

TC Media signs a digital advertising representation agreement with Télé-Québec

MONTREAL, May 27, 2014 – [TC Media](#) is pleased to announce that it is further developing its digital network and has been asked to represent the website [telequebec.tv](#). Télé-Québec's website, which includes a high traffic video section with more than 1,500,000 video connections per month, receives an average of 562,000 unique visitors and six million page views each month. The agreement provides for exclusive Canada-wide representation for [telequebec.tv](#), including sites that are very popular with the general public, such as cooking shows, which are much enjoyed for their excellent content and simple and easy tree structures. Furthermore, Redux Media, as TC Media subsidiary in Web representation, has also been contracted to monetize the unsold advertising inventory of Télé-Québec websites.

"TC Media is very pleased to add Télé-Québec to its portfolio and to be able to offer such an impressive inventory, especially in the food category," said Patrick Lauzon, Senior Vice President, Interactive Marketing Solutions, TC Media. "This new agreement with [telequebec.tv](#) complements our existing portfolio, which offers agencies and advertisers targeted access to the 10.5 million Canadians we reach every month."

"We wanted to work with a partner who has an excellent website portfolio and a high-quality advertising inventory. TC Media can count on the strong advertising network of Redux Media, which will give us good visibility at the national level," said Marie-Pier Mailhot, Sales, Creative and Marketing Director for Télé-Québec

TC Media is a leader in the cooking category in Québec. Its portfolio includes [recettes.qc.ca](#), which is top-ranked in its category according to comScore, representation of [Metro.ca](#), and many websites with a food and cooking component, such as [coupdepouce.com](#). The [telequebec.tv](#) audience is much prized, as it consists mainly of adults age 25-54 with higher levels of education, as well as the very engaged community for cooking shows such as *À la Di Stasio* ([aladistasio.telequebec.tv](#)) which draw in new viewers every month.

About TéléQuébec.tv

Télé-Québec is Québec's public television station with an educational and cultural mission. It offers unique programming designed to develop a desire for learning, foster the acquisition of knowledge, encourage reflection, promote arts and culture and reflect the regional realities and diversities of Québec society. In addition to its headquarters in Montreal, the Corporation has 10 regional offices. [www.telequebec.tv](#)

About TC Media

Canada's leading provider of media and marketing activation solutions, employing over 3,500 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, and door-to-door distribution.

TC Media is a division of Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D), which has over 9,000 employees in Canada and the United States, and revenues of C\$2.1 billion in 2013. Website [www.tc.tc](#).

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