PROGRAM

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OUR BUSINESS CARD
The largest French-language writing force in North America

200 artisans
make up our newsroom and provide comprehensive news coverage.

150 daily content
are published throughout our ecosystem.

3 digital platforms
host our content: La Presse+, La Presse’s mobile application and the lapresse.ca website.

1 mission
La Presse is committed to providing quality information that is 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.

97%

La Presse offers **quality content**. % in agreement

87%

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

Source: CROP survey on the perception of the La Presse brand - September 2019.
LA PRESSE, IS ALSO...
A regular, informed and involved readership

4 075 000
unique readers per month

1 734 000
subscriptions to our social media accounts

2 353 550
searches per month on Google

75 000
donors since 2019

Source: comScore, cross-platform, Quebec, 18+ monthly average users from January to December 2021Source: SEMRush, average monthly search volume based on the keyword “La Presse” and its variations on Google (from October 2021 to October 2022)
EACH PLATFORM HAS ITS OWN STRENGTH

Range, frequency, commitment

**LAPRESSE.CA**
3 290 000
Monthly users

62%
A reference site for more than three out of five Quebecers

**APPLI MOBILE**
759 463
Monthly unique users

4
Average daily sessions per user

**LA PRESSE+**
439 552
Unique tablets monthly

52 minutes
Average time spent on La Presse+ on weekends (40 minutes on weekdays)
A REPRESENTATIVE MEDIA

The distribution of our readers represents the demographics of Quebec.

- Montreal (Island): 20%
- Montreal (Off Island): 19%
- Quebec City: 10%
- Mauricie/Centre of Quebec: 9%
- Saguenay/Lac St-Jean: 6%
- Gatineau: 5%
- Other: 24%

Source: comScore PlanMetrix (Vividata), multiplateforme, moy. mars-juin 2021, Québec, 18+, [P] La Presse. Marchés de Vivadat : V. de Québec = ville de Québec; région Mauricie et Centre du Québec; région Saguenay-Lac St-Jean; autre = autres régions du Québec hors celles déjà présentes.
OUR READERS
An engaged, educated and curious readership

34% are professionals. (index 126)

38% are university graduates. (index 140)

31% are a couple with children. (index 103)

28% have a family income of more than $100,000. (index 140)

Source: sondage La Presse, 2021.
## ADVERTISING FORMATS

100% digital

<table>
<thead>
<tr>
<th></th>
<th>LA PRESSE+</th>
<th>LAPRESSE.CA</th>
<th>LA PRESSE MOBILE</th>
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<tbody>
<tr>
<td>Video</td>
<td>→ Pre-roll (Internet video advertising) on the front page</td>
<td>→ Pre-roll</td>
<td>→ Pre-roll</td>
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<td></td>
<td>→ Auto-triggered video</td>
<td>→ In-text video (dynamically inserted into the body of a text)</td>
<td>→ In-text video</td>
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<td></td>
<td>→ Manually triggered video</td>
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<tr>
<td>Impact environments</td>
<td>→ Front page/section impact banner</td>
<td>→ Home page</td>
<td>→ Home page</td>
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<td></td>
<td>→ Section impact</td>
<td>→ First point of entry (FPOE)</td>
<td>→ First point of entry (FPOE)</td>
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<td></td>
<td></td>
<td>→ Home page + FPOE</td>
<td>→ Home page + FPOE</td>
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<td></td>
<td></td>
<td>→ Super billboard</td>
<td>→ Home page + current news</td>
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<td>→ Super Agora</td>
<td>→ Splash + Home page + current news</td>
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<td></td>
<td></td>
<td>→ Integrated native format</td>
<td>→ Integrated native format</td>
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<tr>
<td>Standard formats</td>
<td>→ Full screen</td>
<td>→ Billboard</td>
<td>→ Double Big Box</td>
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<td></td>
<td>→ Half screen</td>
<td>→ Double Big Box</td>
<td>→ Big Box</td>
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<td></td>
<td>→ Quarter screen</td>
<td>→ Big Box</td>
<td>→ Product carousel</td>
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<td>→ Sixth screen</td>
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<td></td>
<td>→ Double Big Box</td>
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<td></td>
<td>→ Big box</td>
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<td>→ Full Screen</td>
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<td>→ Big Box</td>
<td>→ Big Box</td>
<td>→ Product carousel</td>
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<td>Branded content</td>
<td>→ XTRA</td>
<td>→ XTRA WEB</td>
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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**
  - Top of mind: 0.08, 0.21, 0.32
  - Spontaneous awareness: 0.54

Source recall: étude des lecteurs engagés, auprès de 1221 répondants.
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.
CONTEXTUALIZATION
The strength of contextual positioning

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

**Canevas**
Canevas, the space where our creative team puts their ideas to work and shows they’re not afraid to think outside the box to design innovative and creative digital ads.

**XTRA**
XTRA, the studio where our artists play with their pens, cameras and videos to create engaging and relevant branded content.

**Radar**
Radar, the laboratory where our specialists dissect and analyze data to better guide you and maximize the performance of your investments.
ATELIER CANEVAS
Take your ideas to the next level

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
ATELIER XTRA
Create relevant content

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.

+ 1 500
CUSTOM CONTENT CREATED FOR OUR ADVERTISERS PER YEAR!

→ Content strategy → Video production
→ Graphic design → Photography
→ Promotional writing → Illustrations
→ Translation and editing → Podcasts
ATELIER RADAR
Optimize your investments

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
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.

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