



Press Release

For Immediate Release

Coup de pouce revamped... completely!

Montreal, October 9, 2012 – *Coup de pouce*, a TC Media brand, is proud to announce the complete redesign of its magazine and website coupdepouce.com. After months of work, the November 2012 issue of the all-new *Coup de pouce* is now available on newsstands. More 'with it' and richer than ever, it offers 300 pages of pure pleasure at the incredible price of \$1.99.

"TC Media is continually investing in its premium brands in order to offer them on multiple platforms and upgrade them to better meet the needs of consumers and advertisers," says Lise Paul-Hus, Publisher and Vice President, Consumer Solutions, Montreal. "The steady growth in the *Coup de pouce* readership over the past several years testifies to the brand's ability to reflect readers' interests and stay in tune with their fast-changing world. To keep this forward momentum, the brand has been completely revamped and we are proud to unveil the results of our work today."

What's new

Coup de pouce has been made over from the first page to the last: it now has **whiter paper**¹ and a **streamlined** and more contemporary **design**. It also has **more dynamic content, entertaining and informative columns, inspiring photos** and a **totally revamped look**.

- The magazine has a **new tag line**: "*Coup de pouce* : la vie, en plus facile"
- The **fashion-beauty sections** have been improved and now profile trendier but still very accessible choices.
- A **kitchen section** suggests menus and recipes for weekday meals, and for foodies of course!
- The **home décor** section is more design-oriented and full of smart, inspiring and affordable ideas.
- Plus, new columnists have joined the team, namely actor **Catherine Trudeau** (*Besoin d'air*) and journalist **Diane Bérard** (*Besoin d'aide*). Other new columns such as *Un chef s'il vous plaît*, *Une styliste s'il vous plaît*, *Une designer s'il vous plaît* (by **Paule Bourbonnais**) have been added to round out the content.

The website

The coupdepouce.com website is where you go to simplify your life! The team has come up with a **new design** that parallels the changes to the magazine, including a more contemporary and streamlined platform.

¹ TC Transcontinental has an eco-paper purchasing policy that encourages the use of papers that are certified by a sustainable forest management system. For more info about the policy, see our sustainability site at TCTranscontinental-ecodev.com.

- The site has a new “personalities” sub-page at www.coupdepouce.com/vacances-fetes/personnalites that meshes the online content with the magazine content, adding extras to the magazine interview.
- The **newsletters** have been reworked, as has the **mobile site**, so that all the *Coup de pousse* brand platforms have the same visual identity, for greater coherence.

“Excited and nervous both, that’s how I feel after months of working on revamping a magazine that already has a dedicated readership,” said Sylvie Poirier, Interim Chief Editor and Director of Multi-Brand Content. “I can only salute the professionalism and passion of every member of the team. The results make us proud and I’m certain that this new environment, more streamlined and contemporary, will please our *Coup de pousse* community... and our partners!”

The new features have been integrated with the same rigour, passion and excellence that make *Coup de pousse* a trusted and inspiring source for its well-informed and demanding readership.

Revealing studies

Before embarking on the redesign of the *Coup de pousse* brand, the team had **CROP** conduct an exhaustive study to measure changes in the elements that strike a chord with Quebec women. The survey provided essential data, showing that over the past three years behaviours have greatly changed... so it was time for *Coup de pousse* to change too! In addition, **Ad hoc recherche** conducted several surveys of female readers, ex-readers and magazine readers, as well as advertisers, to gain a better understanding of the audience and improve the brand’s ability to accompany, inform and inspire its audience. The surveys revealed a strong attachment to *Coup de pousse* which is considered a credible and reassuring ally in dealing with the twists and turns of daily life.

About *Coup de pousse*

Quebec’s Number 1 magazine and website with more than 1.1 million² loyal readers and 317,000 unique visitors per month³, *Coup de pousse* has been the flagship publication of the Quebec magazine industry for 28 years. Known as a practical magazine *par excellence*, *Coup de pousse*, supported by a passionate, curious and creative team, has always been true to its mission of accompanying women in their lives at work and at home as they deal with the challenges of change in our fast-paced society.

About TC Media

One of Canada’s leading providers of media and interactive marketing solutions, TC Media offers a comprehensive line of products and services and an integrated approach to activating customers’ marketing. TC Media is one of Canada’s largest media groups, reaching 22 million consumers through its multiplatform offering. The group, which has about 3,800 employees, owns a number of major consumer and business media brands that are leveraged across multiple platforms. TC Media is also the leading

² Source: PMB Fall 2012, 12+

³ Average per month between September 2011 and August 2012. Source: ComScore

provider of local and regional information in Quebec and the Atlantic provinces through its extensive network of community papers and online portals. It is owner of the *Métro* weekday daily in Montreal and co-owner of *Metro* Halifax. It is also the leading door-to-door distributor of advertising material in Canada, with Publisac in Quebec and Targeo in the rest of Canada. TC Media is a leader in the digital industry in Canada in media properties and online advertising representation. With its extensive network of more than 3,500 websites, TC Media reaches 18.7 million unique visitors per month in Canada. The group offers interactive marketing solutions that harmonize strategy, content and multichannel distribution systems to build lasting relationships between brands and consumers. TC Media also employs its expertise and proprietary software to anticipate and meet consumer needs by means of the new interactive means of communication: mobile, data analytics, email marketing, e-flyers and custom content and communications. TC Media is also active in book publishing and distribution and is the largest publisher of French-language educational resources in Canada.

TC Media is a brand of Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D), which has about 10,000 employees in Canada and the United States, and reported revenues of C\$2.0 billion in 2011. For more information about the corporation, please visit www.tc.tc.

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