



## **TC Media Brings Four Leading Magazine Titles to Newsstand**

iPad Editions of *Canadian Living*, *Coup de pouce*, *Elle Canada* and *ELLE Québec*  
Now Available

**Montreal/Toronto, December 18, 2012** – TC Media is happy to announce that iPad editions of four of its core, industry-leading consumer brands – *Canadian Living*, *Coup de pouce*, *Elle Canada* and *ELLE Québec* – are now available on Newsstand. All editions were developed in-house and include videos, audio clips, slideshows and other options that amplify content.

“Our iPad editions are yet another way TC Media is expanding its multiplatform offering, allowing current and new readers to enjoy our award-winning magazines,” commented Pierre Marcoux, Senior Vice President, Business and Consumer Solutions at TC Media. “Readers can expect to find the same inspiring and relevant content we have always offered in our print editions with exciting interactive features tailored for iPad.”

Readers who download any of the four magazine apps will receive a free issue preview and print magazine subscribers can also access a selection of issues using their existing subscriber credentials. The *Canadian Living*, *Coup de pouce*, *Elle Canada* and *ELLE Québec* apps are available for free from the App Store on iPad. Single issues can be purchased for C\$3.99 and annual subscriptions for C\$19.99, all via In-App Purchase.

Visit [www.itunes.ca/appstore](http://www.itunes.ca/appstore) or these sites:

[Coupdepouce.com/app](http://Coupdepouce.com/app)

[Ellequebec.com/app](http://Ellequebec.com/app)

[Canadianliving.com/app](http://Canadianliving.com/app)

[Ellecanada.com/app](http://Ellecanada.com/app)

**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:**

**English consumer magazines**

Erin Quinn  
Sr. Specialist, Marketing and Communications  
TC Media  
416.227.8249  
[erin.quinn@tc.tc](mailto:erin.quinn@tc.tc)

**TC Media**

Katherine Chartrand  
Internal and External Communications Director  
Phone: 514 392-2091  
[Katherine.chartrand@tc.tc](mailto:Katherine.chartrand@tc.tc)