

TC Media Releases Consolidated Media Reports for Canadian Living, ELLE Canada & The Hockey News

First Canadian Magazine Publisher to Present Audited Multichannel Metrics from the Alliance for Audited Media

TORONTO (April 2, 2013) – [TC Media](#) is the first Canadian magazine publisher to unveil Consolidated Media Reports (CMRs) for three of its leading brands. Available today from the [Alliance for Audited Media](#), the new custom reports for [ELLE Canada](#), [Canadian Living](#) and [The Hockey News](#) disclose an audited brand universe and convey a unique story for each brand. CMRs demonstrate overall reach to clients and agency partners by featuring data across media channels, including print, web, mobile, e-newsletters, apps, and social media on a single audit report issued by AAM (formerly the Audit Bureau of Circulations).

“The CMR is a completely new way for us to report data by bringing to light the evolution of our leading consumer magazines into multiplatform media brands and showcasing their total footprint,” commented Chris Purcell, vice president of consumer marketing at TC Media. “Our goal was to capture audited information on our publications, making it easier for advertisers to grasp the depth of our brand extensions and universe. Moving forward, we see this new offering from the AAM as the industry standard, and we wanted to be at the forefront of this change in Canadian publishing.”

Use of the CMR has been growing in Canada and the U.S. over the past few years. In the U.S., more than 100 titles are using the report, including magazines such as *National Geographic* and *The Economist*. In Canada, the *National Post* and *Canadian Underwriter* were among the first newspapers and business publications to release CMRs. These reports help meet media buyers’ need to have a complete, transparent picture of how consumers are reading print magazines and engaging with a brand through its multiple channels.

“TC Media’s CMRs will be a very effective way for agencies to get complete and accurate analysis of all brand touch points, not just magazines in the print form,” said Mary Minos, VP Group Director of Strategy at OMD Canada. “For those of us who work in advertising and particularly responsible for strategy development, this is a huge step forward in the way we do business with publishers.”

“In a marketplace where media platforms continue to evolve, offering advertisers accurate, audited data is imperative, and the CMR is the best way for them to get a better sense of a publication’s true audience,” said Joan Brehl, AAM Canada vice president and general manager. “We are delighted to see TC Media take the lead on this new reporting model, and congratulate them on simultaneously releasing three reports today.”

The three reports showcase digital data for the month of December 2012. Highlights include:

[Canadian Living](#)

- Total brand universe: 3,801,949
- Total average paid and verified circulation: 513,027
- Total page views on canadianliving.com: 9,599,631
- Total mobile media page views: 164,679
- Total e-newsletters subscribers opt-in: 594,028
- Special interest publications: 50,224 average single-copy sales

ELLE Canada

- Total brand universe: 493,640
- Total average paid and verified circulation: 130,722
- Total page views on ellecanada.com 1,219,331
- Total mobile media page views: 157,015
- Total e-newsletter subscribers opt-in: 89,054
- Facebook: 35,070 likes
- Twitter: 24,812 followers

The Hockey News

- Total brand universe: 414,369
- Total average paid and verified circulation: 100,058
- Total page views on thehockeynews.com: 1,300,763
- Total mobile media page views: 1,323,371
- Facebook: 32,703 likes
- Google+: 78,865 circle members
- Twitter: 125,904 followers

The *Canadian Living*, *ELLE Canada* and *The Hockey News* reports are custom designed by TC Media to distinctly reflect all three brands, with detailed charts, graphics, and a clear understanding of where consumers are interacting with each brand. Moving forward, the report will be updated on a six-month basis, and will incorporate data from new platforms as they become available.

In the coming year, the total universe for other brands in the TC Media portfolio will also be released in the same format.

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

About the Alliance for Audited Media

The Alliance for Audited Media (AAM) is a not-for-profit organization that connects North America's leading media companies, advertisers and ad agencies. Founded in 1914 as the Audit Bureau of Circulations, the AAM is a preeminent source of cross-media verification and information services, providing standards, audit services and data critical to the advertising industry. The organization independently verifies print and digital circulation, mobile apps, tablet and website analytics, social media, technology platforms and audience information for newspapers, magazines and digital media companies in Canada and the U.S. To learn more about the Alliance for Audited Media, visit the [AAM website](#).



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For more information or interview requests:

TC Media

Katherine Chartrand

Director of Internal and External Communications

Telephone: 514 392-2091

katherine.chartrand@tc.tc

Alliance for Audited Media

Rachael Battista

Telephone: 224 366-6365

rachael.battista@auditedmedia.com

Susan Kantor

Telephone: 224 366-6432

susan.kantor@auditedmedia.com