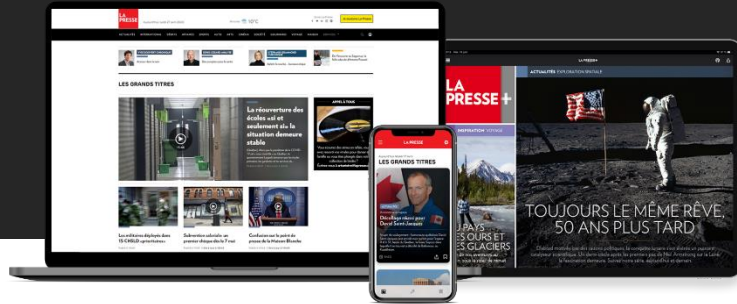


DNA

OF A DIGITAL LEADER



Quebec's leading news media outlet, La Presse offers rich, credible and diverse journalistic coverage thanks to its important newsroom.



A quality demographic profile with educated, curious, engaged active readers with high purchasing power.



Avant-garde, innovative, creative and flexible digital advertising solutions; Unique, accurate and recognized measurement tools.

4.2

million

Quebecers consult La Presse digital platforms every months

69%

Total monthly reach



122,600 followers



710,000 followers



637,600 followers

LA PRESSE

MOBILE

THE MEDIA THAT
HAS THE
STRONGEST
GROWTH

761,000 unique users
consult the LP Mobile app
every month¹

340,000 unique users each
day¹

+20% growth over 4 years¹
+69% growth vs 2019¹

WEB

THE #1 FRENCH
NEWS SITE IN
QUEBEC AND
CANADA

3,85 million unique
visitors visit lapresse.ca
every month²

Nearly 1 in 2 Internet users
in Quebec is connected to
lapresse.ca

Advertising solutions that
can as much target a mass
of readers that a specific
and restricted target

TABLET

THE FIRST IN THE
NEWSPAPER INDUSTRY
TO SUCCEED A TRUE
DIGITAL TURN.

458,500 unique tablets
consult La Presse+ **every**
month³

265,000 unique tablets
each day

Over 40 to 52 minutes of
reading by day⁴

Undeniable commitment of
readers to advertising

Accurate measures of
performance

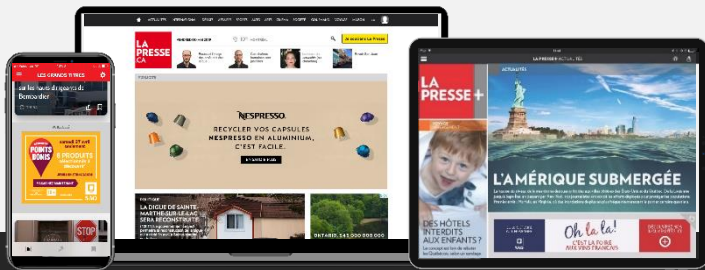
¹ Source: Snowplow, daily and monthly averages from January 2021 to December 2021, smartphones.

² Source: comScore Media Metrix, monthly average from January 2021 to December 2021, Province of Quebec, 18+, lapresse.ca multiplatform.

³ Source: Snowplow, daily and monthly average from January 2021 to December 2021, Unique tablets.

⁴ Editions only, data on a 7 days basis. Monday-Friday, Saturday and Sunday.

ADS THAT DELIVER



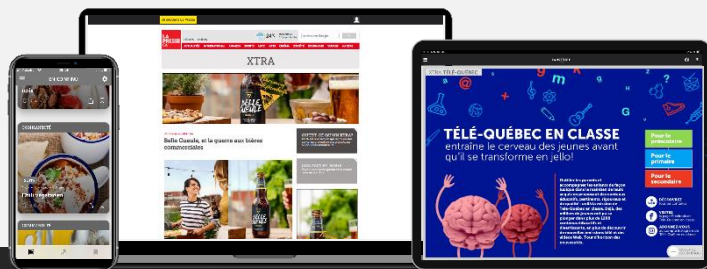
ADS

Be seen by our readers with engaging and interactive ads.



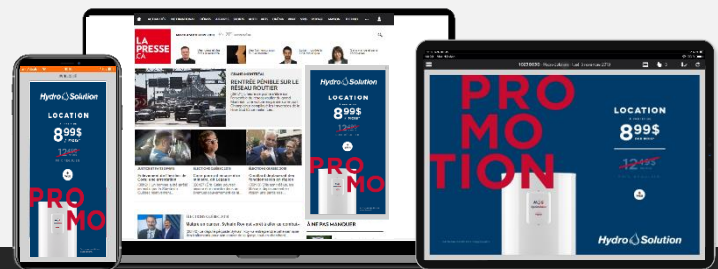
VIDEOS

Boost your visibility with a wide range of video formats.



BRANDED CONTENT

Get your name out there with creative content that speaks to readers.



AUDIENCE

Reach a specific audience with our targeting capabilities.