



NEWS
For immediate release

AN OUTSTANDING FIRST YEAR FOR LA PRESSE+, THE FREE DIGITAL EDITION FOR IPAD

Montréal, April 17, 2014 – One year ago, on April 18, 2013, La Presse launched La Presse+, a free digital application for iPad that combines the best features of print, the Web, mobile apps and video.

“Today, on the app’s first anniversary, we are proud to announce that more than 450,000 people¹ have installed La Presse+ on their iPad, making it the most-downloaded free application in the “Newsstand” and “News” categories in the App Store in Canada”, said Guy Crevier, President and Publisher, La Presse. He added: “And this number is about to surge, as our readers will have a broader choice of tablets on which to read La Presse+ free of charge, with the Android version of the app due to launch on April 23.”

Loyal, engaged readers

La Presse+ stands out for the exceptional degree of loyalty and engagement it generates among readers. On average,³ they spend 44 minutes with the app on weekdays, 73 minutes on Saturdays, and 50 minutes on Sundays.

Quality profile

La Presse+ stands out for its ability to reach adults aged 25 to 54 with more than 58% of its readership⁴ in that demographic, —a fact that has attracted the attention of observers concerned. La Presse+ thus reaches an active customer base with a quality profile for advertisers—readers who are firmly engaged in terms of the time they spend consulting the app.

Successful business model

Those particularities have been welcomed by advertisers, who have discovered an entirely new way of interacting with their target audiences. Indeed, 68% of readers say they appreciate the ads in La Presse+ and consider them an integral part of their news and information experience. After just one year of operation, ad revenues from La Presse+ already account for nearly 30% of La Presse’s overall ad revenue.

Local and international recognition

Over the past year, La Presse+ has received several major distinctions that speak to its leadership position in the digital media industry and to its value as a high-quality news and information platform. The app has also garnered extensive media coverage both at home and abroad.

“These remarkable successes are a good illustration of the enthusiasm of readers, advertisers and industry players for this innovative digital edition. They also show how La Presse+ has rapidly stood out as a medium of the future, one that is accessible and adapted to the current needs of news consumers,” Mr. Crevier concluded.

About La Presse

La Presse, North America’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 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, April 2014.
2. Estimate based on the number of monthly opens (March 17–April 13, 2014).
3. Localytics (March 17–April 13, 2014).

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Information

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