

TC Media launches new magazine in collaboration with Véronique Cloutier

Montreal, March 12, 2013 – TC Media is once again breaking new ground by partnering with the talented Véronique Cloutier to launch a new women’s magazine called *VÉRO*. This quarterly magazine will be on newsstands throughout Quebec starting next fall, and will target passionate, active women who want to feel good about themselves, who treasure time with their families and have a zest for life.

Like the woman who inspired it, the new magazine will have a vivacious, energetic style. The look will be sophisticated yet accessible, with a lively and relevant tone. Embodying the values and principles that Véronique Cloutier lives by, the magazine will take a generous and intimate look at the world women are living in today. It will touch on the pleasures of life, entertaining, sharing, helping.

“*VÉRO* magazine is a natural fit for us and will enrich our portfolio of publications for women by showcasing the unique personality and values of Véro, one of the most respected and admired women in Quebec,” said Lise Paul-Hus, Group Publisher and VP, Consumer Solutions Montreal for TC Media. “We are very pleased to launch this magazine, which is sure to become staple reading for the women of Quebec, an opportunity to share special and intimate moments with Véro, and another way for her to engage with her audience. We greatly appreciate Véro’s confidence in this project.”

“What an honour to have my own magazine!” said Véronique Cloutier. “An opportunity to capture the beauty of the world on the printed page, and to share favourite things, thoughts, small pleasures, it’s just fantastic! And it’s even more uplifting since I have an experienced partner like TC Media to support me in such an exciting new venture.”

TC Media’s proven ability to reach women through its brands, together with Véronique Cloutier’s visibility and credibility in Quebec, bode well for the magazine’s success. As the owner, publisher and content creator of *VÉRO*, TC Media will also use its expertise and the strength of its media network to promote this new publication and connect with Quebec readers. Every month, TC Media reaches over 6 million Quebec consumers through its multiplatform offering, as well as 2.9 million readers through its magazines¹.

VÉRO will be headed by Sylvie Poirier, former editor-in-chief of a number of high-profile women’s magazines such as *ELLE Québec*. Véronique Cloutier’s role will be that of inspiration and “muse-in-chief” for this new magazine bearing her name.

¹ PMB Fall 2012 – Adult 18+

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.

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