

TC Media launches its brand new magazine: *VÉRO*

Available on newsstands throughout Québec from September 20

Montreal, September 18, 2013 – [TC Media](#) is pleased to announce the official launch of [VÉRO](#) magazine. The first issue will be on sale at newsstands throughout Quebec on September 20. The much-awaited magazine, with a circulation of 120,000, was developed in cooperation with Véronique Cloutier and will offer rich and relevant content that reflects her personality and vivacity. *VÉRO* will also be on the Web at [veromagazine.ca](#) and on iPad. The magazine was unveiled in Montreal this evening, with Véronique Cloutier attending of course, along with Ted Markle, President of TC Media, and Patrick Marsolais as master of ceremonies.

The visual and editorial quality of *VÉRO* is top-notch and its pages are inspired by the values and interests of its muse. The magazine's style is elegant and sparkling, simple and contemporary, and creates an inviting world that has something for women in every area of their lives. Readers will find special sections that include *Nos buzz*, *Femmes club*, *Psycho* and *Carnet pratique*. The pros who help Véro in her daily life will also reveal their secrets: her stylist, makeup artist, trainer and mother will each have regular pages in the fashion, beauty, health and home entertaining sections of the magazine. Men will also find content that appeals to them in the *Planète hommes* section. Élise Castonguay, psychologist, Vincent Marissal, columnist, Patrick Marsolais, host, and Marilou, from *Trois fois par jour*, will also be regular contributors to the magazine.

"TC Media is very proud to be associated with Véro, one of the most admired and respected women in Quebec, and to have worked with her to launch her magazine," says Lise Paul-Hus, Publisher and Vice President, Consumer Solutions Montreal at TC Media. "As experts in content creation and multiplatform media solutions, we were well positioned to develop this new brand on three separate media platforms, thereby enhancing our brand portfolio and strengthening our presence among women."

"After hours and days of work, I can finally unveil my magazine! What a delight! Working on the first issue was a highly enriching experience for me and I want to thank the fabulous team at TC Media for their collaboration and support in this magnificent adventure," said Véronique Cloutier.

The first issue of *VÉRO*

VÉRO offers 180 pages of pure pleasure and entertainment on the theme of *La vie à la folie!* – it's a fabulous life! The *VÉRO* logo, stamped in bright silver, perfectly reflects the style of the magazine. On the cover of the very first issue, Véro, who is a favourite with Quebec women and the magazine's muse, is shown celebrating the very first issue of her magazine. The cover also introduces a new augmented reality app, *Layar*¹, which readers can use to watch a behind-the-scenes video of Véro preparing for the cover photo shoot.

¹ A note on the cover tells readers how to download and use the app.

VÉRO magazine on the Web

Online readers will be able to access some of the magazine's content at veromagazine.ca, which will direct them to the new *Magazine* tab on Véro's website. On social media, Véro will use her personal accounts to share content and news specific to the magazine via the hashtag (#) veromagazine.

Availability and format

Printed on eco-certified² and recyclable matte paper that has a silky feel, *VÉRO* is available on newsstands only in Quebec. By late September, there will be an iPad version on the Apple Newsstand and readers will be able to subscribe to the four issues of *VÉRO* only in the tablet version. Upcoming issues of *VÉRO* will be published in November 2013, February 2014 and May 2014.

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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Visit www.tc.tc for all the visual materials for the launch of *VÉRO magazine*: the magazine cover and inside pages, photo of Véronique Cloutier and official photo of the event.

For more information or interview requests:

Media

Katherine Chartrand

Director of Internal and External Communications, TC Media

Telephone: 514-392-2091

Katherine.chartrand@tc.tc

² Certification: FSC = SW-COC-000952