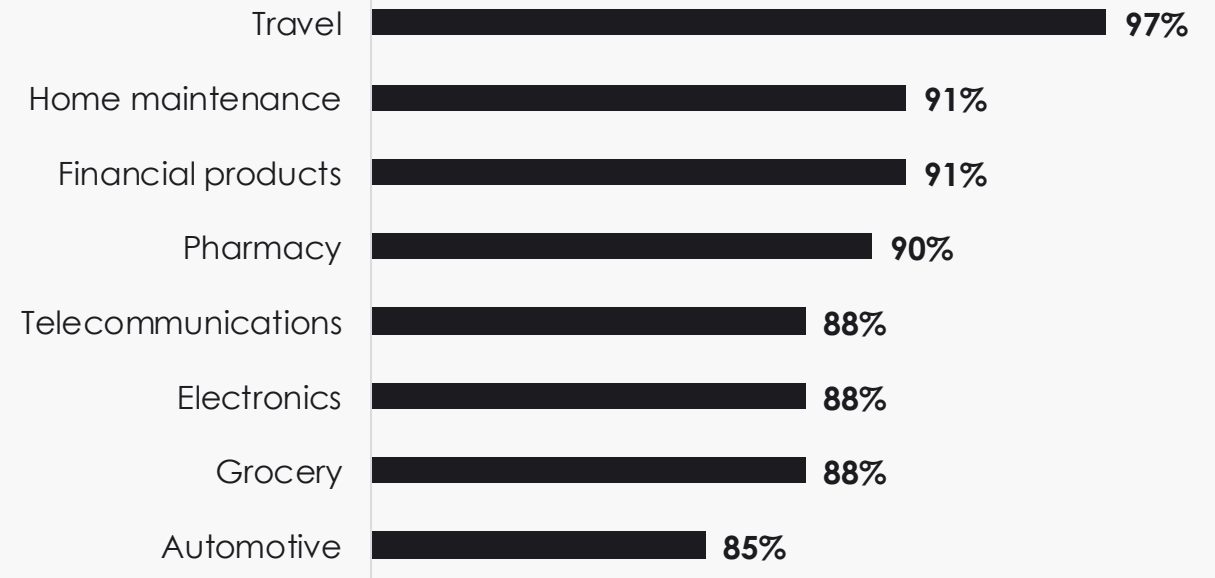
say that friends and family **ask for their advice** before making a purchase  
Index 109



## 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%

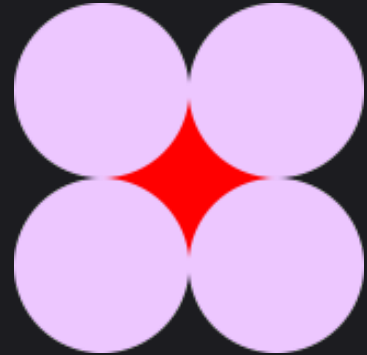
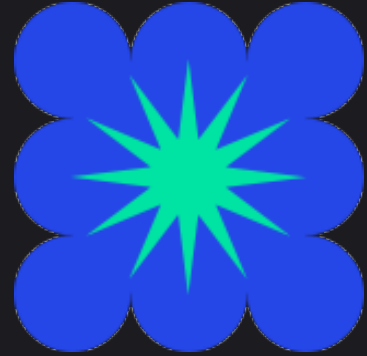
53%

54%

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



WHERE CREATIVITY & STRATEGY MEET



# OUR ADVERTISING OFFER



# ADVERTISING FORMATS

100% digital

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

In blue : Available formats with audience targeting



Our production team acts as an advisor to our partners and shares the best advertising practices. Make sure 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

# 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





Over ten years of storytelling experience... That is the story of the XTRA team! 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
- Video production
- Graphic design
- Photography
- Promotional writing
- Illustrations
- Translation and editing
- Podcasts

# BRANDED CONTENT

The art of being useful

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

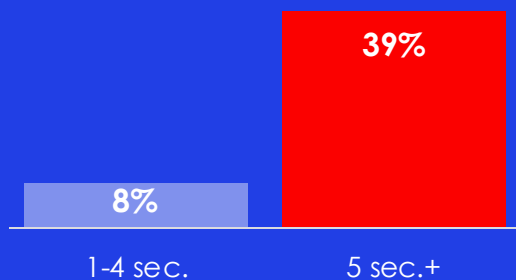
## New key performance indicator: the engaged page

XTRA branded content now guarantees engagement with your audience.

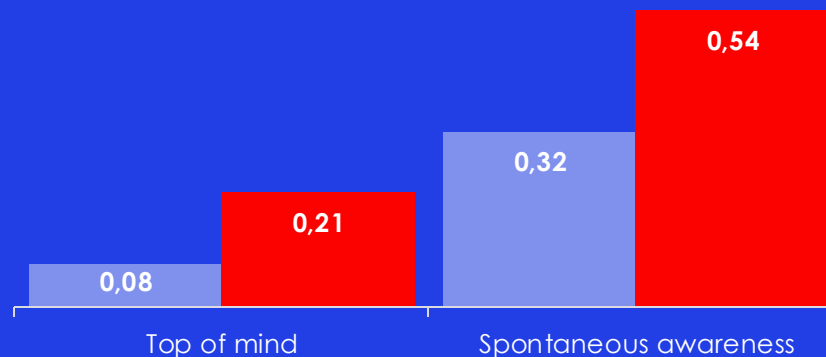
Whether the content is viewed on your mobile, computer or tablet, prolonged exposure is proven to generate :



Advertising recall  
4.8 times higher



A concrete increase in  
awareness



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.

LA PRESSE ECOSYSTEM : LA PRESSE+, LA PRESSE MOBILE &amp; LAPRESSE.CA

# 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

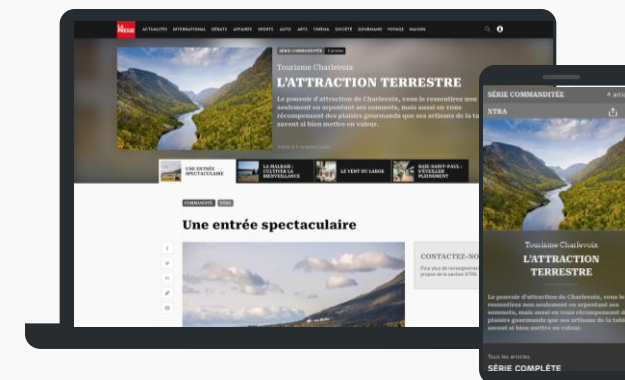


A multi-screen display of seven content and/or advertising items published in a dedicated tab in the daily edition of La Presse+.



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

## LAPRESSE.CA & LA PRESSE MOBILE



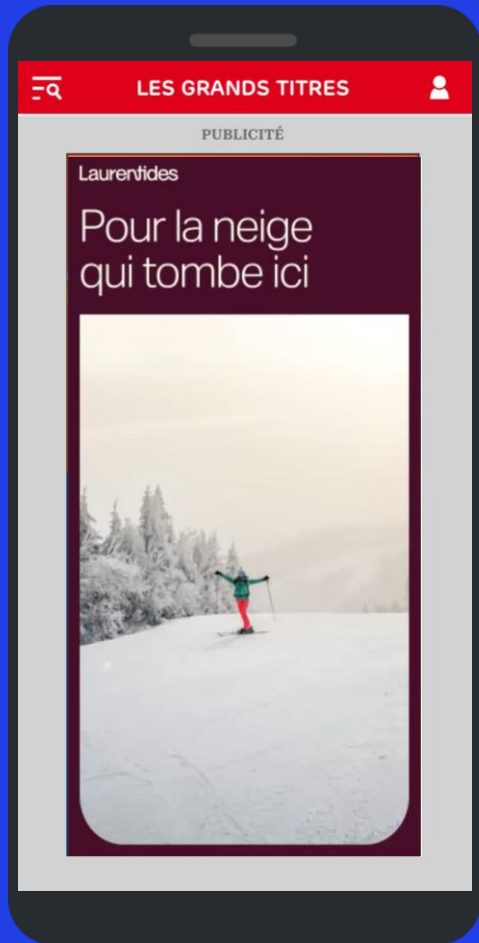
### WEB & MOBILE SERIES



**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.



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

- Innovative audience and technological solutions
- Digital campaign design
- Campaign Retrospective
- Surveys with our panelists
- Branding tests to measure the reach of your campaigns

# 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.

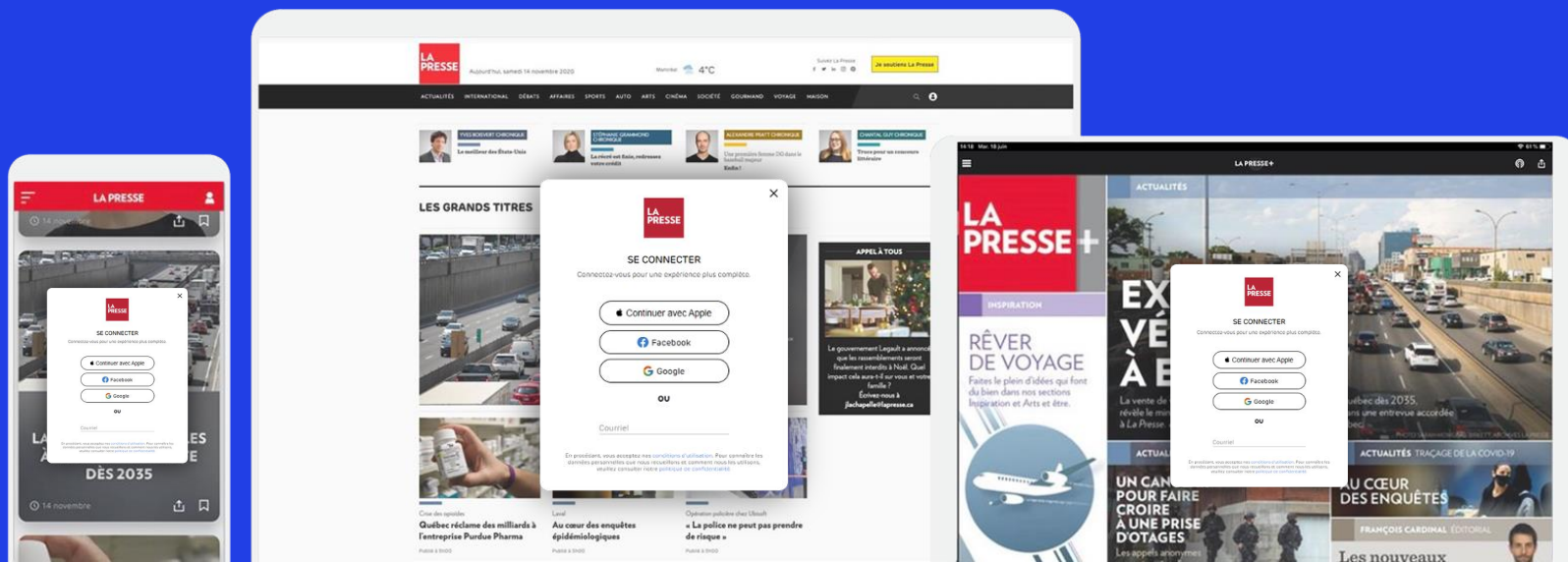
Through advertising interactions, article views and reporting data, La Presse creates accurate audiences to meet advertisers' objectives.

**244**  
MILLIONS OF  
IMPRESSIONS

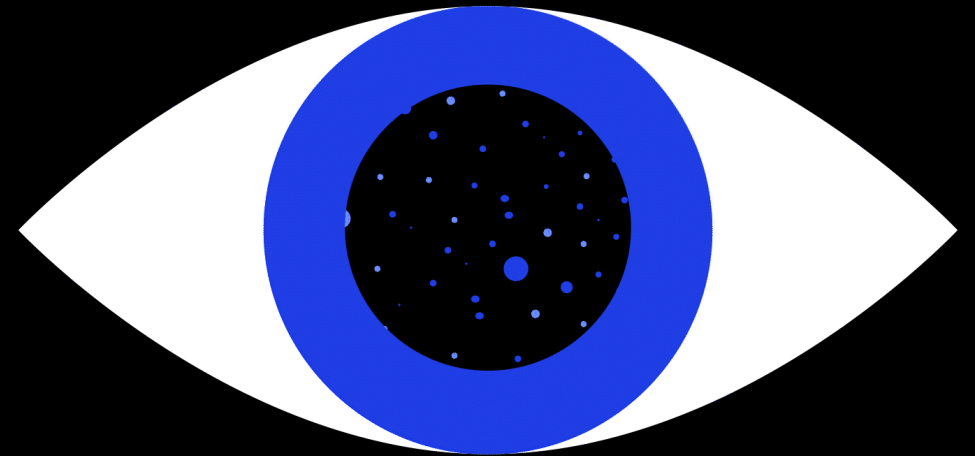
delivered in our audience  
segments.

**9000**  
PANELISTS

regularly participate in our  
surveys to collect  
declarative data.



**AND ADVERTISING  
PERFORMANCE IS  
AT OUR CORE**



**+90%**

Spontaneous awareness



**+22%**

Aided awareness

**+98%**

Very good perception



**+88%**

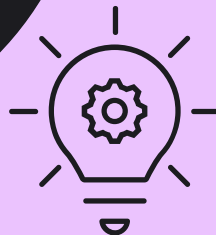
Intention to recommend the brand, products, or services

**MEASURABLE  
LIFTS ON  
YOUR  
CAMPAIGN'S  
KPIs**



**+71%**

Consideration

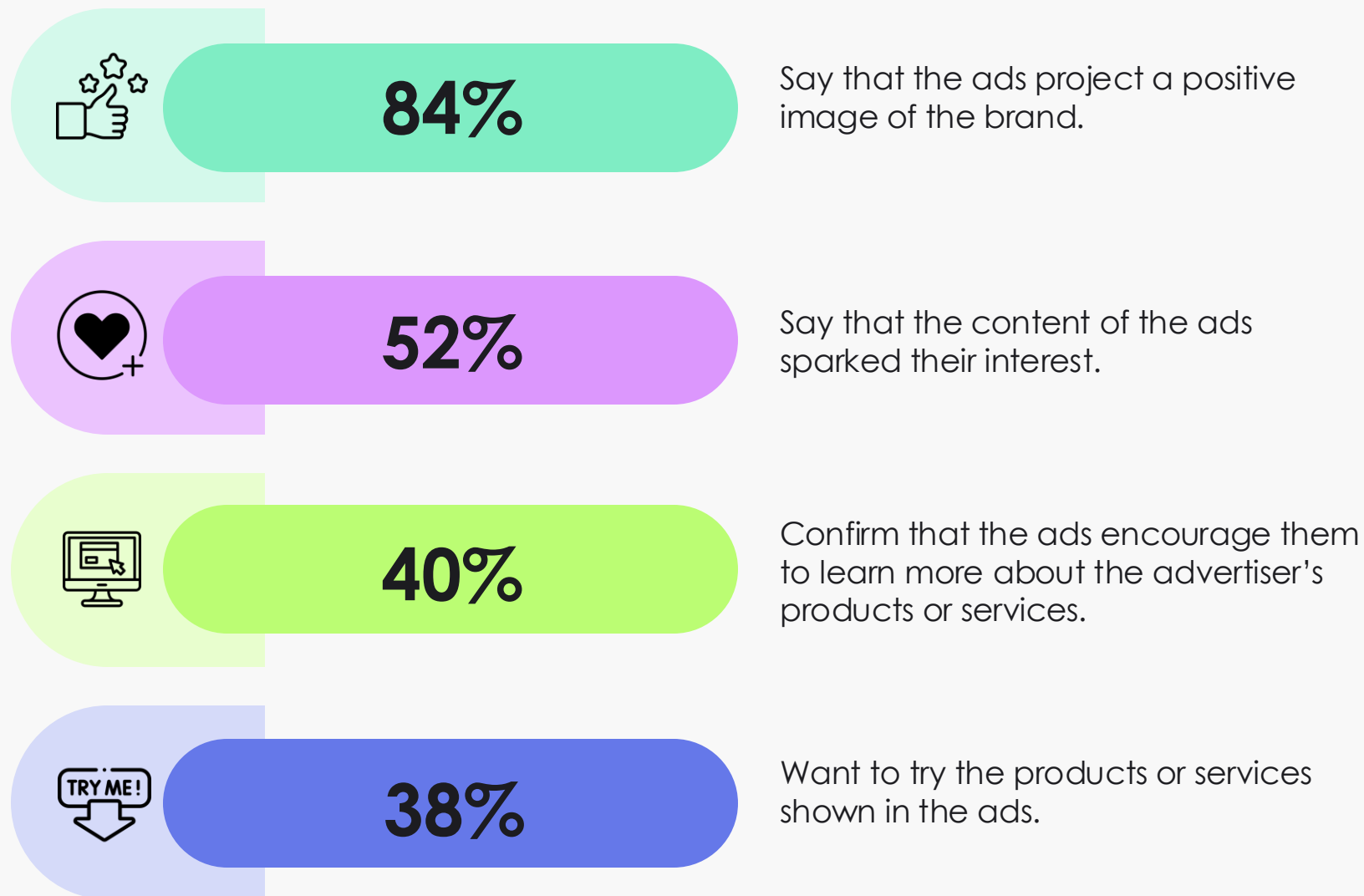


**+46%**

Advertiser recall

The percentage increase represents the difference (lift) observed between readers exposed to the ad and those not exposed to it. Source: Samples of 83 brand lifts conducted between December 2019 and December 2024.

# A HARMONIOUS COEXISTENCE BETWEEN ADVERTISING AND JOURNALISTIC CONTENT



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.



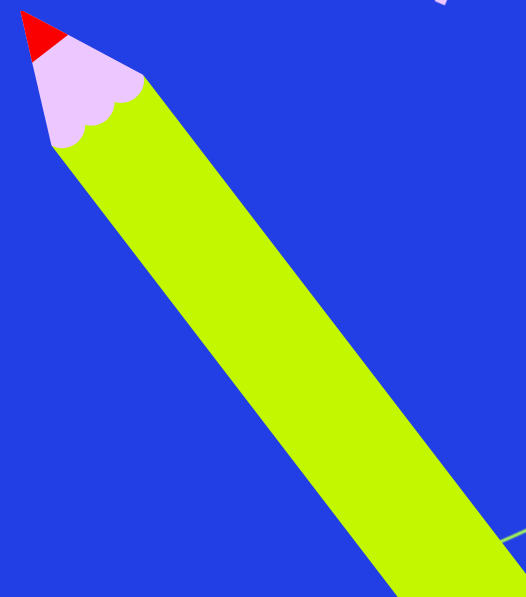
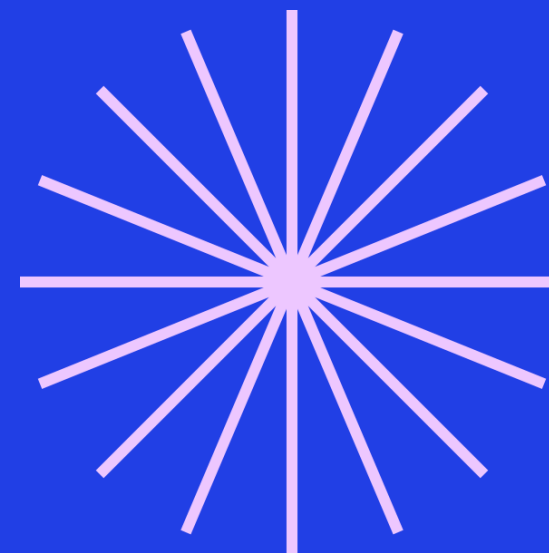
[atelier.lapresse.ca](http://atelier.lapresse.ca)



[pub@lapresse.ca](mailto:pub@lapresse.ca)



514 285-6931



## NON-PROFIT ORGANIZATION

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

# \$39M

total donations from individuals, foundations and companies since 2019

## MASS MEDIA

# 60%

of reach in Quebec

# 1,000,000

readers every day

## 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

Advertising production team



Branded content



Data strategy