

TC Media Signs Exclusive Agreements with Hearst Digital Media and Homes Publishing Group

TC Media's digital network now reaches 13.7 million unique visitors per month in Canada

MONTREAL, February 28, 2012 – [TC Media](#) is pleased to announce that it is once again growing its digital advertising representation offering thanks to new partnerships to represent sites from Hearst Digital Media, a unit of Hearst Magazines, and Homes Publishing Group. These agreements, which are already in effect, allow TC Media to take over exclusive sales representation in the Canadian market for a number of brand-name sites that greatly complement TC Media's premium digital network, now reaching 13.7 million unique visitors per month in Canada.

The exclusive agreement with Hearst Digital Media enables TC Media to represent the Canadian ad inventory for flagship properties [ELLE.com](#), [ELLEDecor.com](#), and [WomansDay.com](#). ELLE.com is the insider's style guide with a global outlook, delivering fashion, beauty, style, service, and shopping in an accessible and attainable format while ELLEDecor.com is the ultimate guide to decorating and design. WomansDay.com offers readers simple strategies and thoughtful advice to make their lives better, easier and more fun. These sites bolster TC Media's offering in the "Women", "Fashion and Beauty" and "Home and Garden" categories.

The Homes Publishing Group agreement includes the renowned sites [ActiveAdultMag.com](#), [CondoLifeMag.com](#), [HomesMag.com](#), [RenoAndDecor.com](#) and [MovingTo.com](#). HomesMag.com is Canada's first and finest new home buying guide in the Greater Toronto Area and CondoLife Mag.com is Toronto's finest and most comprehensive guide to the condo market and its lifestyle, while RenoAndDecor.com is Canada's Home Idea Book for decorating and renovating. ActiveAdultMag.com is a guide to new homes and adult-lifestyle communities across Ontario for those aged 45+. MovingTo.com covers eight major areas in Canada and is targeted at people relocating in the areas. These top-tier sites are great additions to TC Media's offering as they bring high-quality real estate content in our portfolio, hence strengthening our "Home and Garden" category.

TC Media is now offering high impact advertising opportunities on these sites, including sponsorships and custom ad units that can be targeted by category, brand, and audience. "We are truly pleased to have become partners with Homes Publishing Group and to enhance our existing partnership with Hearst" said Andrea Fernandes, Vice President, 360 Solutions and Digital Sales – Toronto, TC Media. "Joining with these two partners helps us expand our digital offering in key categories to provide Canadian agencies and marketers with the opportunity to reach premiere audiences."

Kimberly Lau, Vice President of Business Development at Hearst Digital Media, added: "TC Media is our publishing partner for *ELLE Canada* and *ELLE Québec*, so it was only natural to have them represent our US-based brands ELLE.com, ELLEDecor.com and WomansDay.com in the Canadian market. We are pleased to extend our partnership which will enable Canadian advertisers to seamlessly reach the Elle audience through TC Media's creative multiplatform offerings."

Michael Rosset, President of Homes Publishing Group, stated: "We are glad to conclude this exclusive agreement with TC Media. Our brands will greatly benefit from their extensive experience in sales representation and their broad network across Canada. We see great potential for our sites to be a part of greater marketing initiatives and provide unique campaigns for our advertisers. This was a key factor in our decision to go ahead with this partnership."

An Incomparable Digital Offering

With these new agreements, TC Media reaffirms its position as one of the leaders in digital advertising representation in the Canadian market. TC Media's digital offering comprises a portfolio of highly popular online destinations, including prestigious brands such as [ELLECanada.com](#), [CanadianLiving.com](#) and [TheHockeyNews.com](#), in addition to exclusive partnerships with some of the largest content publishers in North

America. Today, TC Media reaches 13.7 million unique visitors per month in Canada through more than 1000 websites, and an inventory of 25 million online video clips played every month in the country.

About Hearst Digital Media

Launched in March 2006, [Hearst Digital Media](#), a unit of [Hearst Magazines](#), is dedicated to creating and implementing the digital strategy for Hearst's magazine brands and other sites, which serve the company's consumer audience. The unit oversees more than 28 websites and 14 mobile sites for brands such as [Cosmopolitan](#), [ELLE](#), [ELLE DECOR](#), [Esquire](#), [Good Housekeeping](#), [Marie Claire](#), [Popular Mechanics](#), [Road & Track](#) and [Seventeen](#), as well as digital-only sites such as [Delish.com](#), a food site in partnership with MSN; and [RealBeauty.com](#). Hearst Magazines has published more than 150 applications and digital editions for the iPad, iPhone and iPod Touch, as well as the Android platform. In addition, the company includes [iCrossing](#), a global digital marketing agency.

About Homes Publishing Group

HOMES Publishing Group is Canada's leading publisher for the shelter market, with 18 titles. Beginning in 1985, HOMES Magazine was Canada's first new home guide for home buyers and pioneered the concept of new home buyer resource guides as alternative or complement to weekend newspapers. Spin off publications were added in 1998 and 1999, with Active Adult and Condo Life, the finest and most successful new condo purchase and lifestyle publication in North America. All three of these publications have garnered multiple awards as the continent's finest new home guides, from Housing Guides of America. HPG also produces consumer and trade books and web sites for the renovation, design, relocation and home show segments of the shelter market, as well as related Association member publications. The aggregate annual distribution of HPG publications is over 4 million copies, plus over 10 million on line page views per year.

About TC Media

As one of Canada's leading providers of media and marketing solutions, TC Media offers a comprehensive line of products and services and an integrated approach to activate customers' marketing. TC Media is one of Canada's largest media groups, reaching 18 million consumers through its multiplatform offering. The group, which has nearly 4,500 employees, owns several well-known consumer and business media brands that are leveraged across multiple platforms. TC Media is also the leading provider of local and regional information in Quebec and the Atlantic provinces through its extensive network of community papers and online portals. TC Media is the co-owner of the *Metro* weekday daily in Montreal and Halifax. It is also the leading door-to-door distributor of advertising material in Canada, with Publisac in Quebec and Targeo in the rest of Canada. TC Media is a leader in Canada's digital industry in terms of both media properties and online advertising representation. With its extensive network of more than 1,000 websites, TC Media reaches 13.7 million unique visitors per month in Canada. The group also offers interactive marketing solutions that harmonize strategy, content and multichannel distribution systems to build lasting relationships between brands and consumers. TC Media leverages its insights, marketing expertise and proprietary technology to anticipate and meet consumer needs using new interactive communication platforms: mobile, data analytics, email marketing, e-flyers and custom content and communications. TC Media is also active in book publishing and distribution and is the largest publisher of French-language educational resources in Canada.

TC Media is a brand of Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D), which has about 10,000 employees in Canada and the United States, and reported revenues of C\$2.0 billion in 2011. For more information about the corporation, please visit www.tc.tc.

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