

# styleathome

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## ***Style at Home* Launches Limited Edition Home Decor Line**

**Tuesday, September 4, 2012 (TORONTO, ON)** – *Style at Home*, Canada's No.1 subscribed to home decor magazine\*, is launching its very own line of stylish and affordable kitchen, bath, bedroom and home decor items. In celebration of the magazine's 15<sup>th</sup> anniversary, the *Style at Home Limited Edition Collection* goes on sale today, exclusively at [styleathome.com/shop](http://styleathome.com/shop).

Editor-in-chief, Erin McLaughlin and the *Style at Home* design team created 50 effortlessly elegant items that mix and match beautifully, and range in price from \$35 to \$150. The line includes luxurious duvet cover sets, perfect pillows, plush Egyptian cotton towels, mix and match bedding, linens and ceramic kitchen accessories that function for display, entertaining or both. These key pieces are wonderful finishing touches for any room and help take the guesswork out of decorating.

"We purposely designed a select line of must-have decor items that I know *Style at Home* readers will love," commented Erin McLaughlin. "Designed to be simple, chic and timeless, these are pieces that will instantly transform any room into a magazine-worthy space and will allow our readers to incorporate the *Style at Home* brand into their homes."

The *Style at Home Limited Edition Collection* is only available at [styleathome.com/shop](http://styleathome.com/shop) and one lucky winner will be eligible to win an entire bedroom collection. The Win This Look contest launches today and complete details can be found at [styleathome.com/bedroom](http://styleathome.com/bedroom). The 15<sup>th</sup> anniversary October issue of *Style at Home* hits newsstands across Canada on September 10.

For further information or to arrange an interview with *Style at Home* editor-in-chief Erin McLaughlin, please contact Erin Quinn at 416.227.8249 or [erin.quinn@tc.tc](mailto:erin.quinn@tc.tc).

## About *Style at Home* and TC Media

Canada's *Style at Home* magazine is designed for Canadians who love their homes and want to enhance their personal living spaces. The brand inspires and empowers readers to decorate their homes in a way that reflects their own personal style. *Style at Home* is published by 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 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](http://www.tc.tc).

\* #1 subscribed-to home décor magazine (PMB Fall 2011)