

Transcontinental Media Announces Launch of a New Healthy Living Media Brand

Multiplatform Content Initiative Will Include a Magazine with a Targeted Circulation of over 400,000 Copies

TORONTO, November 17, 2011 – Transcontinental Media is proud to announce the launch of a dynamic new media brand called “**Juice**. *Healthy living, made delicious.*” that will bring to Canadians timely and relevant healthy living content across multiple channels. This multiplatform content initiative will launch across English Canada in April 2012, and will include: six issues per year of a full-size print magazine; a website; a daily and weekly e-newsletter; social media presence; and a comprehensive tablet experience – connecting with Canadians on their preferred media platform for information.

Canadians increasingly recognize the importance of healthy living and are actively seeking to make better lifestyle choices.¹ A leading Canadian research study shows that 87 per cent of Canadians believe that “there is a lot I can do with food and nutrition to prevent illness” and that 4 in 5 Canadians are “very concerned about the health of their families”², making the launch of this new brand highly relevant for today’s consumer. Aimed mainly at women – the household decision-makers – Transcontinental Media’s *Juice* will inform, inspire and enable consumers to achieve their healthy eating and lifestyle goals, delivering the right information in an engaging and direct way.

Editorial content will be developed, produced and distributed by Transcontinental Media, with the focus on providing consumers with delicious recipes and meal ideas, the latest nutrition news as well as practical health and financial advice. Pierre Marcoux, Senior VP, Business and Consumer Solutions Group at Transcontinental Media, stated: “We are thrilled to launch an integrated media brand that will be the must-have resource for Canadians wanting to achieve a healthier lifestyle. We expect it to be one of the most innovative publishing launches the Canadian market has seen in many years”.

Targeted Circulation from Day One

Unique to this launch, is a relationship with Canada’s largest grocery retailer, Loblaw Companies Limited. Thanks to this relationship, the magazine alone will have a tremendous initial circulation base of over 400,000 copies, composed of mailed copies to a large selection of Loblaw’s loyal customers and will also be available for purchase at select Loblaw banner stores and other retailer newsstands.

¹ Angus Reid Public Opinion online poll conducted of more than 1,000 Canadians on February 9, 2011
Survey finds 76 per cent of Canadians are making healthier eating choices than three years ago

² 2011 BrandSpark Canadian Shopper Study of over 36,000 Canadians



"We view this relationship as an ideal opportunity to give our loyal customers access to high-quality content that will help them learn how food and wellness can play an integral part in achieving a healthy lifestyle both for themselves and their families," commented Uwe Stueckmann, Senior VP Marketing at Loblaw. "Transcontinental Media is recognized for its strong media and digital assets, so we are pleased to utilize this content platform, helping our customers make the connection between healthy living information and the important role their grocery store can play in achieving their goals."

Lynn Chambers, Group Publisher at Transcontinental Media, added: "We have developed an innovative, multiplatform publishing model that will allow marketers a unique opportunity to link a mass advertising campaign to an in-store experience. I look forward to introducing this brand to our business partners as a powerful new way for them to reach a premium audience of high value grocery shoppers."

Healthy Living and Canadians

BrandSpark International's Robert Levy, President of the leading Toronto-based research firm, believes that there is an undeniable need in the market for this type of content: "Our research shows that over 3 in 4 Canadians are paying more attention to food labels and what they eat, so simple, credible and engaging information on healthy living will definitely be well received by them."

This new healthy living-focused media brand will bolster Transcontinental Media's extensive portfolio of well-established properties. Transcontinental Media reaches over 7 million women readers in Canada, which makes it the leader in reaching women in the country.

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](#) 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 300 websites, Transcontinental Media reaches over 10 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 and in the United States, and reported revenue of C\$2.1 billion in 2010.

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