

# skipresse

Statistiques / Statistics

Web, Média Social

saison 2017-18

## Info / facts

SkiPresse 33 ans / yr old  
CyclePresse 8 ans / yr old

## Profil

55% H/M 45% F/W  
60% âgés de 34-54 / age  
50% Revenu familial plus \$100K / income  
60% Voyageur / trips

## Distribution

Papier/paper 20,000  
Dépôts/drops 300  
Ouverture en ligne/online open 5,000  
Laurentides/Laurentiens 33%  
Région Québec/Quebec region 33%  
Estrie/Eastern townships 33%

## Web

200,000 Pages vues mois / pages views mth  
100 Posts mois /month

## FB

50,000 Reach sem / reach wk  
13,800 Abonnés / Followers

## Instagram

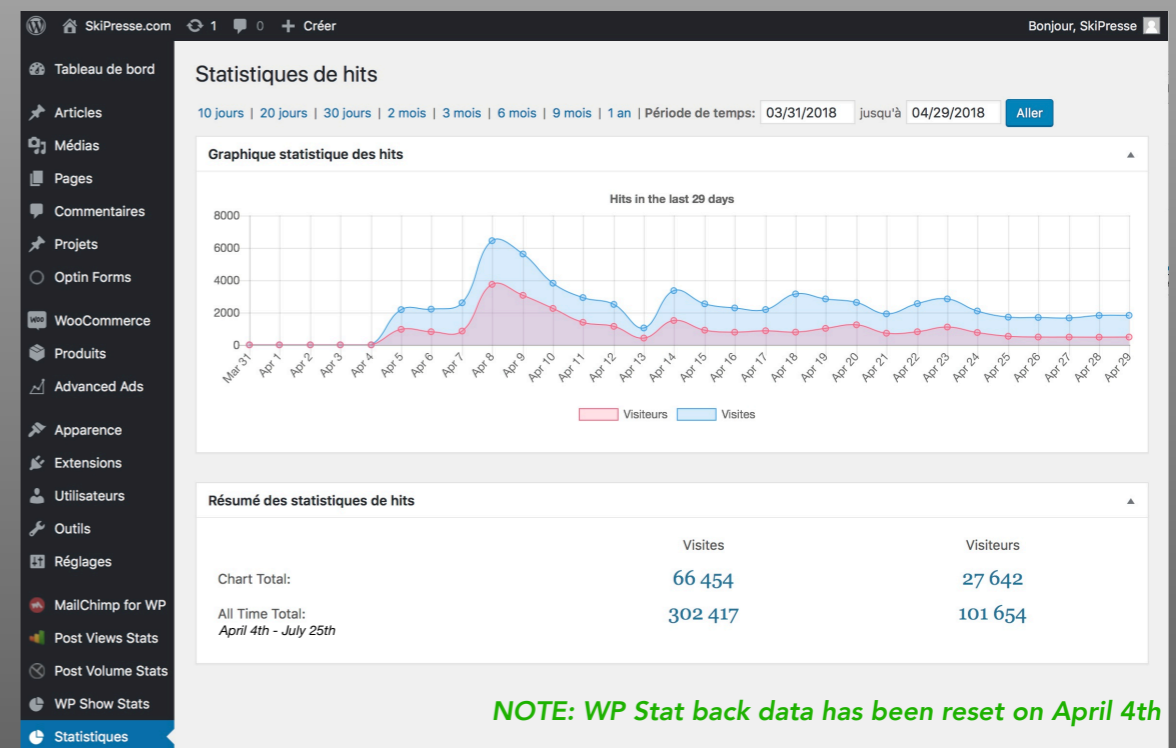
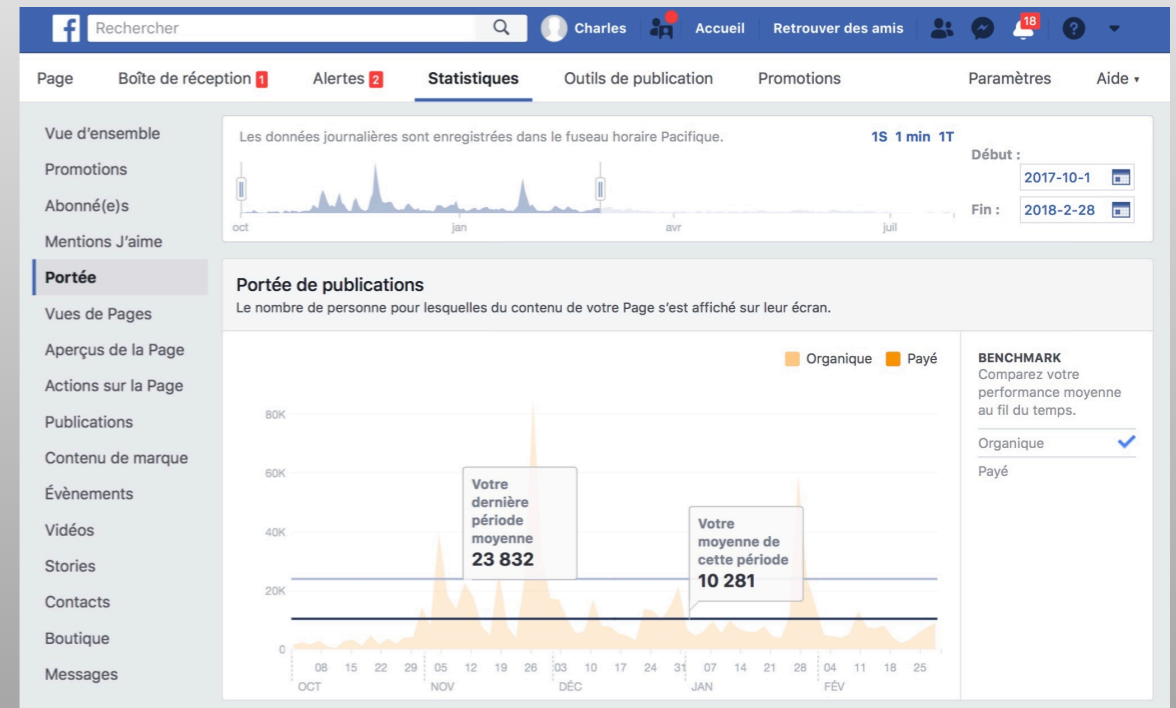
1000 Abonnés / Followers

Contact / info:

[skipresse.com](http://skipresse.com)

ver.: oct 2018

	TOTAL Oct - Avr Portée / Reach	Ouverture Open Web - ISSUU
FB	1 530 000 450 posts	
Web	100 000 600 posts	
Skipresse No1		6 800 17000 paper
Skipresse No2		4 700 21000 paper
Skipresse No3		4 200 21000 paper



NOTE: WP Stat back data has been reset on April 4th