

# Reach 1 million consumers each week with La Presse and Cyberpresse.

Total Montreal, 18+	2010
La Presse	810,100
Cyberpresse	494,900
La Presse + Cyberpresse Combo	1,023,300



Increase your campaign reach by talking to new consumers, exclusive to Cyberpresse, while increasing your frequency on our "hybrid" readers, both Web and paper.

**MORE frequency**      **MORE reach**

Source: NADBank 2010, A18+, Montreal CMA.