

MEDIA KIT



PROGRAM

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3. REACH OF OUR DIGITAL PLATFORMS
4. EACH PLATFORM HAS ITS OWN STRENGTH
5. A REPRESENTATIVE MEDIA
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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

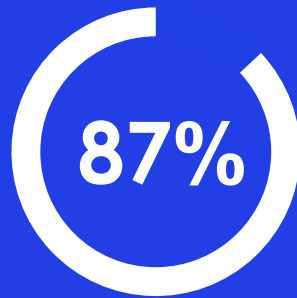
Serving the common good

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.



« 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."

A DONATION PROGRAM THAT REFLECTS THE COMMITMENT OF OUR READERSHIP



Since 2019, **90,000 individuals, foundations and companies** have made a donation to La Presse for a total of nearly **29M\$**.

In 2023, **56,000** donors gave generously to La Presse for a total of **7,8M\$**. This represents a 13% increase since 2022.

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

REACH OF OUR DIGITAL PLATFORMS IN QUEBEC



Unique monthly users/visitors
nearly

4,000,000

Monthly reach

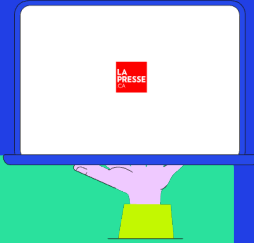
65%

Tablet app
Mobile app
Website
Quebecers 18+



EACH PLATFORM HAS ITS OWN STRENGTH

Range, frequency, commitment



LAPRESSE.CA

3 400 000

Monthly users

56 %

A reference site for more
than three out of five
Quebecers



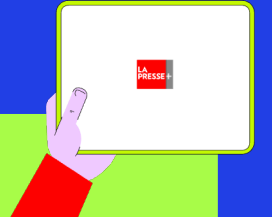
APP MOBILE

757 112

Monthly unique users

3.5

Average daily sessions
per user



LA PRESSE+

427 739

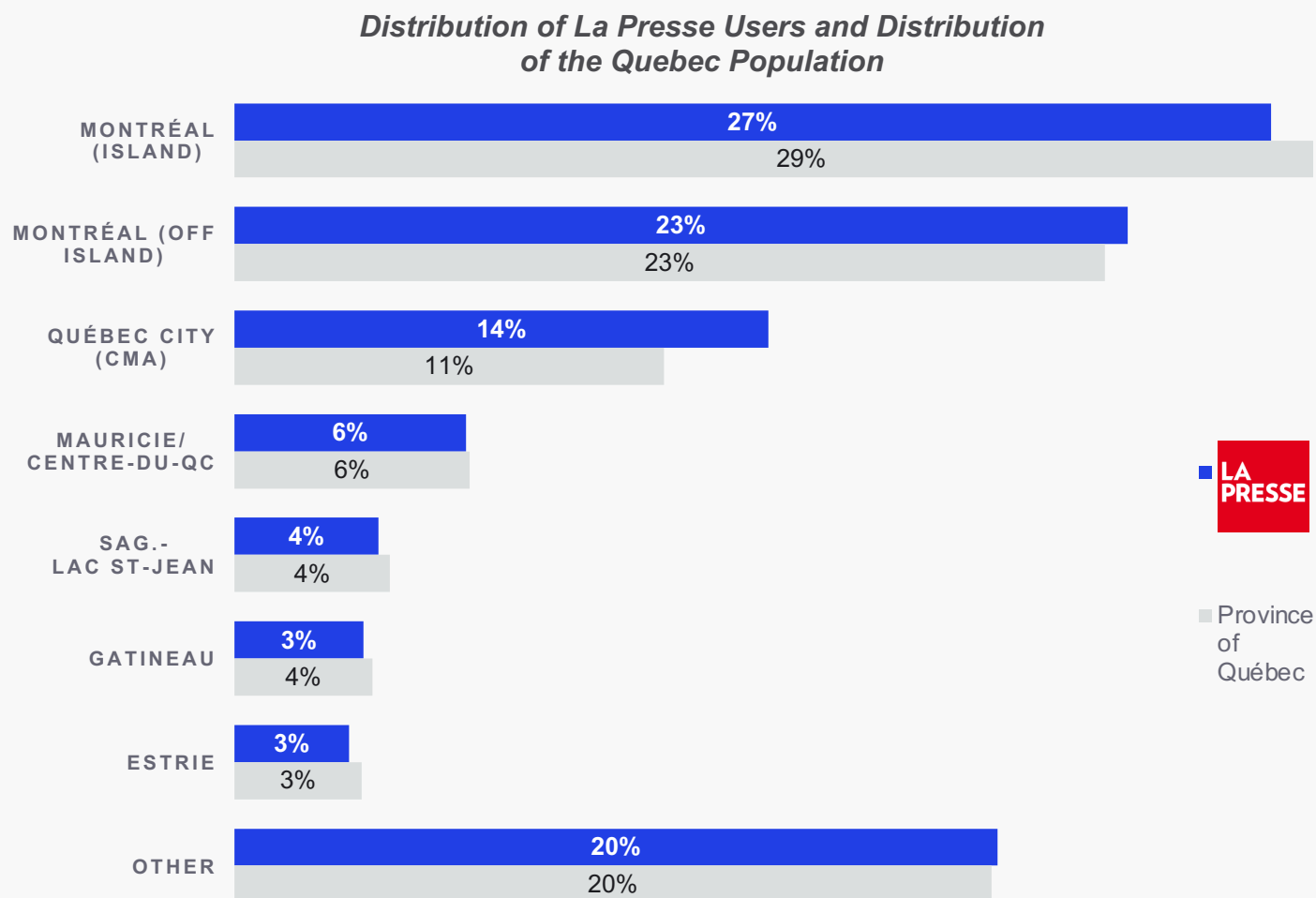
Unique tablets
monthly

52 minutes

Average time spent on La
Presse+ on weekends (40
minutes on weekdays)

WELL-ESTABLISHED MEDIA ACROSS QUEBEC

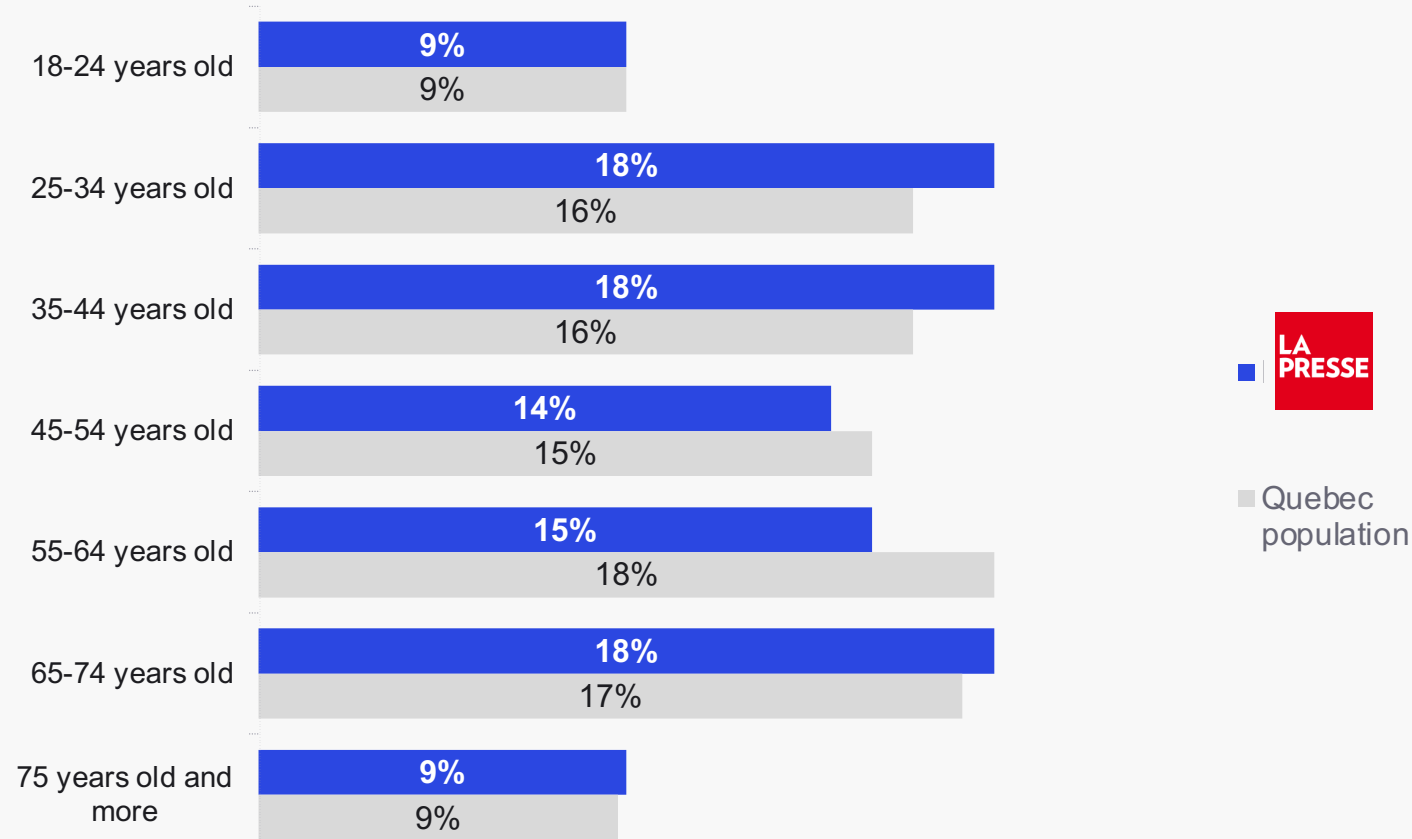
The distribution of our readers remains similar to the distribution of Quebecers across the province.



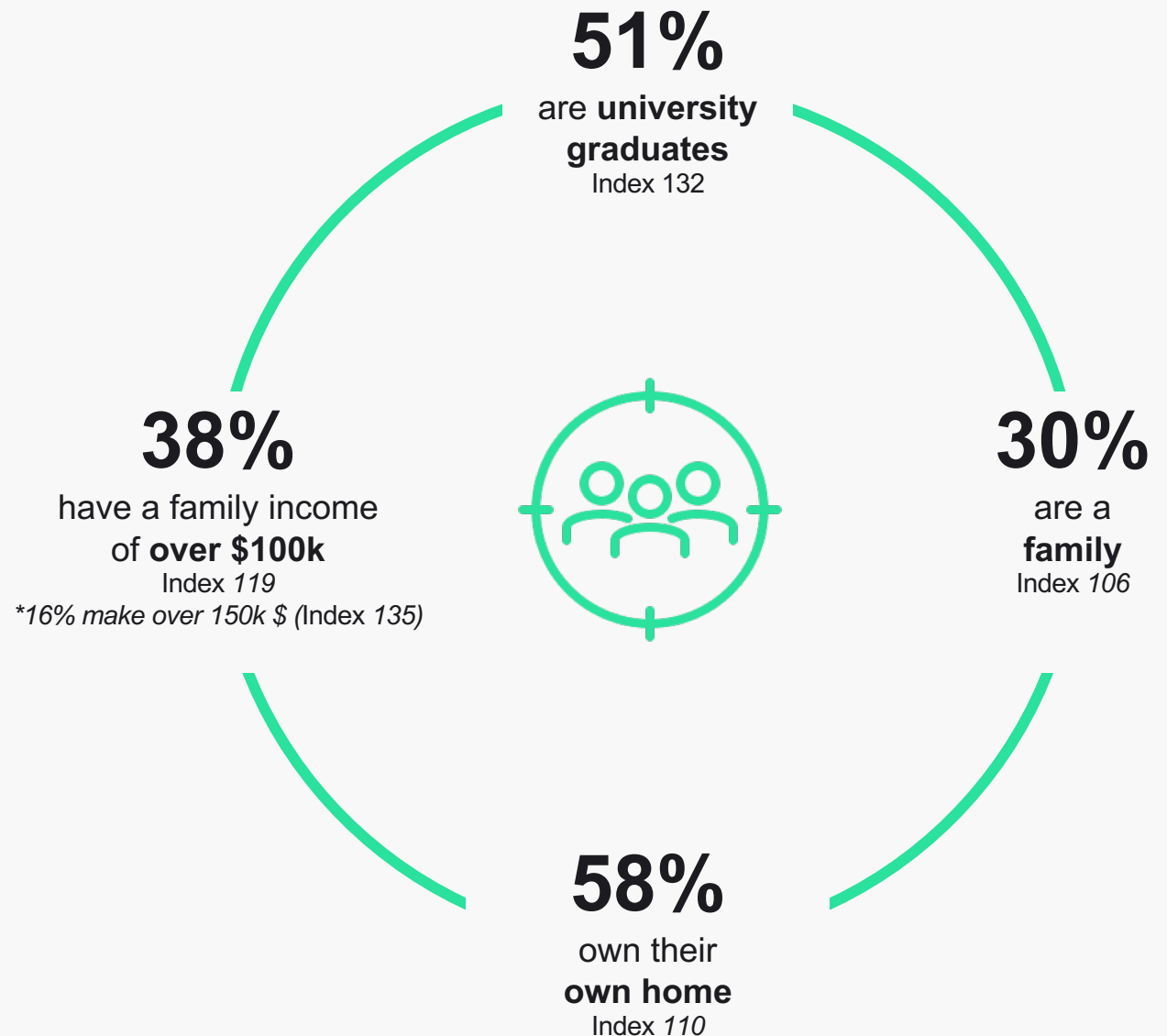
AND WELL REPRESENTED ACROSS THE GENERATIONS



Distribution of La Presse Users and Distribution of the Quebec Population



WITH ABOVE-AVERAGE LEVELS OF EDUCATION AND INCOME, LA PRESSE'S READERSHIP IS A POPULAR TARGET FOR ADVERTISERS.



ADVERTISING FORMATS

100% digital

	LA PRESSE+	LAPRESSE.CA	LA PRESSE MOBILE
Video	<ul style="list-style-type: none"> → Pre-roll (Internet video advertising) on the front page → Auto-triggered video → Manually triggered video 	<ul style="list-style-type: none"> → Pre-roll → In-text video (dynamically inserted into the body of a text) 	<ul style="list-style-type: none"> → Pre-roll → In-text video
Impact environments	<ul style="list-style-type: none"> → Front page/section impact banner → Section impact → Reach frequency 	<ul style="list-style-type: none"> → Home page → Super billboard → Super Agora → Integrated native format → Reach frequency → Panorama 	<ul style="list-style-type: none"> → Home page → Home page + current news → Splash + Home page + current news → Integrated native format → Reach frequency → Panorama
Standard 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"> → Billboard → Double Big Box → Big Box → Banner → Product carousel 	<ul style="list-style-type: none"> → Double Big Box → Big Box → Product carousel
Audience	<ul style="list-style-type: none"> → Full Screen → Double Big Box → Big Box 	<ul style="list-style-type: none"> → Billboard → Double Big Box → Big Box → Banner 	<ul style="list-style-type: none"> → Double Big Box → Big Box → Banner
Branded content	<ul style="list-style-type: none"> → XTRA → XTRA LISTE 	<ul style="list-style-type: none"> → XTRA WEB → XTRA LISTE 	<ul style="list-style-type: none"> → XTRA MOBILE → XTRA LISTE

BRANDED CONTENT

The art of being useful

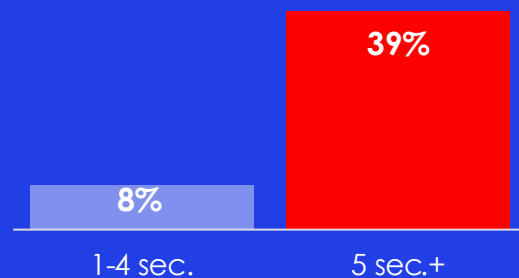
Our branded content team offers a turnkey solution, tailored to meet your business objectives.

New key performance indicator: the engaged page

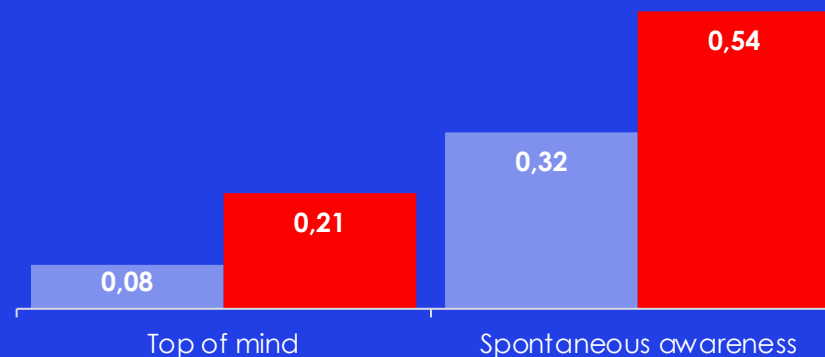
XTRA branded content now guarantees engagement with your audience.

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



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.

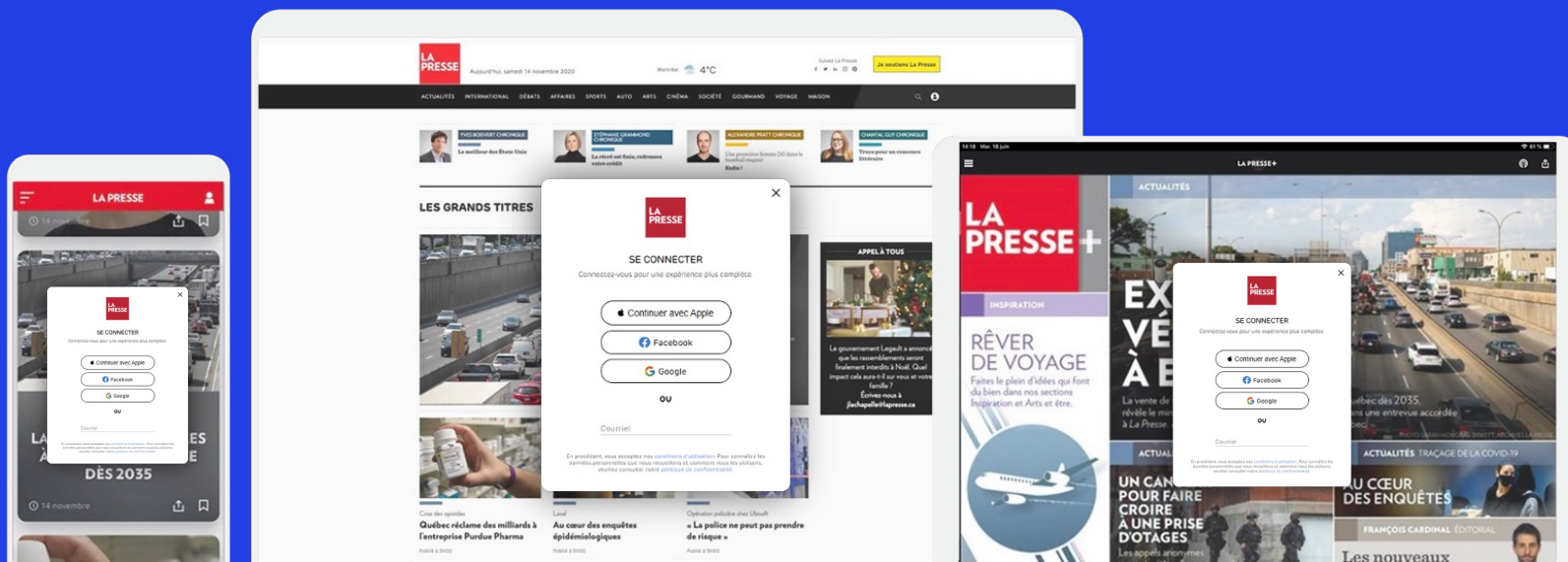
Through advertising interactions, article views and reporting data, La Presse creates accurate audiences to meet advertisers' objectives.

244
MILLIONS OF
IMPRESSIONS

delivered in our audience
segments.

9000
PANELISTS

regularly participate in our
surveys to collect
declarative data.



CONTEXTUALIZATION

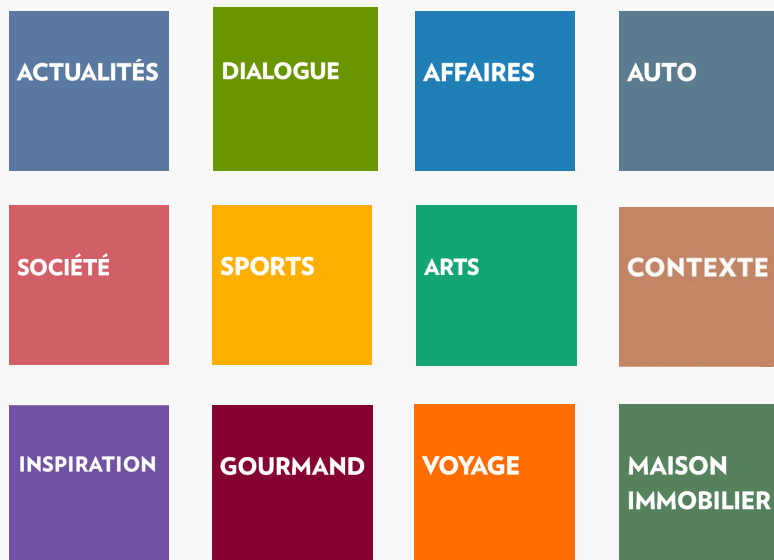
The strength of contextual positioning

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



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.



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



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

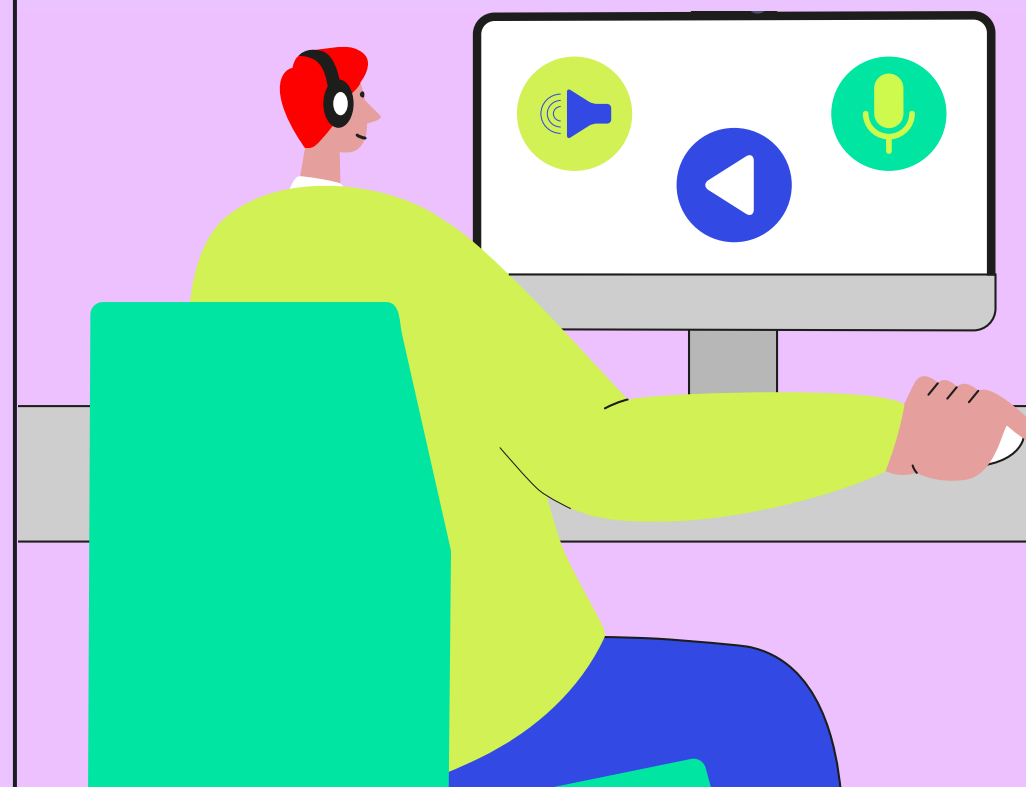
Create relevant content

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.

+ 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

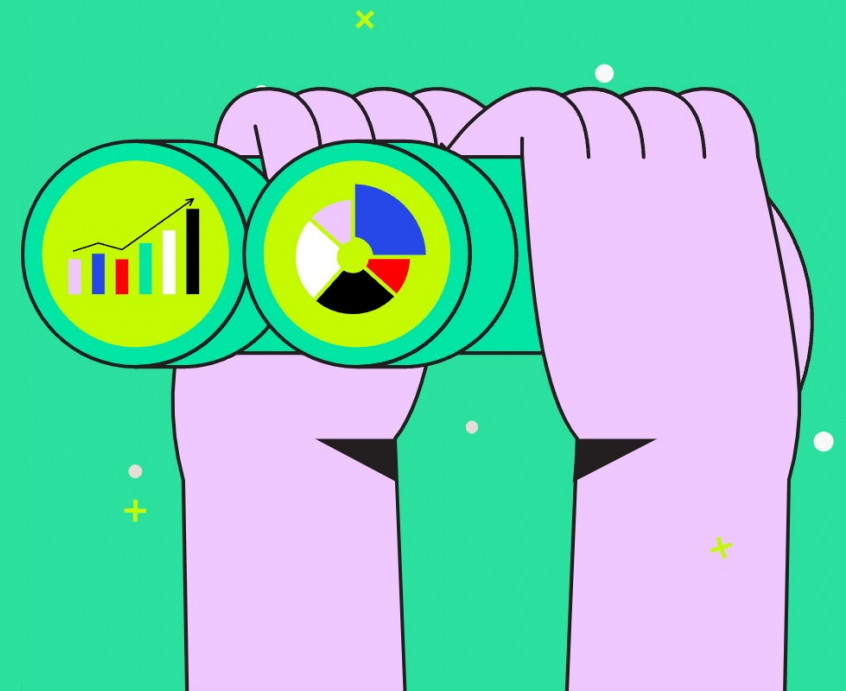
Optimize your investments

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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