CONTENT
LA PRESSE+
→ XTRA content
→ Special issue

LA PRESSE APP
→ XTRA content
→ Integrated native format

LAPRESSE.CA
→ XTRA content
→ Integrated native format
XTRA

XTRA branded content is the best way to inspire readers with relevant and engaging stories that have a real impact for your brand.

→ Content 100% dedicated to your brand, created by an independent promotional writing team.
→ Engaged pages template.
→ This content belongs to you and can be used on social networks.
XTRA on mobile and the web

Promote the branded content you have created in La Presse+ within the La Presse ecosystem.

→ SEO optimization (organic discovery of content + referencing of the client site)
→ Branded content can be shared (social media)
→ Visibility for a specific period (1 month)
Special issue

A multi-screen of content and/or advertisements published in a dedicated tab in the daily edition of La Presse+

Visibility includes:

→ Publication in the regular edition
→ Dedicated tab
→ Homepage feature
→ Publication in the rail
→ Supported by a promotional plan
NEW!

A new option to offer an ecosystem reach to your content and make it available as a web/mobile destination.
Visible organic placement between previews of editorial articles.

→ High click-through rate (average click-through rate: 0.42%)
→ Frequency format
→ Directly redirected to the content on your website