

For immediate release

MORE.CA WEBSITE READY TO BECOME NUMBER ONE
ONLINE DESTINATION FOR CANADIAN WOMEN 40-60

Toronto, July 31, 2008 – Transcontinental Media is pleased to launch [More.ca](#), a new website targeting Canadian women 40-60 seeking the inspiration and support to live their lives with confidence and passion. Already a highly trusted brand, More.ca will maximize the magazine's authority online, while providing visitors with opportunities to create their own content.

"More.ca's target audience wants to see the experience of women in the 40-60 age group reflected online, so we have created a robust site with a dedicated Web editor, exclusive Web content, and moderated user-generated content," explains Catherine Gray, Product Director, English Consumer Websites, Transcontinental Media.

Initially, the site will have 30% fresh web-exclusive content and build to a higher percentage over the first year.

A site built on six pillars

Linda Lewis, editor-in-chief of *More*, states: "I'm thrilled to introduce [More.ca](#) as an extension of the great conversation that we've begun with smart, grown-up Canadian women. Now readers can find old favourites and new content online, as well as share their stories with each other."

More.ca's service content will thus centre on six pillars: **Attitude, Body & Mind, Relationships, Style, Travel & Adventure** and **Work & Money**.

New features and platforms that will be introduced over the coming months include:

- visitor reviews of books, restaurants, travel, movies
- a "View from Her" section inviting online readers to contribute their stories, share their experiences, and create a viral network (this section will also be supported by contests)
- viral tools to help visitors spread the word about the new site
- blogs and forums

The launch will be promoted with a page spread in the print magazine, as well as an email push to MochaSofa newsletter subscribers (135,893) and the current More.ca list of over 25,000 subscribers.



New platforms for advertisers

This opens new and interesting opportunities for advertisers wishing to reach out to this target audience with an **integrated campaign** that includes both print and Web.

“There are various options for advertisers on the site, including **product placement, sponsorship of contests, channels or subchannels**, as well as **leaderboard, big box** and **partner button** placement. The site and any sponsored features or contests will be promoted every month on a full page in the magazine, along with related web throws throughout the magazine,” comments Gray.

The magazine has enjoyed huge success since its launch in March 2007, having achieved a circulation of 140,000 in just a few short months. With the new website, the **online audience is expected to grow just as rapidly**.

About Transcontinental Media

Transcontinental Media is a leading media and marketing company providing access to strategic communities of interest that reflect your target consumer segments. Numbering over 3,000 employees, Transcontinental Media achieved \$633 million in revenues in 2007.

The Digital Media Group reaches over 4.3 million Canadians thanks to more than 200 quality websites featuring rich content and frequent updates. The Group currently includes:

CanadianLiving.com
Recettes.gc.ca
CoupdePouce.com

DecorMag.com
ElleCanada.com
ElleQuebec.com

TheHockeyNews.com
LesAffaires.com
theTelegram.com

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