



NEW CROP DATA HIGHLIGHTS A YOUNG, QUALITY READER PROFILE FOR LA PRESSE+

Montreal, August 22, 2013 – La Presse+, a free-subscription digital edition for iPad, has been launched four months ago and has strong momentum, continuing to post results that show great promise.

Outstanding summertime performance

During the height of the summer vacation period, traditionally downtime in the media industry, La Presse+ is now installed on more than 250,000¹ tablets and 196,000² users consult it every week.

A young, quality user profile

A survey of 3,800 respondents³ conducted by CROP in June shows that La Presse+ is an extremely effective medium for reaching active young adults with higher-than-average household income and education:

	La Presse+ users	La Presse print readers	Index La Presse+ vs La Presse print	Québec population, 18+	Index La Presse+ vs Québec population 18+
Adults 18 to 34	35 %	27 %	130	27 %	130
Adults 35 to 54	38 %	35%	109	35 %	109
Household income \$100,000 and +	51 %	23 %	222	17 %	300
University-educated	42 %	27 %	156	14 %	300

These new data confirm that the La Presse+ readership significantly over indexes the overall Québec population for these highly relevant criteria. This is definitely good news, as it demonstrates that La Presse+ is attracting and engaging the digital generation, but not at the expense of the 35–54s age group.

A new and distinct audience for La Presse+

The study reveals that both La Presse+ and the print edition of La Presse are robust media, and both reach high-quality customer groups. Readers seem to favour either the digital or the print edition based on their needs and lifestyles, and there is a very low duplication rate: just 5% per week. Consequently, advertisers can enhance the global reach of their campaigns by leveraging both platforms.

1.5 users per tablet

The CROP study also shows that users share their digital tablets to consult La Presse+, for an average of 1.5 readers per tablet per week.

Promising results

All in all, La Presse+ has strong momentum, continuing to post results that show great promise. When the App was launched, La Presse committed to work with various marketing and advertising industry organizations in Canada to develop an effective new measurement tool for La Presse+. This new methodology will be unveiled in a few weeks' time.

About La Presse

La Presse is a French-language news medium of record whose content is distributed on several platforms, including mobile applications, the Web and paper. La Presse is known for its distinctive, rich and diversified coverage of news and current events. Recipient of numerous awards for the quality of its content and its design, La Presse is also known for its in-depth series and special reports, as well as for the large amount of space it devotes to discussion and debate. La Presse+, its all-new, free-subscription digital edition for iPad, available exclusively on Newsstand, fully leverages the multi-function capabilities of the iPad and delivers the most comprehensive news and information experience ever from Québec's largest newsroom.

Sources :

- 1- Localytics
- 2- Estimate based on number of unique tablets on which at least one edition was opened during week of July 22–28, 2013 (Localytics, weekly cumulative, 131,096 tablets multiplied by coefficient of 1.5 users (CROP, June 2013)).
- 3- CROP segmentation survey of 3,800 Quebec respondents (18+), conducted June 13 to 24, 2013.

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Information

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