

On its fourth anniversary, La Presse+ is enjoying continued growth and is a leader in content marketing

Montréal, April 21, 2017 – As it celebrates its fourth anniversary, La Presse+ is continuing to expand its readership, and now provides its advertiser clients with the most comprehensive content marketing expertise in the media industry.

La Presse+, the digital news leader in Québec, is viewed on more than 273,000 unique tablets every day,¹ and saw its readership² increase by 18.7% in the past year. At a time of crisis for publishers of print dailies, these remarkable results validate La Presse+'s relevance as a media platform of the future.

“We have come a long way with La Presse+ over the past four years,” says Pierre-Elliott Levasseur, President of La Presse. “Its audience is continuing to grow and renew itself, as is our ability to innovate, not only in the way we deliver the news but in developping of new advertising properties based on our potent expertise in content marketing. We are on the leading edge of this trend, and in a position to offer an engaging, stimulating environment for both our readers and our advertiser partners.”

An innovative advertising vehicle for brands

In the past four years, more than 40,000 advertisements have been created for La Presse+, and 90% of La Presse's ad revenues are now generated by its digital platforms. La Presse+ gives advertisers the means to reach an engaged audience with a sought-after profile, using a measurable platform that offers a wide range of interactive possibilities and, more important, a trusted environment for brand owners.

A team specialized in content marketing

La Presse+ has become an indispensable hub for the development and creation of unique, original content in collaboration with advertisers, many of whom have taken advantage of the publisher's Hors-séries and Xtra solutions. These promotional sections deliver a novel, dynamic and engaging advertising experience, leveraging the content-creation expertise and talent of its dedicated content marketing team. Drawing on the talents of its creative people, strategists, producers, copywriters and designers, that team deploys know-how fully adapted to advertisers' objectives, meeting their every need.

La Presse+'s high rates of reader engagement and brand recall point to superior performance and eloquently demonstrate the outstanding potential of the digital tablet edition in a native advertising context.

ABOUT LA PRESSE

La Presse is a French-language news medium of record in Canada whose content is distributed on several platforms, including a digital edition for tablets, mobile applications, the Web and paper. La Presse is known for its 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 recognized 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-subscription digital tablet edition, fully leverages the multi-function capabilities of tablets to deliver the most comprehensive news and information experience ever from Québec's largest newsroom.

Sources:

- 1) Localytics: Average of 273,164 unique opens in February 2017.
- 2) Localytics: December 2016 vs. December 2015.

Information:

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