

**Transcontinental Media Triples its Digital Network Audience in Less than a Year  
And  
Strikes an Exclusive Agreement to Represent About.com, CalorieCount.com and Netplaces.com in Canada**

MONTREAL, July 7, 2011 – [Transcontinental Media](#) is thrilled to announce that it is significantly growing its digital offering by taking over exclusive sales representation for [About.com](#), [CalorieCount.com](#) and [Netplaces.com](#) in the Canadian market, starting September 1<sup>st</sup>, 2011. With 5.8 million unique visitors per month in Canada<sup>1</sup>, About.com bolsters Transcontinental Media's digital network, which is now reaching 11.3 million monthly unique visitors, almost three times more than a year ago. Transcontinental Media will exclusively represent the entire Canadian ad inventory for About.com, CalorieCount.com and Netplaces.com, owned by The New York Times Company.

About.com's Web site features original content across nearly 900 topics spanning 24 vertical channels, in three million articles – all created by independent subject matter experts, and has made its mark as a trusted, valuable platform. About.com visitors are highly motivated information seekers who engage with both content and ads in order to find solutions to the large and small needs of everyday life<sup>2</sup>.

**New Opportunities for Canadian Advertisers**

Transcontinental Media is now offering advertising opportunities on About.com, CalorieCount.com and Netplaces.com, including standard IAB ad units, as well as high impact sponsorships and custom executions it is recognized for, in highly categorized environments. Thanks to this agreement, Transcontinental Media is also boosting up its portfolio in key categories. In addition to strengthening its leading position in the "Food" and "Home & Garden" categories, Transcontinental Media significantly increases its offering in the "Health" category as well as the "Automotive" category.

"We are proud to have become About.com's exclusive representation firm in the Canadian market" said Andrew Osmak, Vice President Business Development for the New Media and Digital Solutions Group at Transcontinental Media. "The combined power of trusted expert content and user-centric sites is what makes About.com an ideal environment for Canadian marketers to successfully engage consumers online. We are pleased to grow our presence in digital advertising representation with such premium brands and extend these new opportunities to our business collaborators".

Marc Goldberg, Senior Vice President of Business Development at About.com added "Transcontinental has an impressive footprint and extensive sale expertise in Canada. The solid relationships they have built over the years with Canadian marketers and their strength in multiplatform sales played a key part in our decision to give them full rights to our advertising inventory. We look forward to innovative, exciting executions through integrated marketing campaigns for Canadian advertisers, helping them connect with consumers at the moment of need."

<sup>1</sup> Comscore May 2011 Audience key measures

<sup>2</sup> Source: Insight Group 12/09



### **A Strong, Rapid Growth in Digital**

In the past year alone, Transcontinental Media has tripled its digital network audience and set the bar as a leader, both in terms of media properties and digital advertising representation. Transcontinental Media's digital offering comprises a portfolio of highly popular online destinations, including prestigious brands such as [ELLECanada.com](http://ELLECanada.com), [CanadianLiving.com](http://CanadianLiving.com) and [TheHockeyNews.com](http://TheHockeyNews.com), in addition to exclusive partnerships with some of the largest content publishers in North America such as Undertone, Ziff Davis and the About Group. Transcontinental Media is now reaching 11.3 million unique visitors per month in Canada through more than 1,000 websites, bringing its global reach to almost 1 in 2 Canadian Internet users.

### **About Transcontinental Media**

The fourth largest print media group in Canada, with more than 3,000 employees and annual revenues of \$608 million in 2010, [Transcontinental Media](http://TranscontinentalMedia.com) reaches, through its multiplatform offering, over 18 million consumers across Canada. The group is the largest publisher of consumer magazines and French language educational resources in Canada, and the largest publisher of local and regional newspapers in Quebec and the Atlantic provinces. Transcontinental Media publishes the weekday daily *Metro* in Montreal and Halifax. It is also the leading distributor of door-to-door advertising material in Canada, with Publisac in Quebec and Targeo in the rest of Canada. Transcontinental Media is distinguished by its custom publishing, mailing and customized email database, which allows marketers to connect efficiently with more than six million consumers. Thanks to a wide digital network of more than 1,000 websites, Transcontinental Media reaches 11.3 million unique visitors per month in Canada.

Transcontinental Media is a subsidiary of Transcontinental (TSX: TCL.A, TCL.B, TCL.PR.D) which has operations in Canada, the United States and Mexico, and reported revenue of C\$2.1 billion in 2010.

### **About the About Group**

The About Group comprises the Web sites [About.com](http://About.com), [ConsumerSearch.com](http://ConsumerSearch.com) and [CalorieCount.com](http://CalorieCount.com). [About.com](http://About.com) is a valuable platform for content that helps users solve the large and small needs of everyday life. [ConsumerSearch.com](http://ConsumerSearch.com) analyzes expert and user-generated consumer product reviews and recommends the best products to purchase based on the findings. [CalorieCount.com](http://CalorieCount.com) is an online resource that helps users solve the everyday challenges of losing weight and living a healthy lifestyle.

The About Group is part of The New York Times Company (NYSE: NYT), a leading media company with 2010 revenues of \$2.4 billion, includes The New York Times, the International Herald Tribune, The Boston Globe, 15 other daily newspapers and more than [50 Web sites](#), including [NYTimes.com](http://NYTimes.com), [Boston.com](http://Boston.com) and [About.com](http://About.com). The Company's core purpose is to enhance society by creating, collecting and distributing high-quality news, information and entertainment.

- 30 -

### **For more information or interview requests:**

Katherine Chartrand  
Director of Internal and External Communications  
Transcontinental Media  
Tel: (514) 392-2091  
[katherine.chartrand@transcontinental.ca](mailto:katherine.chartrand@transcontinental.ca)