



## FOCUS ON FACTS PUBLISAC

June 2016

**IN 1978**, TC Transcontinental launched its door-to-door flyer distribution activities. Today, TC Transcontinental is the leader in flyer distribution in Quebec. Publisac is a marketing tool that stimulates economic activity, an effective marketing vehicle for retailers, a relevant shopping aid for consumers and a product that is entirely recyclable.

### QUICK FACTS

- The Publisac bag is a convenient vehicle for bundling the flyer offering.
- Publisac is also used to deliver community newspapers to Quebec households providing relevant local content.
- Digital flyers typically play a complementary role to print flyers, according to a recent BrandSpark International survey.
- A pictogram is available to those wishing to opt out of the Publisac.



### ABOUT US

Canada's largest printer with operations in print, flexible packaging, publishing and digital media, TC Transcontinental's mission is to create products and services that allow businesses to attract, reach and retain their target customers.

Respect, teamwork, performance and innovation are strong values held by the Corporation and its employees. The Corporation's commitment to all stakeholders is to pursue its business and philanthropic activities in a responsible manner.

Transcontinental Inc. (TSX: TCL.A TCL.B), known as TC Transcontinental, has close to 8,000 employees in Canada and the United States, and revenues of C\$2.0 billion in 2015. Website [www.tc.tc](http://www.tc.tc)

### DID YOU KNOW?

#### PUBLISAC IS RECYCLABLE

The Publisac bag and its content are both recyclable. According to a 2014 CROP survey, 83% of Quebec households recycle the Publisac. When recycling, the bag must be separated from its content.

#### SHOPPERS WANT THE PRINT FLYER DELIVERED AT HOME

A recent BrandSpark International survey confirmed that 85% of households in Quebec utilize the print flyer on a regular basis for their shopping needs. In fact, 8 out of 10 shoppers prefer the print flyer delivered to their home.

#### PUBLISAC STIMULATES THE ECONOMY

Publisac is an effective marketing tool that stimulates economic activity. It highlights savings for shoppers, drives traffic to the store, and thus acts as a stimulus leading to retail purchasing activity at the consumer level.

## PUBLISAC BENEFITS TO THE CONSUMER – KEY POINTS

- Several thousand dollars can be saved annually by optimally using Publisac.
- Publisac is a shopping aid offering ease of use and minimal intrusion.
- Publisac is ideal for instant comparative shopping, helping consumers make informed decisions.
- Publisac provides awareness of new products coming on the market.
- Publisac brings consumer attention to seasonal items.
- Publisac delivers relevant local content such as community newspapers to Quebec households.

## FLYER READERSHIP – KEY POINTS

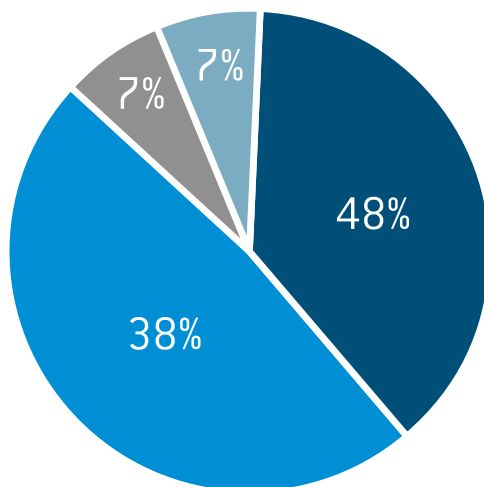
Across all age groups, the print flyer is the top flyer source in Quebec.

	Print	Digital	Flyer Apps
18-34	75%	42%	24%
35-49	86%	42%	19%
50+	89%	32%	12%

MILLENNIALS (18-34)  
USE PRINT FLYERS  
MORE THAN  
DIGITAL FLYERS.

Source: BrandSpark International 2015

## FLYER LANDSCAPE IN QUEBEC



Source: BrandSpark International 2015



- Print only users
- Users of more than one flyer type
- Digital or flyer app only users
- Non-flyer users

## CONTACT

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