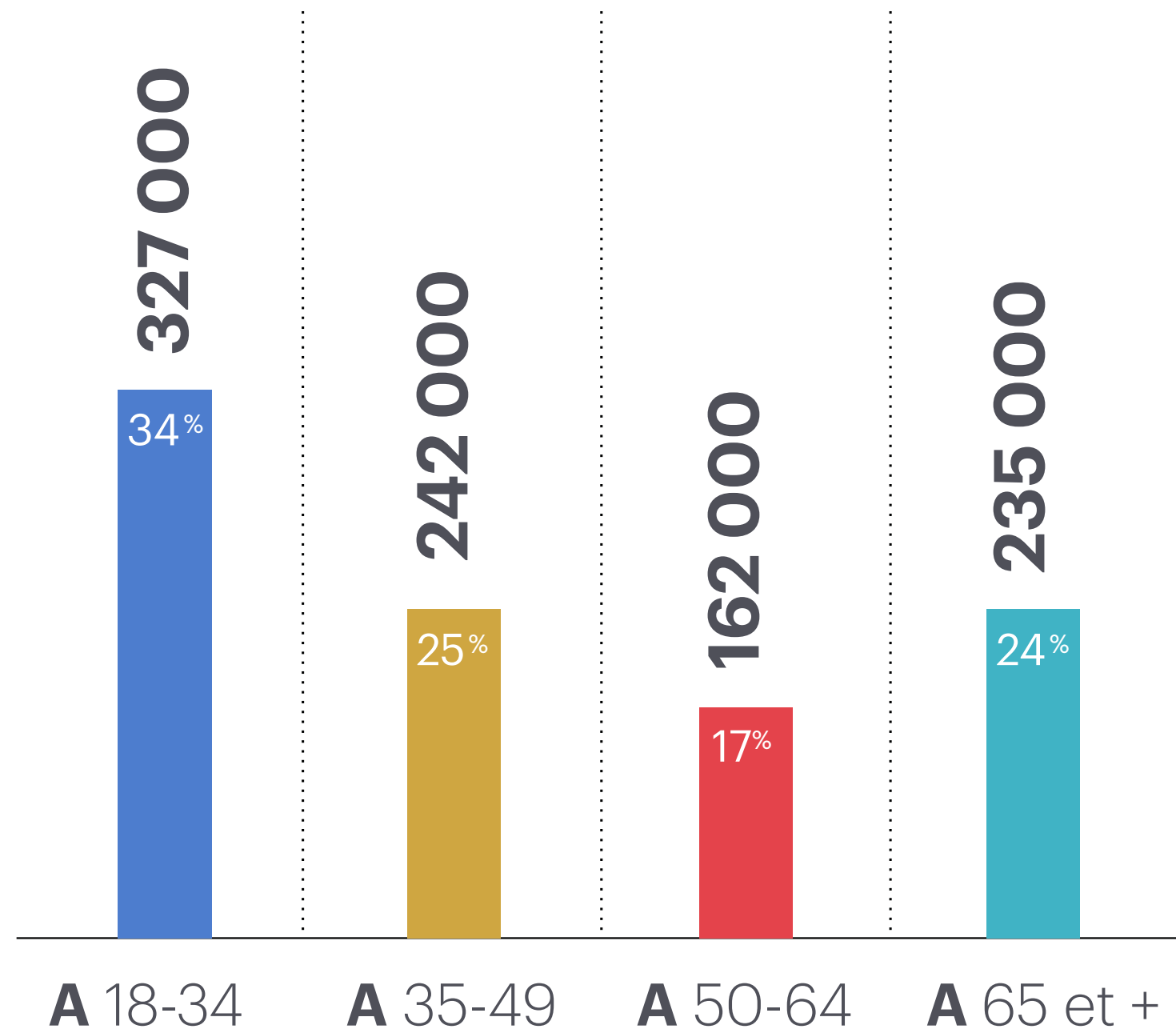




LEDEVOIR

DIGITAL MEDIA KIT Winter 2022

Distribution of readers by age.



86,000 readers per week



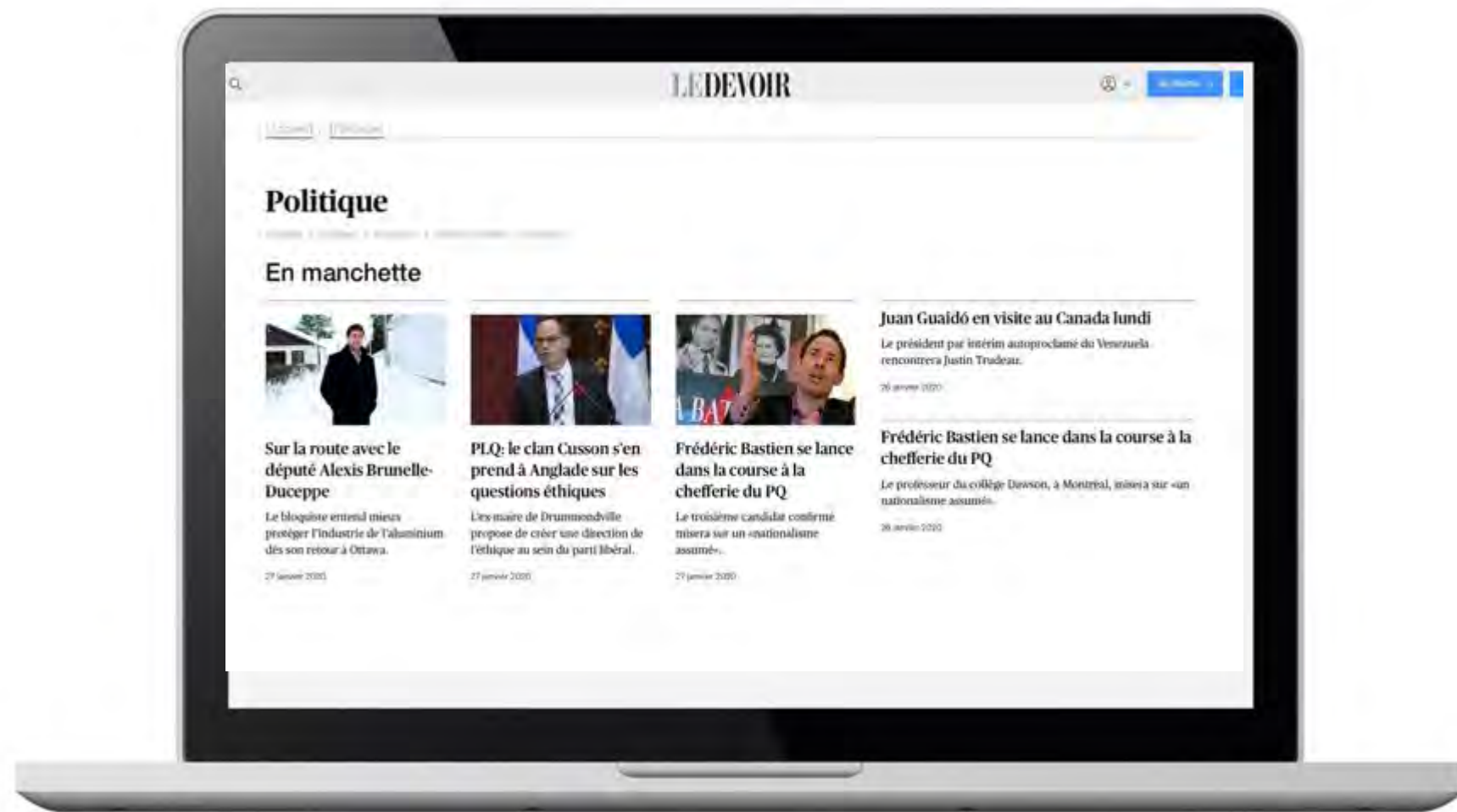
Source: Vividata Fall 2021 study – Basis: French speaking quebecers aged 18+: 5 787 000 persons

CONTENT

LEDEVOIR

Rich content presented in unique and engaging contextual environments

LE DEVOIR CONTENT



- Opinion
- Politics
- Society
- Business
- World
- Culture
- Books
- Lifestyle
- Sports

PLAISIRS SECTION

A special Plaisirs section published every weekend to delight our readers!

Published every Saturday and available in our digital formats, Plaisirs section informs and cultivates while inviting you to take a break, coffee in hand, to dive into playful and light readings, rich in flavors, colors and discoveries.

Three sections to discover:

food.

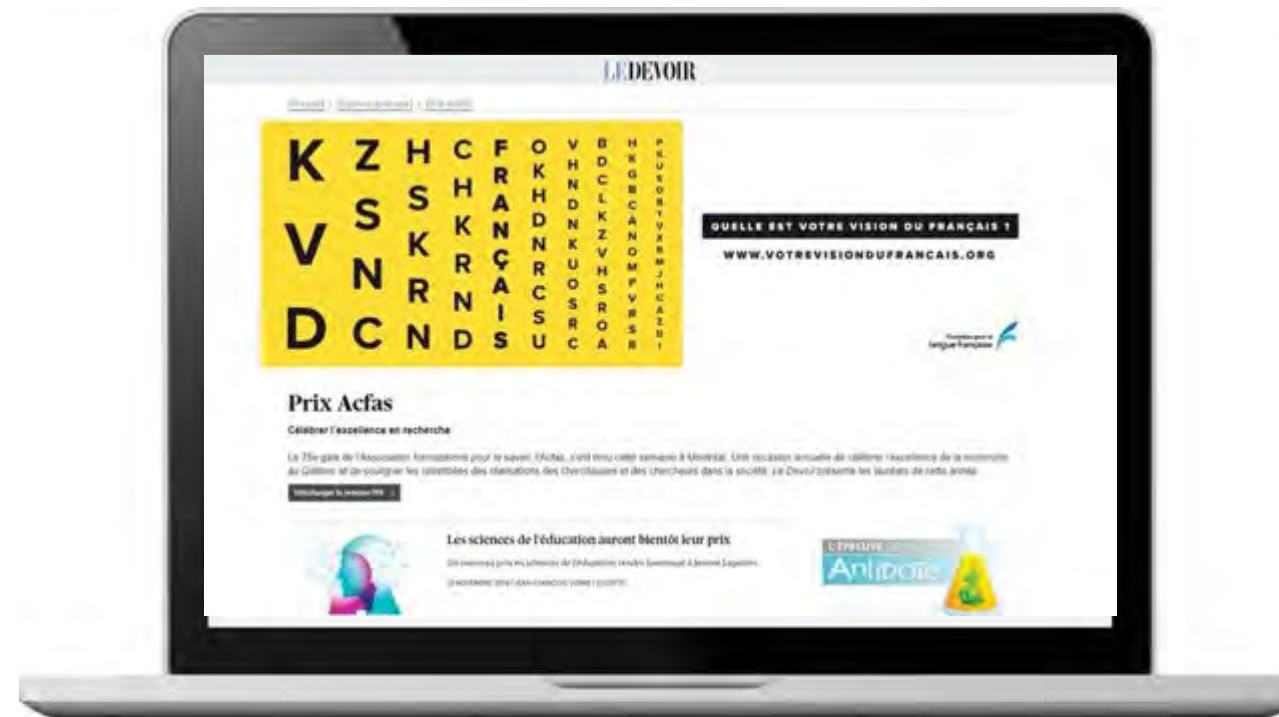
travel.

wellness.

A delight for our readers to thumb through and assured visibility for advertisers!



Rich content presented in unique and engaging contextual environments



THEMES

The special editions team develop content on a theme of their choice (contextual advertising, without content overview rights).



EVENTS

Developed by the special editions team to promote an event, these editions are wholly or partially paid for by the advertiser (contextual advertising, without content overview rights, although suggestions are considered).



PROMOTIONS

Developed by the special editions team and/or advertisers, these sections are treated as advertising. They may be sponsored by one or more advertisers using advertorials (advertising integrated in the content, with overview rights).