



PRESS RELEASE  
For immediate release

## LA PRESSE+ SETS AN ALL-TIME RECORD

**Montréal, January 25, 2016** – As this new year 2016 gets under way, La Presse+ is maintaining its momentum with spectacular results. Delivered digitally every morning before 5:30 a.m., La Presse+ already has a far greater circulation than the print edition of La Presse.

### **An all-time record record**

La Presse+, launched in 2013, is now opened on an average of more than 243,000<sup>(1)</sup> unique tablets every weekday. By comparison, the daily circulation of the La Presse print edition peaked in 1971 at 221,250<sup>(2)</sup> copies. Like a great many North American daily newspapers, this was followed by a slow and continuous decline. However in 2003, access to a new, more modern printing plant, combined with a total makeover of the newspaper's design and content, enabled the paper La Presse to regrow its circulation to reach 207,769<sup>(3)</sup> copies by 2009. The current circulation of La Presse+ is therefore significantly higher than the circulation peaks attained by the print edition of La Presse in both 1971 and 2009. Thanks to La Presse+, the quality content produced by the editorial team is more available and better read than ever before.

### **100,000 new readers**

This past September, La Presse announced the termination of the Monday-to-Friday print edition as of 2016. Since this announcement, more than 100,000<sup>(4)</sup> new tablet readers have made La Presse+ part of their weekly news and information consumption routine, representing an impressive increase in readership of about 22% in four months. This extraordinary growth has confirmed that most readers of the weekday print edition have decided to continue to follow their favourite journalists, columnists and editorialists in La Presse+. A total of over 580,000 people are now reading the quality interactive news and information content of La Presse+ on their tablets every week. This progress is all the more exceptional because it is occurring in a changing industry where very few media are experiencing growth.

### **Sustained reader engagement**

These exciting results are attributable to the enthusiastic reception of readers who greatly appreciate the rich and in-depth multimedia coverage they find day after day in La Presse+. They are so pleased with the quality of this content that they spend an average of 40 minutes<sup>(5)</sup> a day browsing their weekday edition. This remarkable level of engagement is totally unique in the digital news media world. What's more, the constant growth in the readership of La Presse+ illustrates that it is continuing to attract and build the loyalty of people of every age, but mainly of active adults aged 25 to 54, who make up 63%<sup>(6)</sup> of its readership.

### **About La Presse**

La Presse, Canada's French-language news medium of record, is distributed on several platforms, including a digital edition for tablets, mobile applications, the Web and paper. Its content features distinctive, rich and diversified coverage of news and current events. The 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 free digital edition, fully leverages the multi-function capabilities of iPad and Android tablets to deliver the most comprehensive news and information experience ever from Quebec's largest newsroom.

#### Sources:

- (1) Localytics, daily average number of unique tablets on weekdays from January 4 to 12, 2016.
- (2) ABC, Publisher's Statement, weekday average for the 6 months ended March 31, 1971.
- (3) ABC, Publisher's Statement, weekday average for the 6 months ended March 31, 2009, excluding lapressesurmonordi.ca. Publisher's calculations.
- (4) Localytics, September 7 to 13, 2015 vs. January 4 to 10, 2016 (1.5 readers per tablet (CROP, January 2015)).
- (5) Localytics, spring 2015
- (6) CROP, January 2015

**Information**

Anne-Marie Desautels  
Senior Advisor, Communications  
La Presse  
Tel.: 514 285-7000, ext. 7253  
Email: [adesautels@lapresse.ca](mailto:adesautels@lapresse.ca)