



The brand-new *Coup de pouce* is a great success!
More than 79,000 newsstand copies sold.

Montreal, December 4, 2012 – The November 2012 issue of the magazine *Coup de pouce*, one of TC Media's core brand, has completely vanished from store shelves and achieved extraordinary newsstand success, racking up 79,259 sales in addition to its 173,945 monthly subscriptions. The November issue marked the introduction of the brand-new *Coup de pouce*, bringing its readers a more streamlined layout, more dynamic content, entertaining and informative articles, inspiring photos and a totally new look. Plus, these exceptional figures don't cover the higher traffic to the coupdepouce.com website, which was revamped like the magazine, and which had over 3 138 060 page views in October.

In addition to selling out from stores, and the sales generated, the relaunch of the *Coup de pouce* brand attracted 23,000 new subscribers. This resounding success shows the power and ability of magazines to adapt to market trends and Quebecers' needs of information and entertainment. In a continually evolving industry, *Coup de pouce* has maintained its momentum and is still and always delighting its readers.

"These successes are the result of the outstanding work done by the *Coup de pouce* team, and particularly the one of its Editor-in-chief by interim and content development director, Sylvie Poirier, who guided the project with great skill from the very beginning," said Lise Paul-Hus, Publisher and Vice President, Consumer Solutions, Montreal for TC Media. "We are very proud to see that we were able to change while remaining close to our female and male readers. It is a great mark of their loyalty and trust in us."

More timely and voluminous than ever, the all-new *Coup de pouce* offered 300 pages of pure pleasure. The marketing of this issue was built around a major advertising campaign deployed on multiple channels: TV, radio, billboards and online. The restyling of the *Coup de pouce* brand was also supported by a public relations campaign to ensure that advertisers and partners had a good grasp of the changes being made to the magazine. You can still get the digital version of this issue [here](#).

About TC Media

One of Canada's leading providers of media and 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 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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