

## **TC Media Ranks Top Canadian Email Provider**

*#1 in Canada in the Enterprise-Level Self-Service category of the  
2013 Red Pill Email Vendor Features & Functions Guide*

**Toronto, May 9, 2013** – TC Media is pleased to announce that its Email Marketing Solutions are ranked 1<sup>st</sup> in Canada and 3<sup>rd</sup> among all international email vendors in the Enterprise-Level self-service category of the *2013 Red Pill Email Vendor Features & Functions Guide* from Red Pill Email.

TC Media stands out among the elite vendors in North America because of the flexibility and scalability of its solutions, coupled with its strategic approach to email campaigns through extensive professional services, account management and analytics. TC Media's solutions allow marketers to consistently deploy successful email campaigns with the best user experience, a unique one-to-one approach and greater return on investment.

"We are committed to delivering our clients' communications to consumers' inboxes and providing expertise through our knowledgeable teams," said Mathieu Péloquin, Vice President, Marketing and Digital Marketing Solutions at TC Media. "Our ability to integrate promotional content and multichannel delivery allows our clients to reach more and more of their consumers on a day-to-day basis. We are proud of our first place ranking in Canada which reaffirms the strength of both our solutions and the quality of service we offer."

The survey of 62 international email vendors, ranging from mid-market to highly sophisticated high-volume email marketing tools, measured their technical product offerings and service options important to prospective users with 500 questions across the following eight (8) top-level categories: Pricing Options, Professional Services, Product Offerings, Deliverability & List Hygiene, Campaign Building & Workflow, Testing & Reporting, Third-Party Integration, and Training & Support.

View TC Media's short edition of the *2013 Red Pill Email Vendor Features & Functions Guide* [here](#).  
To view the official guide, click [here](#).

### **About TC Media**

Canada's leading provider of media and marketing activation solutions, employing about 4,000 people, TC Media reaches 24 million consumers in Canada through its integrated multiplatform offering that includes print and digital media, the production of magazines, newspapers, books and custom content, mass and personalized marketing, interactive and mobile applications, TV production and door-to-door distribution.



TC Media is a brand of Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D), which has about 9,500 employees in Canada and the United States, and reported revenues of C\$2.1 billion in 2012. Website [www.tc.tc](http://www.tc.tc)

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**For more information or interview requests:**

**Media**

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