



NEWS RELEASE
For immediate release

Spectacular gains for La Presse+

LA PRESSE+ INSTALLED ON MORE THAN 400,000 IPADS

Montréal, January 27, 2014 – Nine months after launching, La Presse’s free digital edition for iPad La Presse+ has been installed on more than 400,000¹ iPads, including 60,000² since December 1, 2013. Tens of thousands of new users have thus had a chance to discover enriched versions of the newspaper’s editorial content and enjoy a multitude of unique multimedia content in an environment that blends the best of print, Web, mobile and video.

With each passing month, thousands of readers are adopting La Presse+ and making it part of their news and information experience. They are also consulting it in depth,³ spending an average of 36 minutes viewing the app on weekdays, 40 minutes on Sundays, and 65 minutes on Saturdays.

“This outstanding performance testifies to the keen interest that La Presse+ has generated and confirms that the app is meeting the current expectations and needs of our readers,” commented La Presse President and Publisher Guy Crevier, adding, “This is excellent news for La Presse as we begin 2014, and is an incentive for us to do even better.”

About La Presse

La Presse, North America’s French-language news medium of record, is distributed on several platforms, including an iPad digital edition, 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 for iPad, fully leverages that tablet’s multi-function capabilities to deliver the most comprehensive news and information experience ever from Québec’s largest newsroom.

Sources :

1 – Localytics, January 2014

2 – Localytics, December 2013 and January 2014

3 - Localytics, average October to December 2013

– 30 –

Information

Anne-Marie Desautels
Senior Advisor, Communications
La Presse
514 285-7000, ext. 7253
adesautels@lapresse.ca