

**Press release**  
*For immediate release*

## **CANADIAN LIVING'S SEPTEMBER ISSUE UNVEILS A FRESH NEW LOOK**

*On Newsstands August 5, 2013*

**Monday, July 22, 2013 (Toronto, ON)** – *Canadian Living* is proud to unveil its highly anticipated multiplatform brand refresh. The new look of *Canadian Living* includes extensive updates to the content in the magazine, on the website, as well as exciting new photography and an updated logo. The always popular September issue also features a unique cover execution showcasing four sequential covers complete with cover lines and focused on the brand's main editorial pillars: Food, Style, Health and Home. These special covers will be available in both newsstand and subscriber copies. In addition, just in time for back-to-school, the September issue is poly-bagged with a bonus issue of *Canadian Living Moms* – a special 32 page supplement just for moms with 13 smart toys for young minds, brain boosting power foods and easy back to school lunches kids will love.

Recently named 2013 Magazine of the Year\* by the Canadian Society of Magazine Editors, *Canadian Living* welcomed newly appointed group publisher Caroline Andrews along with new editor-in-chief Jennifer Reynolds, new art director Stephanie White, and Digital Product Director Andrea Kolber to reinvigorate the #1 magazine with Women 18+ in English Canada\*\*.

"Over the last several months, we reached out to thousands of Canadians, both current readers and non-readers to find out what they wanted more of, less of and what topics were on their minds," said Vice President and Group Publisher, Consumer Solutions, Toronto and Vancouver, Caroline Andrews. "Their feedback inspired us to bring a fresh new perspective to every aspect of the brand. I am confident our long-standing readers will continue to find everything they've always loved about *Canadian Living*, and new readers will be impressed with the evolution of this beloved Canadian brand."

The magazine and website deliver even more fashion and beauty finds, new columnists, bloggers and health experts, relevant editorial about sex and relationships, valuable tips for busy moms, easy home decor solutions, timely life news and topical buzz as well as inspiring travel stories and mouth-watering original photography for every Tested Till Perfect recipe. Throughout the print, digital, mobile and social channels of *Canadian Living*, this refresh will create a more seamless, unified 360-degree brand experience regardless of how you connect with our content each day.

### **September Issue Editorial Highlights Include:**

**FOOD:** 30 easy meals for every day of the month with downloadable shopping lists and 9 online how-to videos.

LIFE: New columnists Marc and Craig Kielburger share ways to raise caring, thoughtful kids.

STYLE: Four ways to wear the printed pant and fun nail art to do at home.

HOME: Sofa makeovers in 5 minutes and Reno tips for real life.

HEALTH: A how-to running guide and easy ways to add more years to your life.

*Canadian Living* is supporting this refresh with advertising campaigns in newspapers, magazines and on television, promotions with key retailers, and special offers extended to new subscribers. *Canadian Living* editors will be featured on the Marilyn Denis show on CTV on Tuesday, July 23<sup>rd</sup> and Jennifer Reynolds will be going on a cross Canada media tour travelling to several cities this summer to meet readers, and talk about the exciting changes in the September issue. *Canadian Living* is also announcing its first-ever *Canadian Living PhotoFest* – a special online initiative August 16th-18th. Highlighted with a double page spread in the September issue of *Canadian Living*, #CLPhotoFest invites readers, friends, and followers to send photos about what it means to be Canadian. All photos received will help to create an extraordinary interactive mosaic map of Canada to be featured in the magazine. Visit [canadianliving.com/photofest](http://canadianliving.com/photofest) for more details.

The September issue of *Canadian Living* is available at a special price of \$2.99 on newsstands across Canada on Monday, August 5<sup>th</sup>.

**Find Canadian Living online:**

[www.Canadianliving.com](http://www.Canadianliving.com)

[facebook.com/canadianliving](https://facebook.com/canadianliving)

[@canadianliving](https://twitter.com/canadianliving)

[#CLPhotoFest](https://twitter.com/CLPhotoFest)

\* Winner 2013 Editor's Choice Award for Large circulation

\*\*PMB Spring 2013

**About TC Media**

*Canadian Living* is published by TC Media, one of 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.

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