

ADVERTISING RATES - RETAIL
EFFECTIVE JANUARY 1, 2010 - CARD NO. 77



MAKE WAY FOR ADVERTISERS!

The copy of *La Presse* you're holding is not just today's paper - it's your paper. It's dedicated to you. Hold on to it. You'll find our 26 illustrated modular ad sizes and a host of useful tips on how to deliver your message with the most punch possible.

OUR NEWS

LA PRESSE:
AS EFFECTIVE AS EVER

In 2010, *La Presse* is offering advertisers the power of a medium that's as effective as ever, with a unique ability to reach a coveted readership. In a media landscape undergoing profound upheavals, *La Presse* delivers better value than ever.

The world is experiencing dramatic changes. Daily newspapers around the globe are adapting their business models to survive a severe recession and a substantial reduction in advertising revenue. *La Presse* is taking full advantage of the rapidly changing landscape in order to redefine itself and enhance its product, to satisfy both our readers and our advertisers, both in print and online.

The stability of our circulation and readership, alongside our reach among sought-after consumer groups, make *La Presse* a medium of choice for advertisers. We provide reliable

value in an uncertain world.

In fact, ABC's study of the six months ending September 30, 2009 shows that our paid circulation has remained stable throughout the last year, fluctuating at a rate of less than 0.05%. That our paid circulation has maintained stability through a recession demonstrates *La Presse's* power to attract and keep readers. Despite the Internet's rapid growth as a news source, and the appearance of a wide variety of new, mostly free, news outlets, our print edition has kept its paying readers. Without doubt, our exceptional performance is a result of the paper's ability

to deliver content in a style that keeps readers engaged.

Our reader profiles are more attractive than ever, with a strong presence among consumers with family incomes 25% to 30% higher than the Montreal average (Source: NADbank, 2008). Throughout the recession, our readers have been among the most affluent in the urban market - a sought-after readership for advertisers. These active consumers continue to have the means to satisfy their wants.

› PAGE 3

EXCLUSIVE

MEDIA INDUSTRY UNDERGOING PROFOUND TRANSFORMATION

PAGE 4

WHY OUR MODEL IS DIFFERENT

PAGE 5

TODAY ON
CYBERPRESSE.CA

SPEAK TO
CYBERPRESSE.CA VISITORS



HOT NEWS!

CYBERPRESSE.CA
QUEBEC'S NEWS LEADER
PAGE 15

THE MEDIA PORTAL
THE EXCLUSIVE LINK FOR
ADVERTISERS AND AGENCIES
PAGE 20

THE DIRECT LINK PORTAL
THE EASY WAY
TO SEND YOUR
ADVERTISING MATERIAL
PAGE 20

LAPRESSESURMONORDI.CA
PAGE 20

INSERTS
PAGE 22

ADVERTISING RETAIL RATES
PAGE 23



La Presse advertiser sums it up
Solutions that work for us, day after day.
publicite.lapresse.ca

1/7 B

W: 10 1/16 in. (25.51 cm) D: 2 7/8 in. (7.30 cm)

AN EFFECTIVE
PRESENCE FOR
MEASURABLE
REACH

DOMINATE THE PAGE FOR MAXIMUM IMPACT

PAGE

W: 10 1/16 in. (25.51 cm)
D: 21 in. (53.34 cm)

La Presse : as effective as ever

(CONTINUED FROM PAGE 1)

La Presse also has tremendous reach across all other economic and social groups. Between our print edition and our Cyberpresse website, we appeal to consumers of all ages. On a weekly basis, we reach over 40% of Montrealers between ages 18-65, the adults who account for the vast majority of Montreal's economic activity (Source: NADbank, 2008). According to the same NADbank study, *La Presse* reaches not only mature adult demographics (35-49; 50-65), but also the younger demographics, such as the 18-24 group – despite the widely believed myth that young people don't read anymore. Our rea-

dership among 25- to 54-year-olds, meanwhile, is actually growing among those with a household income of \$75,000 or more. These numbers are clear indications that *La Presse* has a tremendous capacity to reach the most sought-after consumers.

Not only is *La Presse* able to reach a large pool of desirable consumers, our research confirms that advertising in daily papers captures readers' attention and produces results for advertisers. Our healthy rate of repeat advertisers is a good indication of *La Presse's* enduring and powerful reach. Exhaustive research carried out by Ipsos in Canada and Mori in the United

States suggests that ads enhance the reading experience, because positive response to newspaper advertising, and some actively

advertising that they often try to avoid, daily newspapers remain one of the few media in which advertising is a welcome part of the overall experience.

In 2010, *La Presse* is offering advertisers the strength of a medium that has remained effective, with a unique capacity to reach a coveted readership. In a tumultuous media environment, *La Presse* continues to deliver better value than ever.

JEAN DUROCHER
Vice-President,
Sales and Marketing, *La Presse*
President, Gesca Media Sales

According to the same NADbank study,

***La Presse* reaches not only mature adult demographics (35-49; 50-65), but also the younger demographics, such as the 18 to 24 group – despite the widely believed myth that young people don't read anymore.**

they are not perceived as interruptions. Readers have a more seek it out. While consumers are increasingly bombarded by

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Media industry undergoing profound transformation

The media industry experienced considerable turmoil in 2009. The combined impact of two major phenomena accounts for most of the year's challenges: the global recession and the continued loss of advertising revenue, due mainly to media fragmentation caused by the rise

of online media. At this juncture, it is difficult to assess the precise impact of either phenomenon with any accuracy. One factor is transitory, the other structural. It will take months, if not years, to evaluate the recession's long-term effects caused by the recession. One thing is certain,

however: the fragmentation of news sources is here to stay. Like all major structural changes, this transformation surely holds many yet-to-be-discovered opportunities for all media.

The media have thoroughly documented the problems faced by dailies. The problem is more

acute in the United States, but Canadian papers have also suffered. *La Presse* has not been immune to this trend, but our performance has been much less severely affected. Though the picture is not rosy, it can be said with some confidence that Canadian newspapers, inclu-

ding *La Presse*, are faring much better than those in the U.S. In fact, there are several signs that our hopes for a brighter future are well founded.

U.S. dailies falling on hard times

Many American dailies have been hobbled by crushing debt. The Tribune Company, for instance, publisher of the *Chicago Tribune* and *L.A. Times* (among others), listed assets worth an estimated \$9 billion and a debt load of \$13 billion.

The same applies to most newspaper publishers in the U.S., which continue to earn profits from their dailies while being dragged down by debt (Gannett's 2008 operating margin was 18%, for example). In 2004, the *New York Times* bought the *Boston Globe* for \$1.1 billion. When the *Globe* was put up for sale in the fall of 2009, none of the reported bids were over \$150 million – despite generous provisions for the paper's long-term debt and pension obligations. These companies will inevitably have to cut their costs dramatically in order to take control of their debt. Faced with the dire financial straits of U.S. publishers, many financial analysts expected a wave of newspaper closings. However, only three major dailies (and only one of the top 25 newspapers) closed their doors in 2009: the *Rocky Mountain News*, *Seattle Post* and the *Christian Science Monitor* (the latter two continue to publish online).

This predicament is by no means new. Circulation rates for American dailies have been falling for many years. ABC compiles these circulation statistics. Since 1990, side from the *Wall Street Journal* and *USA Today*, almost all of the top 25 dailies saw drops in circulation of 30% or more, and up to 53% for the *Boston Herald*. While commentators continue to predict the imminent death of the newspaper industry, only one of the top 25 papers has actually ceased production: the *Rocky Mountain News* shut its doors after a 40% drop in circulation. Over the same period, *La Presse* lost only 1% of its average paid circulation, compared to a 17% decline for the *Journal de Montréal*. (Source: ABC)

It is important to note that a significant portion of declining circulation is the result of a business decision made by publishers to cut the number of copies sold outside urban areas, a decision driven by high distribution costs and decreased advertiser demand for presence in these non-metropolitan copies. ABC's latest report indicates that the average decrease in circulation for U.S. newspapers was 10.6% on weekdays and 7.5% on Sunday in the six months ending September 30, 2009. In contrast, *La Presse* saw a decrease of 0.9% on weekdays and 0.4% on Saturday – less than 1% – over the same period. This qualifies as a tremendous success, especially since most of this slight decrease is explained by our decision to rationalize distribution outside the Greater Montreal area.

Rising subscription revenue in the United States

In order to compensate for losses in advertising revenue, some publishers have substantially raised subscription rates. One example is the *San Francisco Chronicle*, which went from \$4.75 per week to \$7.75 over the last 18 months, contributing to a 26% drop in circulation. The *Chronicle's* average circulation is now about 250,000. According to its publisher, the daily is on the verge of turning a profit and offers advertisers a way to reach its most loyal readers, who continue to identify with its content. The *Chronicle* remains the Bay Area's highest-circulation daily newspaper, and subscriptions could account for 45% of its total revenue in 2010. Is this a recipe for long-term success?

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FOR MAXIMUM IMPACT

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W: 8 in. (20.32 cm)

D: 17 7/8 in. (45.40 cm)

Why our model is different

Why is it that Quebec's newspapers seem better positioned to weather the storm? Several factors explain our unique situation. They also indicate that Quebec's dailies are among the best placed to take advantage of the coming economic recovery.

Language alone cannot explain why we are more resistant to hyper-fragmentation and the cross-border media onslaught. Quebec's cultural distinctiveness is of course an

asset, but competition within the French-language media market is no less fierce than in English-speaking markets.

Other factors more fully account for the relative health of Quebec's news industry. The economic downturn was much harsher in the United States than in Canada. Some sectors of the economy, such as real estate and retail, have remained relatively healthy compared to their U.S. counterparts. Interestingly, these

two sectors are among the most important sources of ad revenue for dailies. The collapse of the U.S. real estate market choked off a major revenue source for American newspapers, a phenomenon that did not affect Canadian dailies to nearly the same extent.

French-language dailies were also much less seriously affected by the rise of free classified ad services such as Craigslist and Kijiji, which have been devastating for paid classifieds

in the U.S., where some dailies once derived more than a third of their revenues from classified ads. *La Presse's* situation is entirely different, and the paper has suffered much less from the emergence of these services.

Furthermore, American dailies have been hit by a ban on telemarketing, which prohibits them from contacting former subscribers or cold-calling potential new subscribers. Try as they might, American publishers are finding it very

difficult to expand their subscriber base in a cost-effective manner. Meanwhile, Canadian dailies and polling firms are exempt from do-not-call list restrictions. They have therefore been able to continue replenishing their subscriber base in response to normal turnover.

Taken together, the above reasons explain how *La Presse* has been able to maintain stable circulation over the last decade.

PAID CIRCULATION TRENDS FOR *LA PRESSE* OVER THE LAST 10 YEARS

Paid copies	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Weekday	187,400	194,147	193,169	188,693	202,603	200,149	202,663	204,545	205,995	208,439
Saturday	286,293	285,823	283,216	277,777	285,151	282,465	277,935	277,624	273,859	271,229

Source: ABC, 6 months ending March 31, 2000 to 2009

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DOMINATE THE PAGE FOR MAXIMUM IMPACT

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D: 21 in. (53.34 cm)

Montreal daily newspaper readership: stable

According to the latest data published by NADbank, covering the period between September 2008 and June 2009, the number of daily newspaper (French and English, free and paid copies) readers in Montreal has remained stable, as shown by the following table.

READERSHIP TRENDS FOR DAILY NEWSPAPERS IN MONTREAL:

TOTAL	2007-2008		2008-2009	
	Readers	%	Readers	%
Read yesterday	1,467,500	50%	1,474,300	49%
Saturday	1,397,300	47%	1,421,800	47%
Total, paper dailies	2,210,700	75%	2,221,800	74%
Total, online dailies	475,700	16%	589,300	20%
Total, all readers	2,275,800	77%	2,311,900	77%

Source : NADbank 2007-2008 and 2008-2009, Montreal CMA, Adults 18+

Based on these data, 74% of adult Montrealers read at least one daily newspaper (print version) per week. Online papers continue

to attract a growing number of readers, with a weekly penetration rate of 20%.

Whether online or in print, daily newspapers reach some 77% of the city's most active consumers.

77% of the population reads a daily paper once a week, online or in print

Contrary to popular belief, an overwhelming majority of Montrealers read newspapers every week, half of them on a daily basis. Drastic audience fluctuations and hyper-fragmentation have assailed the overall media industry, but daily newspapers remain a reliable and proven platform for advertisers. They reach half of Montreal's adults on weekdays and Saturdays, the most important day of the week for many retailers. The consumer profile of daily newspaper readers is attractive to any advertiser: our

readers span every demographic. They range from young people just starting out in life, to the most successful and affluent adult consumers. Our readers include homeowners, renters and active adults. On the whole they have above-average education. The consumers that daily papers reach are attractive to advertisers – not only because there are so many of them, but because of who they are. Our readership can be summed up as representing both quality and quantity.

La Presse: proven value for advertisers

Quebec's media consumption habits are different from those in the rest of Canada or the U.S. As we have just seen, the difference is evident in the daily paper market, and more particularly with *La Presse*. As mentioned above, the paper's

improved content is reflected in its circulation numbers. In an environment where many media are facing inevitable audience erosion due to the explosion of choices, *La Presse* has maintained and even increased its audience since its 2003 redesign.

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1/2 IMPACT

W: 8 in. (20.32 cm)

D: 12 1/2 in. (31.75 cm)

NEWS BRIEF

Confirmed by Ipsos

A number of studies of Canadian consumers by Marketing magazine prove it: audiences are much more receptive to advertising in daily newspapers than in other mass media such as radio, television and billboards, and vastly more receptive than they are to ads in new electronic media. In 2008, a similar study by Ipsos confirmed these results: 61% of Canadians prefer seeing advertising in daily papers, 65% read dailies to find bargains and 50% read them for gift ideas. Those are some pretty remarkable numbers when you consider the choice of media available to consumers today.

The best choice for retailers

Advertising in daily papers generates consumer action by delivering relevant messages with immediate impact. Retailers are among the first to notice this effect, and they devote 45% of their ad budget to dailies as a result (Source: CMDC, 2008). Overall, dailies are the medium of choice for Quebec advertisers – slightly more popular than television – according to 2007 data published by Nielsen Media Research.

NOTICE

The purpose of this promotional section is to present *La Presse's* modular ad formats and advertising rates, which come into effect in 2010.

In order to better illustrate the different ad sizes available, we have chosen to put them into a real *La Presse* context, using various articles on the newspaper industry and statistical data.

DOMINATE THE PAGE FOR MAXIMUM IMPACT

La Presse: one of the 50 best-printed papers in the world

In a media environment undergoing dramatic change, *La Presse* continues to excel. The Montreal daily has distinguished itself by adhering to the highest standards in everything it does; *La Presse* provides readers with compelling content, superb graphics and excellent print quality. The result: since 2008, *La Presse* has been ranked by the prestigious International Newspaper Color Quality Club as one of the world's 50 best-printed dailies. This honour was the result of an initiative begun in 2003, when *La Presse* joined forces with the Transcontinental printing company. Working closely with Transcontinental's experts, the *La Presse* design team has been able to use the opportunity provided by exceptional printing quality to maximize the paper's visual creativity. This enhanced visual appeal is widely appreciated, and not only by our readers: advertisers have taken full advantage of the new possibilities. You should be doing the same!

Award-winning team and content

Over the years, *La Presse* has received numerous honours recognizing the exceptional work of the paper's journalists. Last year was no exception: five members of our editorial team were feted at the 2009 Fédération Professionnelle

des Journalistes du Québec award gala, where the province's top journalists are honoured.

This year's successes were impressive: *La Presse* reporter Katia Gagnon won the prestigious Judith-Jasmin award for reportage, for a series about growing up in the disadvantaged neighbourhood of Montréal-Nord, written with colleague Caroline Touzin. In the interview/profile category, business reporter Maxime Bergeron received an award for his portrait of Michael Sabia. The Judith-Jasmin award for an opinion piece went to columnist Yves Boisvert, for his commentary on the film Polytechnique; and journalist Isabelle Hachey took the Jules-Fournier award for best writing. On the visual side, *La Presse* photojournalist David Boily was honoured with the 2009 Antoine-Désilets award for the year's best new photography.

La Presse's quality content is a key factor behind the paper's ability to attract and retain readers. People develop a connection with their newspaper and its writers. A relationship of trust is established, making them much more receptive to the advertising found in their favourite daily. That is the exceptional advantage that makes *La Presse* an advertiser's medium of choice.



A team of professional reporters and columnists

CAHIER A
SECTION A



Yves Boisvert



Rima Elkouri



Pierre Foglia



Patrick Lagacé



Marie-Claude Lortie



Vincent Marissal



Michèle Ouimet

LA PRESSE
AFFAIRES
BUSINESS



Sophie Cousineau



Michel Girard



Claude Picher

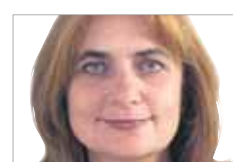
ARTS ET
SPECTACLES
ENTERTAINMENT



Marc Cassivi



Hugo Dumas



Nathalie Petrowski

SPORTS



Jean-François Bégin



Michel Marois



Réjean Tremblay

1/2 V

W: 4 15/16 in. (12.54 cm)

D: 21 in. (53.34 cm)

So... why do we keep hearing that dailies are losing readers?

La Presse maintains its strength among the demographics most coveted by advertisers. Adults between 25 and 54 with household incomes over \$75,000 are advertisers' most sought-after audience. And *La Presse* has more readers in this segment than it did in 2005.

READERS BETWEEN 25 AND 54 YEARS OF AGE, HOUSEHOLD INCOME OVER \$75,000, SINCE 2005

		2005	2006	2007	2008	Changes 2005-2008
Mon-Fri	Francophone	112,300	126,500	138,000	155,000	138 %
	Total	121,600	129,000	146,300	166,800	137 %
Saturday	Francophone	166,100	162,500	175,200	196,700	118 %
	Total	179,800	165,200	186,500	203,600	113 %

Source: NADbank 2005-2008 Montreal CMA and francophone, adults 25-54, family income \$75,000 or more

This readership is composed of active consumers who purchase a variety of goods and services. Since 2005, it has grown 40% during the week and 15% on Saturdays.

Young readers read both *La Presse* and Cyberpresse

REACH OF *LA PRESSE* BY AGE GROUP, FRANCOPHONE MONTREAL

Average reach	18-24	25-34	35-49	50-65	65 and +
<i>La Presse</i> weekdays	18%	14%	20%	25%	19%
<i>La Presse</i> Saturdays	21%	21%	25%	30%	27%
<i>La Presse</i> total	33%	31%	33%	38%	31%
Cyberpresse total	27%	27%	21%	17%	8%
<i>La Presse</i> / Cyberpresse total	41%	43%	42%	43%	35%

Source: NADbank 2008, francophone Montreal

According to NADbank's research, the print version of *La Presse*, over the course of a week, reaches a third of Montreal's 18-to-24-year-olds, and 31% of the city's 25-to-34-year-olds. Such strong numbers refute the widely held perception that young adults no longer read newspapers. In fact, our print edition reaches more young readers each week than Cyberpresse. On Saturdays, *La Presse* reaches 20% of Montreal's 18-to-34-year-olds - quite possible more than any radio or television show directed at this age group! So it's time to get over the myth: young adults *do* read daily newspapers, and they read *La Presse* regularly.

La Presse: still a choice platform for advertisers

Our world is in a state of turmoil. Daily newspapers around the globe are adapting their business models to survive a severe recession and dramatic changes in the advertising business. *La Presse* is taking advantage of the rapidly changing landscape in order to redefine itself and enhance its product, to satisfy both our readers and our advertisers. These changes are taking root in the print edition of *La Presse* and online, at Cyberpresse. With our stable circulation and readership, and strong ability to reach the most sought-after consumers in the market, *La Presse* remains an effective, proven way to advertise. It represents solid value in unstable times.

DOMINATE THE PAGE
FOR MAXIMUM IMPACT

1/2 H

W: 10 1/16 in. (25.51 cm)

D: 10 1/2 in. (26.67 cm)

La Presse: varied high-quality content

Each week, *La Presse* offers its readers quality content in sections that have become references in their respective fields. These sections target a readership that is engaged and open-minded, giving your message and ad campaign exceptional impact among the readers who matter most.

DAILY

SECTION A: NEWS

Section A covers breaking stories and political news, both domestic and international. Section A also includes features, exclusive investigations, regular columns and all the latest news. The Forum, at the end of the section, is our Op/Ed section, complete with editorials, the daily editorial cartoon and a variety of opinion pieces.

Columnists: Yves Boisvert, Rima Elkouri, Pierre Foglia, Patrick Lagacé, Marie-Claude Lortie, Vincent Marissal and Michèle Ouimet

LA PRESSE AFFAIRES: BUSINESS

The business section of *La Presse* stays on top of economic and business news. Our award-winning reporters bring readers the latest information on global financial markets, important companies and everything you need to know about personal finance. You'll find special features on the hot topics of the day, from international economic developments, to profiles of the movers and shakers in Quebec business.

Columnists: Sophie Cousineau, Michel Girard and Claude Picher

ARTS ET SPECTACLES: ENTERTAINMENT

The arts and entertainment section is the place for music, theatre, dance, literature, film and fine arts. Special reports and interviews by our columnists share the pages with *La Presse*'s influential critics. Our team is made up of professionals who have their finger on the pulse of today's trends in arts and entertainment, in Montreal, throughout Quebec and around the world.

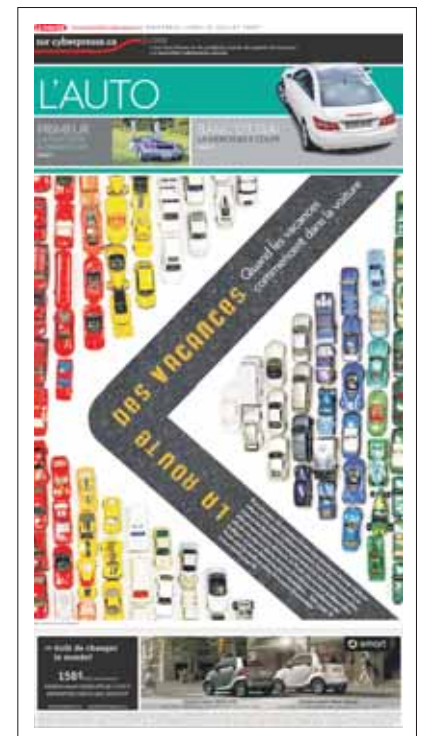
Columnists: Marc Cassivi, Hugo Dumas and Nathalie Petrowski

SPORTS:

La Presse gives you all the action in the world of sports. Our sports team delivers regular coverage of all our passions: hockey, football, golf, tennis, motorsports, soccer, baseball and more. Readers are drawn to our fresh, thoughtful analysis, alongside results from all the big international competitions. We also keep our readers up-to-date on the fortunes of our hometown heroes. With the *La Presse* sports section, you've got game every day.

Columnists: Jean-François Bégin, Michel Marois and Réjean Tremblay

PERIODIC SECTIONS AND SATURDAY SUPPLEMENTS



VACANCES / VOYAGE: TRAVEL

In our Wednesday and Saturday travel pages, readers find out about the perfect destinations and activities. Whether they're looking for a weekend getaway just down the road, a week in the sun or a month-long odyssey half way around the world, our reporters comb the country and the planet for the most exciting travel ideas in the world.

Contributor: Bruno Blanchet

CINÉMA: FILM

Published every Saturday, the movie pages give readers the big picture. Upcoming films and current releases are featured alongside reports on trends in the industry, interviews with artists and insiders and coverage of the top international film festivals. For full-fledged film buffs and casual moviegoers alike, *La Presse* celebrates the art of cinema in all its glory.

PLUS: FEATURES

The Plus section publishes in-depth reports on the hot topics of the day, addressing both local and global issues. Printed on Saturdays between fall and spring, the section looks at one major theme each week.

VIVRE: LIVING

Health and good eating habits are core concerns for an increasing number of people. Published on Fridays, the Vivre section offers readers a wide range of eminently practical advice on living a healthier lifestyle.

MON TOIT: HOME

Every Saturday, the home section reports on the latest trends in decor, furnishings and design. Our readers are also able to keep up to date with the local housing market, and learn everything they need to know about owning property. It's a must-read for anyone interested in renovating or buying a home.

GOURMAND: FOOD

Featuring guest chefs, exclusive recipes and impeccable advice on pairing food and wine, our Saturday food section has everything our readers need to know about the art—and the pleasures—of fine eating.

Contributors: Robert Beauchemin, Jacques Benoit and François Chartier

VOILÀ! TV

Printed in a handy format, the television section offers a roundup of the upcoming week's programming.

CARRIÈRES ET EMPLOIS: CAREERS

Published on Saturdays, the careers section gives readers an in-depth look at the job market. It covers up-and-coming opportunities and the most interesting current trends. Whether they're actively seeking work or just keeping an eye on the market, *La Presse* gives its readers a wide variety of job listings for every career imaginable.

AUTO: WHEELS

La Presse revs up each week with Monday's automotive section. Along with the latest developments in the industry, our automotive experts give consumers all the information they need to make the right decisions. We review the latest models, including extensive test drives on a wide selection of vehicles and showdowns between competing models. We also keep readers informed about the industry as a whole and offer a wealth of practical tips.



POWERFUL EXPOSURE
IN A QUALITY DAILY

2/5

W: 10 1/16 in. (25.51 cm)

D: 8 9/16 in. (21.74 cm)

10 good reasons to advertise in a daily

In 2010, newspapers will remain a powerful and effective medium for advertisers.

- 1 Consumer reach among mass media that can't be ignored. *La Presse* reaches 19.5% of adult Montrealers every day, and this figure rises to 25.6% on Saturdays. Each Saturday, *La Presse* reaches 41% of adults in households earning \$100,000 and more. How many media can boast such reach in a single day?
- 2 A daily like *La Presse* is a high-quality, relevant and trusted publication – virtues that benefit its advertisers.
- 3 The medium is proven to generate results, as eloquently shown by a Google study in 2008.
- 4 Quality readership for a quality publication – content, design, printing – ideal for increasing your company's visibility and raising brand awareness.
- 5 Newspapers offer unrivalled flexibility when it comes to formats, are accessible for all budgets and allow for very short reservation and production lead times. Advertisers can adapt their messages to shifting market conditions, making newspapers an advertising medium that delivers an immediate response.
- 6 The impact of your message is instantaneous: no need to wait for days, weeks or months to make a real advertising impact.
- 7 The connection between readers and their newspaper is unique and intimate. Advertising adds to the reading experience, never interrupting or bothering readers as it does in other media. The relationship is active and interest-based.
- 8 The medium has maintained its circulation and readership in Quebec despite the rise of digital media.
- 9 The medium reaches all consumer groups, particularly the most educated and affluent – a prized demographic for the majority of advertisers.
- 10 *La Presse* offers advertisers a wide range of editorial environments, including general news, business, sports, fashion, arts and culture, and more in-depth sections such as vacations and home and gardens. There are plenty of options for targeting your market.



A trusted newspaper guarantees impact throughout the week

The media world is in a state of seemingly permanent flux. While some forms of media blossom, others are withering: audiences and readers are shifting loyalties. How can you minimize the impact of this flux on your ad campaigns? Be sure your chosen medium reaches a reliable, stable audience. At a time when consumers have an increasing number of media options, *La Presse*, like other world-class newspapers, has maintained a stable readership, every day of the week, all year long. There's no "off-season" for the dailies, because they cover

events and news with a sustained level of attention. Yet we still hear that the dailies are no longer true mass media. Allow us to surprise you with a few statistics: every Saturday, *La Presse* reaches some 543,300 adult (18+) readers (Source: NADbank 2008, Montreal francophone) – roughly the same reach as a 10-top television show (26 GRP, TV 18+) (Source: BBM). Furthermore, this statistic rises to 41 GRP with families making more than \$100,000. On Saturdays, the paper is read by 41% of adults with a household income above

\$100,000. Nobody else can claim a better reach in this key demographic. Metrics like these clearly indicate that *La Presse* remains a pillar of the mass media. There are few TV shows that have this kind of reach day after day, week after week. The conclusion is obvious: build your ad campaigns on a solid foundation; one that is time-tested, effective and reliable in the complex and uncertain world of mass media.

POWERFUL EXPOSURE
IN A QUALITY DAILY

1/3 H

W: 10 1/16 in. (25.51 cm)

D: 7 1/8 in. (18.09 cm)

THE DOUBLE-
OFFERS UN
PRESTIGE A

DOUBLE PAGE

W: 21 1/16 in. (53.45 cm)

D: 21 in. (53.34 cm)

PAGE SPREAD
UNBEATABLE
AND IMPACT

The Web has become an essential tool for everyone

The web has become so important and grown so spectacularly because it has proven to be incredibly useful in our day-to-day lives. It has transformed our ways in informing ourselves, communicating with each other and doing business.

There is no longer any doubt that the Internet is an important part of the modern consumer's daily life. The latest report by Cefrio (Centre francophone d'information des organisations, (<http://www.cefrio.qc.ca/fr/>)) indicates that 75% of Quebecers used the Web over the last 7 days (Cefrio study, December 2009). In 2008, Cefrio noted that 77% of Montrealers went online each week.

What's more, 89% of Montreal homes with Internet access have a broadband connection, which allows Montrealers to take full advantage of the Web's power, especially when it comes to multimedia content.

It's hard, nowadays, to imagine our lives without the Internet. That fact alone should convince any advertiser that the Web has become an essential tool for a successful business strategy.

Advertising your business online: multiple advantages

The online world can be considered an extension of your business. Your Web presence

gives you a window through which your visibility extends to the whole world. It can also be an additional point of sale to complement your existing physical network.

The Internet's most basic function is to serve as a universal directory through which consumers can locate your business and contact you directly. So, essentially, you don't need your own website in order to benefit from the Internet's enormous capacity to direct consumers to your doorstep.

Many businesses go much further in their attempts to profit from the Web's power to attract customers. Setting up a website, including a catalogue of your products and services, increases your visibility among consumers, who are then afforded the luxury of window-shopping from the comfort of their homes. Beyond window-shopping, businesses can also upload video clips that offer customers detailed instructions on the use of various products, simulating the experience of a showroom demonstration.

To take further advantage of a website, businesses can set up their own online store for direct sales of products and services. In many cases, a website can be seen as an additional retail outlet or office – for some, it has become the main point of sale. Companies such as Amazon, Expedia and iTunes have no physical retail outlets, yet rank among the most successful businesses in the world. The relatively recent rise of Web 2.0 and the explosion of social networking sites offer advertisers new, tremendously promising tools. Thanks to these developments, a business can communicate directly with its customers, build their loyalty and tailor their offerings to customers' needs.

The Web thus offers a business a wide range of possibilities, from a simple listing on social-networking sites, to full-fledged e-commerce. Each and every company has the ability to define the most appropriate online presence for its position on the competitive landscape.

The Web: an effective promotional tool

Whatever role the Web might play in your company's activities, it's important to recognize its strength as a promotional tool. Like other mass media, or an ad in *La Presse*, the Web allows your message to reach sought-after consumers. It's up to you to decide how big a role they play in your business strategy.

Having a website isn't the only thing that matters: you also have to know how to attract visitors. A business website without a steady stream of traffic is a bit like a store with no display window and no signs, located at the end of a cul-de-sac. How could anyone ever find you? How would you make any money?

The Web offers a number of ways for you to communicate with people and promote your business: SEM (search-engine marketing, using keywords); banner ads; sales and promotional events; mass e-mailing; video; etc. Each of these approaches has its strengths

and weaknesses. The most successful ad campaign might deploy a combination of strategies, playing to their various strengths to generate maximum impact for your business. Take the time to discuss your options with our advertising reps or online marketing experts.

All told, the Internet is a promotional tool with incredible potential – even if you don't have a website or your online presence is minimal. In today's world, it would be a mistake not to take advantage of the Web's unique ability to reach sought-after consumers. It's a powerful and effective way to deliver your message.

According to Cefrio, 20% of Quebecers made at least one online purchase in November 2009 – another clear indication of the Internet's increasingly important role in our lives.



More details at:
publicite.gesca.ca

POWERFUL
EXPOSURE IN A
QUALITY DAILY

1/3 V

W: 5 15/16 in. (15.13 cm)

D: 11 3/4 in. (29.84 cm)

A dynamic team ready to serve you



Cyberpresse: Quebec's news leader

For over ten years, Cyberpresse has been Quebec's top source for news and information online. An increasing number of advertisers are taking note, placing their message on the site's virtual pages. Their goal: to attract more customers to their brick-and-mortar or Web-based businesses. Given Cyberpresse's popularity and reputation for reliability, the site offers advertisers a tremendous opportunity to reach Quebec's most sought-after consumers.

THE NUMBERS SPEAK FOR THEMSELVES

	Unique visitors MONTH	Average number of unique visitors DAY
cyberpresse.ca sites	1,578,000	367,000
Radio-canada.ca sites	1,420,000	182,000
RDS.ca	921,000	265,000
Branchez-vous	695,000	47,000
Lapresseaffaires.cyberpresse.ca	347,000	58,000
Montreal Gazette	199,000	25,000
Ledevoir.com	199,000	10,000
Yahoo! Quebec News	158,000	19,000
Journalmetro.com	115,000	5,000
LesAffaires.com	107,000	10,000

Source: comScore, MediaMetrix. Quebec only, average 3 months, September - November 2009

Cyberpresse has grown to become Quebec's undisputed leading news website. This success is undoubtedly a result of our insistence on quality content, which follows the standards of excellence established by *La Presse*. Cyberpresse has the advantage of being supported by Quebec's largest newsroom, where some 500 reporters from the Gesca Group's daily papers continuously track the latest breaking news. Our success is all the more notable since no portal or Internet service provider drives traffic to the site. Readers choose to go directly to Cyberpresse in order to inform themselves. The site's popularity is a testament to its relevance to Quebec's online public.

Cyberpresse attracts committed, loyal visitors

Not only is Cyberpresse first among news sites in terms of volume of monthly visitors and average number of daily visitors, but it also leads in statistics that measure readers' commitment, such as the amount of time spent on the site, the number of pages read and repeat visits. These three measures are excellent indicators of readers' level of satisfaction with the various websites surveyed.

These statistics demonstrate Cyberpresse's power, not only in terms of the number of people we reach, but also in terms of the high-quality user experience that we offer our visitors.

The more often our readers visit our site, the more time they spend there – they view more pages, return more often and see more advertisements. That's a highly attractive benefit to our advertisers.

	Average time per visitor (minutes)	Page views per visitor	Average visits per month
cyberpresse.ca sites	39,3	49	11,7
Radio-canada.ca sites	19,5	25	5,5
Lapresseaffaires.cyberpresse.ca	14	13	6
Yahoo! Quebec News	10,9	9	4,6
Montreal Gazette	10	15	4,6
LesAffaires.com	7,5	10	3,5

Source: comScore, MediaMetrix. Quebec only, average 3 months, September - November 2009

POWERFUL
EXPOSURE IN A
QUALITY DAILY

Sought-after consumers

In addition to reaching a large number of visitors and maintaining quality relationships with them, Cyberpresse attracts the most sought-after consumers for its advertisers – and we've got the numbers to prove it. Our total traffic is measured

by comScore, an independent firm that specializes in real-time measurement of Internet use in Canada, the U.S. and a number of other countries. However, comScore data does not take socio-demographic information into account, nor does it

measure qualitative criteria such as consumer profiles. In order to gather this type of data, Cyberpresse uses NADbank, a non-profit organization that measures newspaper readership both in print and online.

CYBERPRESSE ATTRACTS QUALITY VISITORS

	Montreal CMA	Profile	Index
Adults 18-34	30%	41%	136
Adults 35-54	40%	41%	104
Household income \$75,000 +	34%	51%	148
Household income \$100,000 +	21%	32%	158
Average household income	\$66,990	\$82,771	+24%
University degree	34%	55%	163
Homeowner	60%	65%	109

An index above 100 indicates a tendency to engage in an activity that is higher than the population's average tendency to do so. For example, an index of 136 indicates a 36% higher tendency than average.
Source: Nadbank 2008, Montreal CMA, 18*. CUMULATIVE READERSHIP. CYBERPRESSE CUM7

As the table shows, Cyberpresse visitors are younger than Montreal's overall population. They are also more affluent, with incomes 24% above the city's average. Advertisers on Cyberpresse are therefore reaching Montreal's

most desirable online consumers.

NADbank's research also shows that Cyberpresse visitors are more active consumers in all major spending categories: automobiles, financial products, travel and home/real estate.

They also tend to buy more electronics and appliances, along with a variety of other products. Our Web experts are happy to provide you with more detailed information about Cyberpresse visitors' specific consumer profiles.

1/4 V

W: 4 15/16 in. (12.54 cm)

D: 10 1/2 in. (26.67 cm)

THE DAY'S BEST

Visit
cyberpresse.ca
to see our picks
for the day's
best photos



Read cyberpresse.ca visitors when and where you want

1 LEADER BOARD
728 x 90 pixels

2 EAR LUG
140 x 90 pixels

cyberpresse.ca

MEMBRE Cyberpresse : Ouvrir une session | S'inscrire
PLAN DU SITE | FILS RSS

Concours | Petites annonces | Emplois | Abonnement aux quotidiens

CYBERPRESSE.CA LA PRESSE AFFAIRES MON CINEMA MON TOIT MON VOLANT TECHNAUTE

Accueil Actualités Arts Blogues Dossiers Environnement International Opinions Photos et vidéos Sports Vivre Voyage

3 CURTAIN 950 x 30 pixels

Dernière mise à jour : 10h04 Choisir votre ville Prévisions détaillées Montréal -15 °C



[Environnement]
GES: les normes de Québec en vigueur à la mi-janvier

(12h23) Le gouvernement du Québec confirme la mise en vigueur à la mi-janvier du Règlement sur les émissions de gaz à effet de serre (GES) des véhicules dont les normes équivalent à celles de la Californie. »

Photo: Alain Roberge, La Presse

[Le Québec sous la neige]
La neige rend les conditions routières difficiles
(09h38) Les conditions routières sont plus difficiles, mardi matin, dans certaines... »

[National]
Aéroports: la situation commence à s'améliorer
(11h59) La situation s'améliore, mardi, dans les aéroports du Canada, où de... »

[La grippe A (H1N1)]
Trop tôt pour crier victoire contre la pandémie
(10h06) La «prudence» était justifiée face au nouveau virus H1N1, selon Mme... »

RECHERCHE :

Cyberpresse.ca Le web Pages Jaunes
Google Recherche personnalisée

AUJOURD'HUI SUR CYBERPRESSE



[Marie-Claude Lortie]
Le cadeau idéal
Savez-vous ce que j'aurais aimé pour Noël? »



[Noël]
Le «meilleur nouvel an du monde» à Sydney
La ville de Sydney a concocté un programme... »

Précédent Suivant

4 AGORA
433 x 330 pixels

Agora permanently retracts to 433 x 90 pixels after 7 seconds



AUTOMOBILE »



Le chinois Great Wall frappera-t-il un mur en Europe?

Un signe des temps à venir? Le constructeur automobile chinois Great... »

- Ralf Schumacher aimerait aussi revenir en Formule 1
- Ford se lance dans la course automobile avec la Mustang BOSS 302R
- La Mustang GT de 5,0 litres de retour

Lisez l'Auto blogue »

CINÉMA »



Les titres de films en français

Vous avez aimé *Le pouilleux millionnaire*? ... »

- Box-office: les créatures bleues dominent encore
- Le teint clair des héros de *Twilight* fait des adeptes
- L'application Iphone de l'ONF: un succès international

Horaires des films »

MAISON »



Le vampire du Nouvel An

Dans Feuille de gui, une des

5 BIG BOX
300 x 250 pixels

EN PHOTOS »



[Photos]
Canadien-Sénateurs
Photos : Le match en images »

Précédent Suivant

6 FEATURED ADVERTISERS

Logo Static logo 70 x 50 pixels with 60 characters of copy



[Dossiers]
Rétrospective 2009
Consultez notre dossier complet sur les... »

Plus de Dossiers »

7 WINDOW

40 characters of copy

BONMag@sinage

8 THE WEEK'S CIRCULARS
235 x 183 pixels

LES PLUS POPULAIRES

Dernière Dernier Dernière

ACTUALITÉS »



Régional Québec / Canada

Politique québécoise Politique canadienne
Justice et faits divers Santé Éducation



[Politique canadienne]
Bilan 2009: Harper en équilibre, Ignatieff en chute libre
(09h33) La fin de 2009 marque, mine de rien, le quatrième anniversaire de l'arrivée au pouvoir de Stephen... »

- (08h12) Lent retour à la normale dans les aéroports
- (08h53) Une année sous le signe de la corruption
- (08h43) 40 000\$ pour assurer la sécurité de George W. Bush

Plus sur Québec/Canada »

CHRONIQUEURS



Marie-Claude Lortie
(07h03) Le cadeau idéal



Patrick Lagacé
(26/12/09) Des dinosaures à ego.com en 10 ans

Plus de chroniqueurs »

ÉDITORIAUX »



Mario Roy
(05h00) Le «pants bomber»



Nathalie Collard
(27/12/09) Les femmes et l'islam

Trouver un éditorialiste André Pratte

Plus sur Éditoriaux »

BLOGUES »

Précédent Suivant

9 CAT FISH 974 x 60 pixels

Cyberpresse: a powerful medium for advertisers

Cyberpresse is known for its vast selection of quality content, grouped into six main categories. Naturally, cyberpresse.ca covers general, local, national and international news. LaPresseAffaires brings readers a comprehensive look at the world of business, with regular features on personal finance and stock markets. Lastly, our film, home, automotive and technology sections cater to more specific interests. Each of these sections is a respected source of information in its field, and each attracts visitors who take a particular interest in its specialty.

These editorial sections allow your message to precisely target a specific group of visitors, whether based on their personal interests or on their need

for your services. These sections therefore offer tremendous flexibility when the goal is to reach a specific demographic – at any time, with great precision. Toward that end, Cyberpresse offers its advertisers a wide range of custom solutions carefully tailored to their needs. Whether you're just laying the foundations of your online presence or you've been on the Web for years, our team of experts can help you create a strategy consistent with your ambitions that delivers tangible results.

The Web is a tremendously flexible environment and the perfect venue for novel ideas. Have a look at the range of advertising formats available on Cyberpresse. Now it's your turn to benefit!

LEADER BOARD
728 x 90 pixels

EAR LUG
140 x 90 pixels

MEMBRE Cyberpresse : [Ouvrir une session](#) | [S'inscrire](#)
[PLAN DU SITE](#) | [FILS RSS](#)

[Concours](#) | [Petites annonces](#) | [Emplois](#) | [Abonnement aux quotidiens](#)

CYBERPRESSE.CA
LA PRESSE AFFAIRES
MON CINEMA
MON TOIT
MON VOLANT
TECHNAUTE

Accueil
Actualités
Arts
Blogues
Dossiers
Environnement
International
Opinions
Photos et vidéos
Sports
Vivre
Voyage


CURTAIN 974 x 30 pixels

ACTUALITÉS [Régional](#) | [Québec/Canada](#) | [International](#) | [Affaires](#) | [Ailleurs sur le web](#) | [Insolite](#)

Accueil > [Actualités](#) > [Régional](#) > [Montréal](#) > Attention: nouvelle signalisation

Publié le 29 décembre 2009 à 05h45 | Mis à jour à 06h55

Attention: nouvelle signalisation




10 TOOLBOX
with optional expansion
160 x 90 pixels

[Agrandir](#)

Les arrondissements de Lachine, Pierrefonds-Roxboro et Rosemont-La Petite Patrie ont déjà installé de nouveaux panneaux sur lesquels on peut lire que la limite de vitesse est de 40 km/h dans le secteur

PHOTO: MARTIN CHAMBERLAND, LA PRESSE



Martin Croteau
La Presse

La limite de vitesse a baissé à 40 km/h dans certains quartiers résidentiels de l'arrondissement de Ville-Marie, lundi, et les panneaux de la nouvelle signalisation seront installés aujourd'hui à Saint-Laurent. Les automobilistes devront se le tenir pour dit : il faudra ralentir dans cinq arrondissements montréalais à partir de mercredi.

La mesure, qui vise à augmenter la sécurité dans les rues, entrera en vigueur à différents moments dans les prochains mois, selon les délais administratifs requis pour chaque arrondissement. Lachine, Pierrefonds-Roxboro et Rosemont-La Petite Patrie ont déjà installé de nouveaux panneaux, ce week-end, sur lesquels on peut lire que la limite est de 40 km/h dans le secteur.

Tous les autres arrondissements de Montréal doivent emboîter le pas en 2010. «Les panneaux sont là, mais ils n'ont pas nécessairement force de loi encore», a expliqué lundi la responsable des transports au comité exécutif, Manon Barbe.

Dès mercredi, le 30 décembre, les policiers commenceront toutefois à faire respecter la nouvelle signalisation dans les cinq arrondissements où elle a été mise en place.

La limite de vitesse sera toujours de 30 km/h près des écoles et des parcs. Quant aux artères principales, la limite restera fixée à 50 km/h.

Taille du texte

Imprimer

Envoyer

Partager

A VOUS FAUT IL AUSSI

- Jusqu'à 40 km/h dans certaines petites rues
- Peu de place pour du sang neuf au comité exécutif
- Nouvelles coupes dans les arrondissements
- Budgets 2010: 7 arrondissements gardent une taxe locale
- Harel battue, le PQ déchiré


DU MÊME AUTEUR

- Attention: nouvelle signalisation
- Nicolo Rizzuto assassiné
- Une quote-part à la hausse pour les villes défusionnées
- L'impôt foncier bondirait de 10% à Longueuil
- Bouchon monstre à la sortie du pont Champlain


RECHERCHE :

BIG BOX
300 x 250 pixels

AUJOURD'HUI SUR CYBERPRESSE



[Marie-Claude Lortie]
Le cadeau idéal
Savez-vous ce que j'aurais aimé pour Noël? »



[Noël]
Le «meilleur nouvel an du monde» à Sydney
La ville de Sydney a concocté un programme... »

[← Précédent](#) [Suivant →](#)

11 HALF BIG BOX
300 x 125 pixels

VIDÉOS »

Le virus A (H1N1): la nouvelle de l'année

00:00/01:00

[Actualités]
Le virus A (H1N1): la nouvelle de ... 01:00

[Sports]
Sidney Crosby athlète masculin d... 00:48

[International]
10 ans de terrorisme 02:31

[Plus de vidéos »](#)

12 PANORAMA
624 x 100 pixels

Partager : [facebook](#) [twitter](#) [del.icio.us](#) [Google](#) [Ou'est-ce?](#)

[← Retour](#) [↑ Haut](#)

LA PRESSE: THE WORLD'S FIFTH-BEST NEWSPAPER

We got the news early Wednesday afternoon: *La Presse* is ranked number five among all the world's daily newspapers, in terms of quality of content and design. With this prestigious honour, *La Presse* finds itself in the company of papers such as the **New York Times**, **Los Angeles Times** and **Boston Globe**. For everyone who works at *La Presse*, this recognition is a tremendous source of pride. **The Society for News Design**, the organization that compiles this list, is highly respected throughout the world. This year, the Society's jury analyzed submissions from **346 newspapers** from every corner of the planet, looking for the best presentation of news and features. More than **10,000 documents** were submitted.

By taking home 32 awards, *La Presse* confirmed its position at the vanguard of the industry. Our award-winning reports came from different sections of the paper, demonstrating the care and precision that goes into producing each and every page. I invite you to take a close look at the pages in this publication: the combined talent of our staff shines through. You'll find a layout that is attractive and original, and thorough, balanced and compelling reporting.

Today, I would also like to thank every member of our editorial team. These awards would not have been possible without their tireless efforts.

Our success is a team achievement. Every day, graphic designers and computer experts, reporters and photographers, bureau chiefs and columnists, editors and cartoonists, section chiefs and copy editors, communications technicians and copy

assistants, along with our entire web team, work together to bring you the highest-quality newspaper possible. The invaluable leadership provided by our Chief Information Officer, **Éric Trottier** and his dedicated team also deserves special recognition.

Our source of inspiration is our readers. We know how demanding they are and their feedback is essential to our task. We are proud to have earned their trust and will continue to cultivate this privileged relationship, each and every day.

La Presse intends to build on its recent success. For the past two weeks, we have been busy upgrading our online content, with particular emphasis on our Cyberpresse (general news) and *La Presse Affaires* (business news) websites. These sites now carry more breaking news coverage and multimedia presentations than ever before. Our coverage of Barack Obama's visit to Ottawa

this past Thursday demonstrates our multifaceted approach to breaking-news coverage.

Regardless of how you receive your news from *La Presse*, our team is committed to ensuring that the quality of our content remains world-class. We will continue to bring you rigorously researched, bold, in-depth coverage of the events that shape our society and our world. As journalism continues its breathtaking transformation, we will seize every opportunity to respond to our readers' needs. In a world of increasingly rapid change, our passion and enthusiasm for quality reporting remain constant.

PHILIPPE CANTIN
Vice-President of News & Deputy Publisher, *La Presse*

From *La Presse*,
Saturday, February 21, 2009.

THE TOP TEN PAPERS IN THE WORLD

1. *Los Angeles Times*: 69 awards
2. *National Post*: 56 awards
3. *The New York Times*: 54 awards
4. *St. Petersburg Times (Florida)*: 36 awards
5. ***La Presse*: 32 awards**
6. *Cleveland Plain Dealer*: 31 awards
7. *The Boston Globe*: 24 awards
8. *Zaman (Turkey)*: 23 awards
9. *National (Abu Dhabi)*: 22 awards
10. Tie: *Clarins (Argentina)*, *Chicago Tribune* and *The Buffalo News*: 21 awards



SÉRIE/PROSTITUTION
SERIES: PROSTITUTION
DESIGN: Catherine Bernard
PHOTOGRAPHS: André Pichette, François Roy, Patrick Sansfaçon, André Tremblay, Martin Chamberland
REPORTING: Katia Gagnon, Michèle Ouimet, Éric Clément



SPÉCIAL ÉLECTIONS 2008: LES 12 TRAVAUX DU PROCHAIN PRÉSIDENT
2008 U.S. ELECTION: THE NEXT PRESIDENT'S 12 BIG JOBS
DESIGN: Jacques Olivier Bras, Alexandre Roy, Philippe Tardif
REPORTING: Collective



L'ÉCONOMIE DU ROCK EN MUTATION
THE NEW ECONOMICS OF ROCK
DESIGN: France Dupont
REPORTING: Philippe Mercure



DÉJÀ EN RÉCESSION?
A RECESSION ALREADY?
DESIGN: France Dupont
REPORTING: Vincent Brousseau-Pouliot



RÉVEILLONS ET RÉCESSION
A RECESSIONARY CHRISTMAS
DESIGN: Jules-Alexandre Obry
REPORTING: Hugo Fontaine



LE PALMARÈS DES AÉROPORTS
THE BEST AIRPORTS
DESIGN: Catherine Bernard
REPORTING: Maxime Bergeron



LE SILENCE DES MÈRES
THE SILENCE OF THE MOTHERS
DESIGN: Francis Léveillé
REPORTING: Agnès Gruda



PETIT GUIDE DE LA PERFECTION
A SHORT GUIDE TO PERFECTION
DESIGN: Philippe Tardif
REPORTING: Isabelle Audet



PETER GABRIEL: LE MARIEUR DES GENRES
PETER GABRIEL: GENRE BLENDER
DESIGN AND ILLUSTRATIONS: Francis Léveillé



LE GOÛT DE JARDINER
THE JOY OF GARDENING
DESIGN: Julien Chung
REPORTING: Pierre Gingras

POWERFUL EXPOSURE
IN A QUALITY DAILY

1/4 H

W: 10 1/16 in. (25.51 cm)

D: 5 3/8 in. (13.65 cm)

Deadlines

IF YOUR ADVERTISEMENT MUST BE PRODUCED BY OUR ADVERTISING PRODUCTION DEPARTMENT

PUBLICATION	RECEIPT OF COMPONENT ARTWORK AND RESERVATION		FINAL CORRECTIONS (without proof)	
SATURDAY'S PREPRINT SECTIONS				
ARTS ET SPECTACLES	Tuesday	5 p.m.	Thursday	5 p.m.
CINÉMA	Tuesday	5 p.m.	Thursday	5 p.m.
PLUS	Tuesday	5 p.m.	Thursday	5 p.m.
CARRIÈRES ET EMPLOIS	Monday	5 p.m.	Wednesday	5 p.m.
MON TOIT	Friday	5 p.m.	Tuesday	5 p.m.
GOURMAND	Friday	5 p.m.	Tuesday	5 p.m.
VACANCES VOYAGE	Monday	5 p.m.	Wednesday	5 p.m.
REGULAR SECTION				
LAUTO OF MONDAY	Wednesday	5 p.m.	Friday	12 p.m.
MONDAY	Wednesday	5 p.m.	Friday	12 p.m.
TUESDAY	Thursday	5 p.m.	Monday	12 p.m.
WEDNESDAY	Friday	5 p.m.	Tuesday	12 p.m.
THURSDAY	Monday	5 p.m.	Wednesday	12 p.m.
FRIDAY	Tuesday	5 p.m.	Thursday	12 p.m.
SATURDAY	Wednesday	5 p.m.	Friday	12 p.m.

IF YOUR MATERIAL IS COMPLETE (READY TO PUBLISH)

PUBLICATION	RESERVATION		RECEIPT OF COMPLETE MATERIAL AT LA PRESSE (PDF)	
SATURDAY'S PREPRINT SECTIONS				
ARTS ET SPECTACLES	Wednesday	5 p.m.	Thursday	5 p.m.
CINÉMA	Wednesday	5 p.m.	Thursday	5 p.m.
PLUS	Wednesday	5 p.m.	Thursday	5 p.m.
CARRIÈRES ET EMPLOIS	Wednesday	3 p.m.	Wednesday	5 p.m.
MON TOIT	Tuesday	12 p.m.	Tuesday	5 p.m.
GOURMAND	Tuesday	12 p.m.	Tuesday	5 p.m.
VACANCES VOYAGE	Wednesday	12 p.m.	Wednesday	5 p.m.
REGULAR EDITION				
LAUTO OF MONDAY	Thursday	12 p.m.	Friday	12 p.m.
MONDAY	Friday	12 p.m.	Friday	12 p.m.
TUESDAY	Friday	5 p.m.	Monday	12 p.m.
WEDNESDAY	Monday	5 p.m.	Tuesday	12 p.m.
THURSDAY	Tuesday	5 p.m.	Wednesday	12 p.m.
FRIDAY	Wednesday	5 p.m.	Thursday	12 p.m.
SATURDAY	Thursday	5 p.m.	Friday	12 p.m.

DEADLINE POLICY

The deadlines must be very strictly respected. It is the advertiser's responsibility to provide all material within the required deadline. Would the material be late, *La Presse* cannot guarantee the quality of reproduction or even the publication of the ad. Any late delivery is at the client's own risk.

POWERFUL EXPOSURE IN A QUALITY DAILY

POWERFUL EXPOSURE IN A QUALITY DAILY

1/5 H

W: 5 15/16 in. (15.13 cm)

D: 7 1/8 in. (18.09 cm)

1/5 V

W: 3 15/16 in. (9.95 cm)

D: 10 1/2 in. (26.67 cm)

WHAT'S NEW

THE MEDIA PORTAL

The exclusive link for advertisers

Through our Media Portal, *La Presse* gives advertisers and agencies a dedicated online connection to all the information they need. You'll find facts and figures, specs, publication dates for special reports and features, readership profiles – all the tools you need to build an effective ad campaign targeting the consumers you want to reach.

With its information, the Media Portal provides the details you'll need in order to

make the right decisions for your specific goals.

The portal is designed to provide reliable, 24/7 access to the constantly updated information that advertisers need to run a successful campaign. It's sure to become an essential site for advertisers and media buyers.

FOR MORE INFORMATION, VISIT: publicite.lapresse.ca

THE DIRECT LINK PORTAL

The easy way to send your material

Our Direct Link Portal is a technology platform that helps you submit your advertising material directly to the *La Presse* advertising team. Thanks to simplified forms, ads are labeled and uploaded in a few clicks – it's a remarkably fast and efficient way to deliver material.

To submit your ads or creative work, simply use the confirmation e-mail, which will complete your form automatically.

CLICK THE "DIRECT LINK PORTAL" TAB IN THE MEDIA PORTAL, OR VISIT: lapasserelle.lapresse.ca



LAPRESSESURMONORDI.CA

La Presse's electronic edition

A full reproduction of the paper version, the electronic version of *La Presse* lets our readers access their daily paper where and when they want. They'll find the same articles, ads, layout and editorial supplements. LaPresseSurMonOrdi.ca

also gives your ads a longer lifespan: they'll remain visible when readers consult our archives, save an article in PDF format, do keyword searches and so on.

HAVE A LOOK BY VISITING: lapressesurmonordi.ca

AN EFFECTIVE PRESENCE FOR MEASURABLE REACH

1/6 V

W: 3 15/16 in. (9.95 cm)
D: 8 15/16 in. (22.70 cm)

VITRINE MÉDIA

VITRINE MEDIA | ADVERTISE IN OUR NEWSPAPERS | ADVERTISE ON OUR SITES | LA PASSERELLE

GESCA | LA PRESSE | leSoleil | Le Nouvelliste | LeDroit | LaTribune | LeQuotidien | LaVoix de l'Est

LA PRESSE

Vitrine Média > English > Advertise in our newspapers > La Presse

TODAY'S HEADLINES
Mercredi, 3 février 2010

MOST POPULAR DOCUMENTS

- Rate cards (Contact your sales rep)
- Technical requirements
- Deadlines
- Send us your ad material online
- Number of readers
- Circulation numbers

CONTACT US

- Jean Durocher, vice president, sales and marketing
- Yves Lalonde, director of advertising
- Marc Bouressa, director of national advertising
- Patrice Trachy, director of national sales
- Louise Pharand, director of sales
- Michel Lamoureux, director of sales
- Arick Beaubien, director of online sales
- Pierre Arthur, director Research and Marketing
- Rate cards (Contact your sales rep)
- Contact the production department

HELP

- Any questions? Click here.

QUICK LINKS TO OUR DAILY NEWSPAPERS

TECHNICAL REQUIREMENTS
Click here for our technical requirements. Click on a newspaper for the technical requirements for your choice... »

ADVERTISING MATERIAL
Send us your print-ready ads by clicking here

READER PROFILES
Find out all about our readers... Click here for Reader Profiles. The Gesca group's daily papers have an unparalleled reach among... »

RESEARCH LIBRARY
View our archived reports, including our study on the media and reach of daily newspapers

NOS QUOTIDIENS

LA PRESSE	MONTRÉAL
leSoleil	QUÉBEC
LaTribune	SHERBROOKE
LeDroit	GATINEAU / OTTAWA
Le Nouvelliste	TROIS-RIVIÈRES
LaVoix de l'Est	GRANBY
LeQuotidien	SAGUENAY / LAC-ST-JEAN

Abonnez-vous »

AN EFFECTIVE PRESENCE FOR MEASURABLE REACH

1/6 H

W: 4 15/16 in. (12.54 cm)
D: 7 1/8 in. (18.09 cm)



THE DAY'S BEST

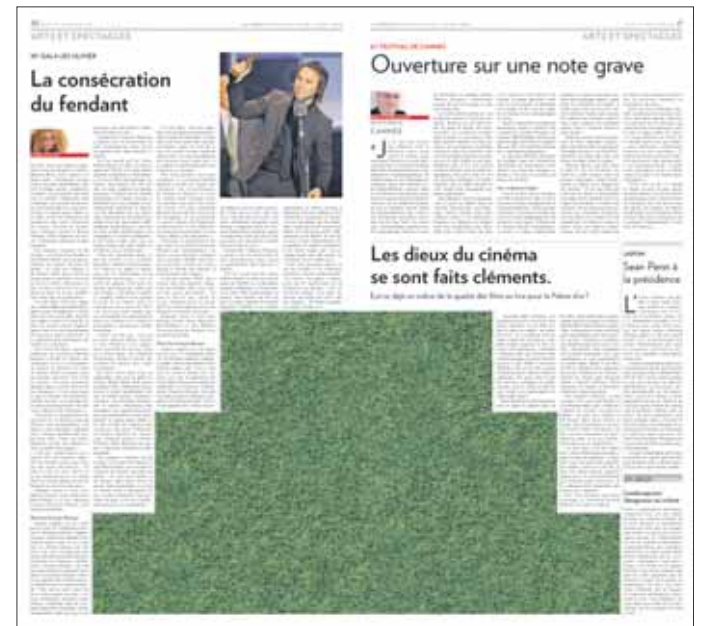
Visit cyberpresse.ca to see our picks for the day's best photos

Flexform ads show a creative edge

Flexform ads complement bold ideas. They are designed to help advertisers reach an upscale audience with an immediate and powerful impact.

Flexforms get you noticed in the saturated ad market. Do you have an inventive concept and special requirements? We've got the resources!

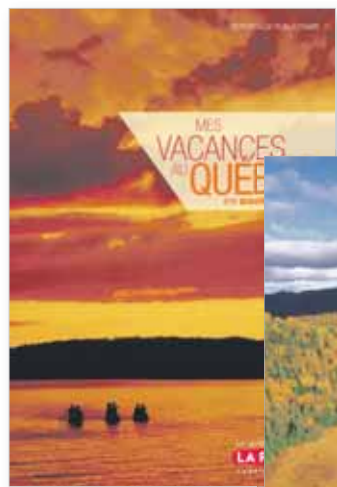
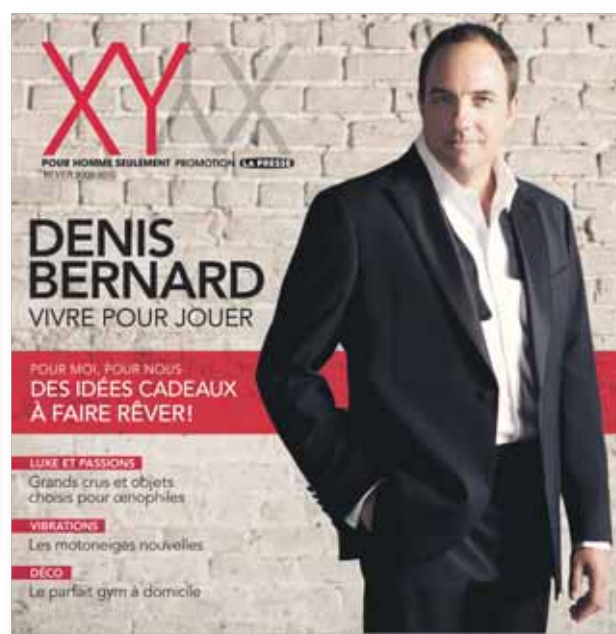
CONTACT YOUR REPRESENTATIVE FOR A SOLUTION THAT'S RIGHT FOR YOU.



Special sections pre-printed for all advertisers' needs

La Presse publishes more than a hundred special sections to meet the needs of advertisers. These turnkey sections deliver your message within a quality format, all tailored to your needs.

RATES AVAILABLE ON REQUEST.



AN EFFECTIVE PRESENCE FOR MEASURABLE REACH

1/7V
 W: 3 15/16 in. (9.95 cm)
 D: 7 1/8 in. (18.09 cm)

AN EFFECTIVE PRESENCE FOR MEASURABLE REACH

1/7H
 W: 4 15/16 in. (12.54 cm)
 D: 5 11/16 in. (14.44 cm)

THE DAY'S BEST

Visit cyberpresse.ca to see our picks for the day's best photos

INSERTSEffective January 1st, 2010**LA PRESSE**

NUMBER OF PAGES	8 ZONES AND LESS	9 ZONES AND UP
Up to 36 pages	\$73/1,000	\$65/1,000
Over 36 pages	Available on request	Available on request
Inserts not complying	Overcharge of \$18 / 1,000 or \$900 minimum	

La Presse will not be liable for inserts not complying with the requirements and specifications stated herein. Such inserts will be subject to a surcharge of \$18/1,000 (\$900 minimum) All inserts delivered without prior notice or not properly identified will be turned down and/or distributed at a later date.

FREQUENCY	4 to 11	12 to 25	26 to 51	52 and up
DISCOUNT	5%	10%	15%	25%

OTHER DUE FEES

Advertising brokerage fees: 55% surcharge.

For distribution of

- less than 50,000 copies from Monday to Friday: \$3,650;
- less than 100,000 copies on a Saturday: \$7,300

THE ABC'S OF INSERTS

DEADLINES

Distribution days	Booking deadlines	Delivery deadlines
Monday	Wednesday noon 1 week prior to publication	Wednesday 4:00 p.m. 1 week prior to publication
Tuesday	Thursday noon 1 week prior to publication	Thursday 4:00 p.m. 1 week prior to publication
Wednesday	Friday noon 1 week prior to publication	Monday 4:00 p.m. 1 week prior to publication
Thursday	Friday 4:00 p.m. 1 week prior to publication	Monday 4:00 p.m. 1 week prior to publication
Friday	1 week prior to publication	1 week prior to publication
Saturday	1 week prior to publication	1 week prior to publication

Delivery could be required ahead of time, because of statutory holidays. In such cases, the advertising representative will notify the advertiser accordingly.

DELIVERY

All inserts should be sent to:

Transcontinental Métropolitain/La Presse
12300 Métropolitain Blvd. East
Montréal (Québec) H1B 5Y2

The 24-25 unloading platforms are accessible weekdays from 8 a.m. to noon and from 12:30 p.m. to 4 p.m.
Report to door 20-B.

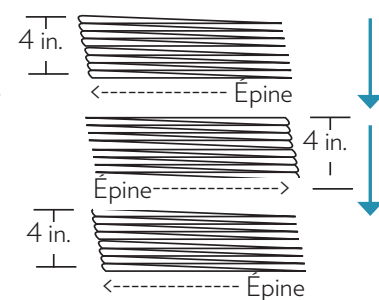
PREPARATION FOR DELIVERY

The inserts must be flat and, if folded, the fold must be regular, with no creases. There should be no curled up corners, crumpled paper or other irregularities. The folds should be in good condition and well protected.

DELIVERY ON SKIDS**STACKING OF INSERTS**

Inserts must not be strapped but must be compacted all on the same side in hands of a minimum of 4 inches after stacking.

- All hands should be of equal depth.
- The packages may be intertwined.
- Maximum height should not be exceeded to prevent overflowing of inserts.
- There must be no space between the packages.
- Sheets of cardboard should be used to separate each row of 3 hands.

**SKIDS**

Loaded skid must be at least: 102 cm x 117 cm (40 in. x 46 in.).

And must not exceed: 107 cm x 122 cm (42 in. x 48 in.).

Weight of a loaded skid must not exceed: 908 kg (2000 lbs).

In the case of wooden skids, the dimensions of the top must be identical to those of the base. A protective covering should be put on the skid before stacking and another before the cover is placed on the stack.

Cardboard protectors should be placed on each corner and edge of the insert stack.

Polythene packing is acceptable provided that it complies with the above requirements and that insert stack is protected by a cover the same size as the skid.

DELIVERY IN BOXES**EMPILAGE**

Inserts must not be strapped.

Inserts must all be on the same side

Inserts must be tightly packed so that they remain in rows inside the crate.

- A divider should be placed between rows and paper should be used to fill empty space.

BOXES

A full crate must weight no more than 18 kg (40 lbs).

IDENTIFICATION/DELIVERY

Each skid or box must bear a tag with the visual of the insert, on two sides, indicating the information below:

Insertion date in La Presse

Name of the client and name of the insert

Total number of copies shipped

Number of copies on each skid or in each box

Name of the printer

FORMAT

Our equipment cannot handle «accordion-style» (in Z form) or plastic wrapped inserts.

Overall thickness of all pages must exceed stich thickness.

Minimum size:

Width: 17.8 cm (7 in.)

Depth: 12.7 cm (5 in.)

Maximum size:

Width: 27.94 cm (11 in.)

Depth: 28 cm (11 3/8 in.)

Minimum thickness/single sheet:

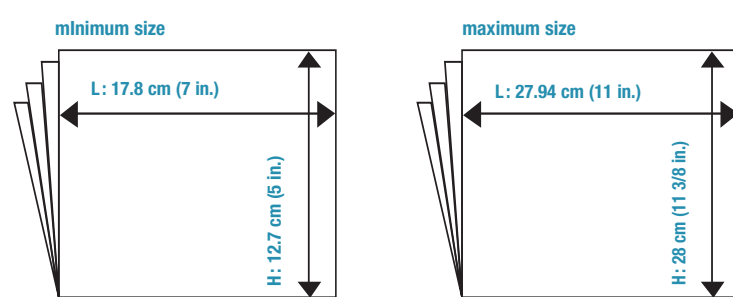
0.0125 cm (0.005 in.)

Maximum thickness/single sheet:

0.050 cm (0.020 in.)

Minimum thickness of insert:

0.95 cm (0.375 in. = 3/8 in.)



Note: Oblong size with spine less than 8 1/4 inches on approval only.

FREQUENCY 1V

W: 3 15/16 in. (9.95 cm)

D: 5 3/8 in. (13.65 cm)

FREQUENCY 1H

W: 5 15/16 in. (15.13 cm)

D: 3 9/16 in. (9.04 cm)

COLOUR ADVERTISING (R.O.P.)

RATES FOR COLOUR PER INSERTION

	Process
Monday to Friday	\$4,315
Saturday	\$6,055

POSITION CHARGES (R.O.P.)*

BROADSHEET

Section A, pages 4 to 17**	35%
Section A and any other specified inside page	25%
<i>Note: Rates and special conditions for advertisements published on page A 2 and A 3 available on request.</i>	
Business sections	10%

* When available ** Minimum size: 1/7

OUR TECHNICAL REQUIREMENTS

PRINTING SPECIFICATIONS AND COLOUR

- Offset printing process. CTP process (computer-to-plate, i.e. no films).
- Colour printing in four-colour process only.
- Thus, any flat colour (spot, Pantone®, ANPA, etc.) will be printed in four-colour process.
- Screen: 100 LPI. Recommended resolution for images: 200 DPI
- Dot gain middle tone: 26%.

Download our colour profile: publicite.lapresse.ca or use those preferences setups for CMYK:

- SWOP (newsprint), dot gain 26%.
- GCR black generation: high.
- Limit of black ink: 100 %.
- Standard colour profile ISO12647-3: 2004. (*attention, do not use profil ISO12647-2: 2004*)
- Limit of total inking 240%.
- Addition of under-colour: 5%.

For a double page spread we strongly recommend not use fine print or small images in the gutter. An even colour should be used in this zone.

FINE RULES AND SMALL TYPE

Rules that are 4 points or thinner, as well as small type, should be reproduced as one color only. Small type is defined as:

- sans-serif type 7 points or smaller.
- serif type 10 points or smaller.

ATTENTION: The use of characters without serif 8-point or more is strongly recommended in colour reverse.

SPECIAL SECTIONS

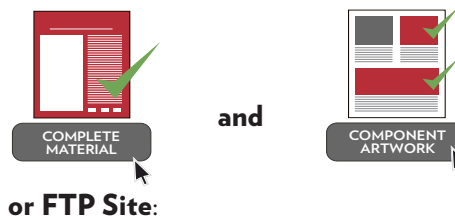
Available upon request.

FILE REQUIREMENTS

- PostScript® Type 1 fonts are recommended.
- TrueType™ and MM fonts may be replaced at the advertiser's risk.
- Include all the fonts in your document.
- Suggested file format: PDF/X-3 : 2002 and PDF/X-4 : 2007, application generated crop marks are preferred.
- Download our completes Adobe Acrobat Distiller™ parameters and our colour profile directly from our site: publicite.lapresse.ca

TRANSMISSION OF ADVERTISING MATERIAL

Download your advertising material: lapasserelle.lapresse.ca



Please contact your representative to activate your account on our server.

TERMS AND CONDITIONS OF PAYMENT

Rates shown on this rate card are exclusive of any goods and services tax or similar taxes that the publisher may be obliged to collect.

The terms and conditions of payment shown on this rate card must be read in conjunction with the terms and conditions found on the invoice sent to the advertiser.

GENERAL INFORMATION

The publisher reserves the right to modify the advertising rates by giving notice thereof.

The publisher may not be held liable by the advertisers for any loss or damage they incur as a result of force majeure, including strikes or work stoppages, or as a result of incorrect reproduction of any advertisement or failure to publish it.

The publisher reserves the right not to publish an advertisement, not to publish it in any issue, or to change its location.

The publisher reserves the right to require that the advertisement be delimited by a stroke of at least one (1) point.

The advertiser is responsible for the content of any advertisement he wishes to be published and for seeing that it complies with the law. He is answerable to the publisher for any damages or claims in this respect.

The advertiser and advertising agency, where applicable, are joint and several guarantors to the publisher for payment of the publisher's publication of any advertisement.

In case of disagreement, the provisions of any agreement between the advertiser and the publisher take precedence over this rate card.



La Presse Itée is a member of the Canadian Newspaper Association, the Newspaper Association of America, the Audit Bureau of Circulations and NADbank. Carte française disponible sur demande.

FREQUENCY 2
 W: 3 15/16 in. (9.95 cm)
 D: 3 9/16 in. (9.04 cm)

FREQUENCY 3
 W: 1 7/8 in. (4.76 cm)
 D: 3 9/16 in. (9.04 cm)

FREQUENCY 4
 W: 1 7/8 in. (4.76 cm)
 D: 2 1/8 in. (5.39 cm)

LA PRESSE
 PUBLISHED IN FRENCH DAILY-MORNING

GUY CREVIER
 President and publisher

JEAN DUROCHER
 Vice-President, Sales and Marketing

MARC BOURASSA
 General Sales Manager

7 St-Jacques Street
 Montréal (Québec) H2Y 1K9
 Telephone: 514 285-7000
 Fax: 514 845-5830
 Email: publicitedetail@lapresse.ca

LA PRESSE

ADVERTISING STANDARD SIZES 2010

RETAIL RATES

DOMINANCE

DOUBLE PAGE
W 21 1/16 in. x D 21 in.
W 53.45 cm x D 53.34 cm

PAGE
W 10 1/16 in. x D 21 in.
W 25.51 cm x D 53.34 cm

3/4
W 10 1/16 in. x D 16 1/16 in.
W 25.51 cm x D 40.79 cm

2/3 VERTICAL
W 8 in. x D 17 7/8 in.
W 20.32 cm x D 45.40 cm

2/3 HORIZONTAL
W 10 1/16 in. x D 14 5/16 in.
W 25.51 cm x D 36.35 cm

1/2+
W 8 in. x D 14 5/16 in.
W 20.32 cm x D 36.35 cm

1/2 IMPACT
W 8 in. x D 12 1/2 in.
W 20.32 cm x D 31.75 cm

1/2 VERTICAL
W 4 15/16 in. x D 21 in.
W 12.54 cm x D 53.34 cm

1/2 HORIZONTAL
W 10 1/16 in. x D 10 1/2 in.
W 25.51 cm x D 26.67 cm

IMPACT

2/5
W 10 1/16 in. x D 8 9/16 in.
W 25.51 cm x D 21.74 cm

1/3 VERTICAL
W 5 15/16 in. x D 11 3/4 in.
W 15.13 cm x D 29.84 cm

1/3 HORIZONTAL
W 10 1/16 in. x D 7 1/8 in.
W 25.51 cm x D 18.09 cm

1/4 VERTICAL
W 4 15/16 in. x D 10 1/2 in.
W 12.54 cm x D 26.67 cm

1/4 HORIZONTAL
W 10 1/16 in. x D 5 3/8 in.
W 25.51 cm x D 13.65 cm

1/5 VERTICAL
W 3 15/16 in. x D 10 1/2 in.
W 9.95 cm x D 26.67 cm

1/5 HORIZONTAL
W 5 15/16 in. x D 7 1/8 in.
W 15.13 cm x D 18.09 cm

PRESENCE

1/6 VERTICAL
W 3 15/16 in. x D 8 15/16 in.
W 9.95 cm x D 22.70 cm

1/6 HORIZONTAL
W 4 15/16 in. x D 7 1/8 in.
W 12.54 cm x D 18.09 cm

1/7 VERTICAL
W 3 15/16 in. x D 7 1/8 in.
W 9.95 cm x D 18.09 cm

1/7 HORIZONTAL
W 4 15/16 in. x D 5 11/16 in.
W 12.54 cm x D 14.44 cm

1/7 BANNER
W 10 1/16 in. x D 2 7/8 in.
W 25.51 cm x D 7.30 cm

1/7 FRONT PAGE BANNER
W 10 1/16 in. x D 2 7/8 in.
W 25.51 cm x D 7.30 cm

1/7 FRONT SECTION BANNER
W 10 1/16 in. x D 2 7/8 in.
W 25.51 cm x D 7.30 cm

FREQUENCY

FREQUENCY 1V
W 3 15/16 in. x D 5 3/8 in.
W 9.95 cm x D 13.65 cm

FREQUENCY 1H
W 5 15/16 in. x D 3 9/16 in.
W 15.13 cm x D 9.04 cm

FREQUENCY 2
W 3 15/16 in. x D 3 9/16 in.
W 9.95 cm x D 9.04 cm

FREQUENCY 3
W 1 7/8 in. x D 3 9/16 in.
W 4.76 cm x D 9.04 cm

FREQUENCY 4
W 1 7/8 in. x D 2 1/8 in.
W 4.76 cm x D 5.39 cm