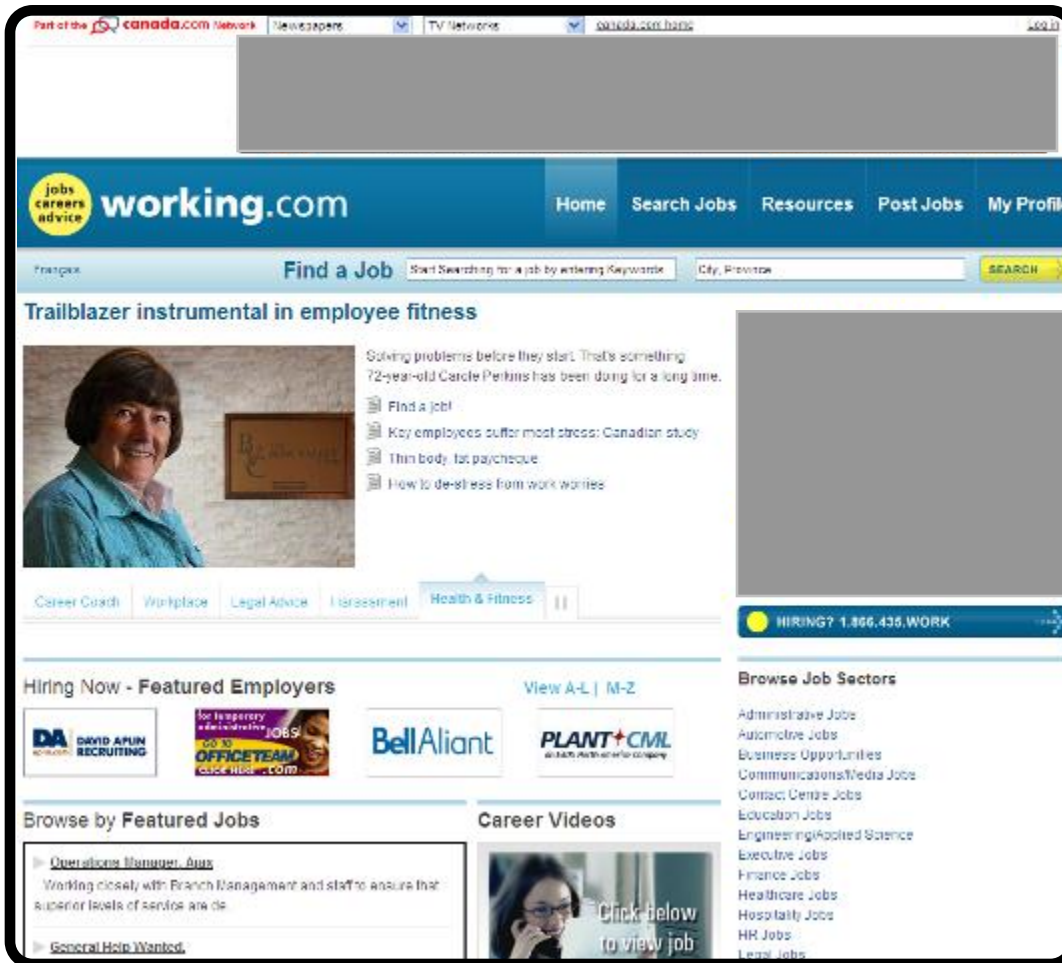


FAST FACTS

Unique Visitors: 436,000

Page Views: 4 Million



Visitor Profile

	<u>%</u>	<u>Index</u>
GENDER		
Men	46%	94
Women	54%	106
AGE		
Under 18	8%	45
18-24	6%	67
25-34	22%	124
35-44	28%	156
45-54	19%	115
55+	16%	82
REGION		
BC	20%	147
Prairies	30%	170
Ontario	39%	104
Quebec	9%	37
Atlantic	2%	28
HHLD INCOME		
\$60K+	65%	111
\$75K+	44%	97
\$100K+	28%	108

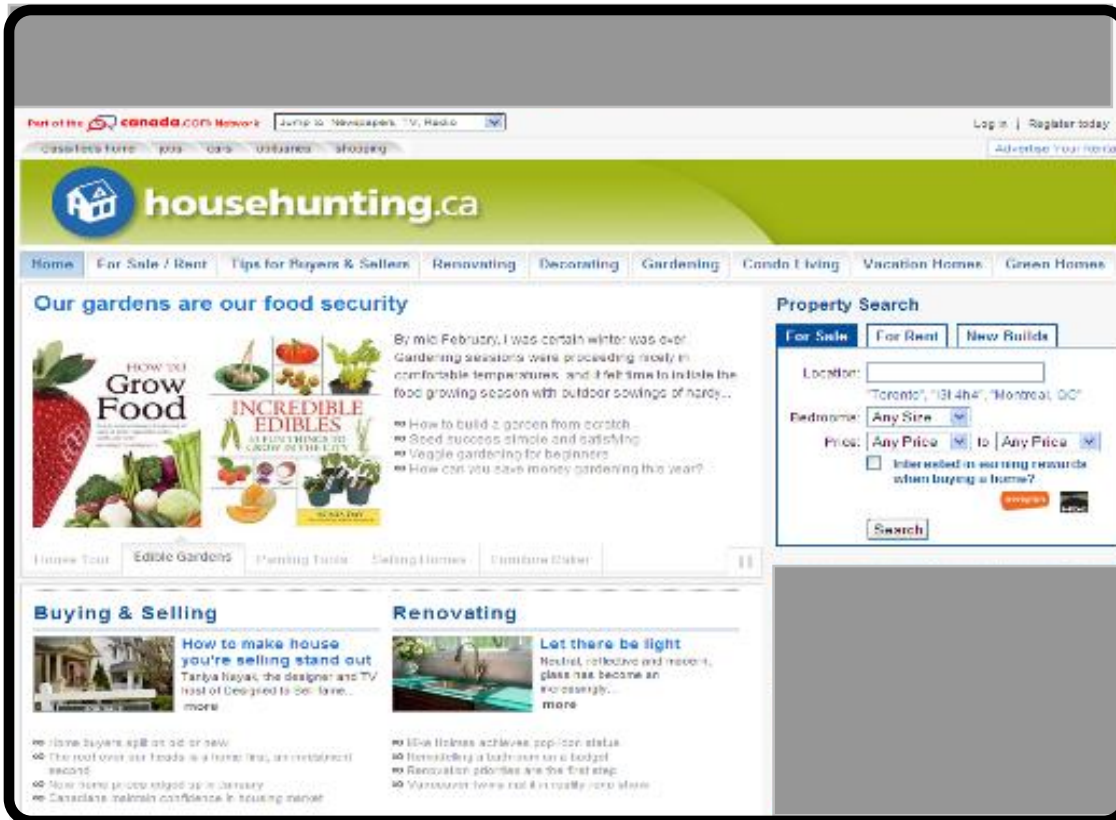
<http://www.working.com>

POSTMEDIA INTEGRATED ADVERTISING

FAST FACTS

Unique Visitors: 142,000

Page Views: 1 Million



Visitor Profile

	<u>%</u>	<u>Index</u>
GENDER		
Men	40%	82
Women	60%	118
AGE		
Under 18	7%	37
18-24	5%	58
25-34	22%	121
35-44	19%	106
45-54	23%	134
55+	24%	126
REGION		
BC	24%	179
Prairies	28%	156
Ontario	39%	104
Quebec	7%	28
Atlantic	2%	32
HHL D INCOME		
\$60K+	67%	115
\$75K+	48%	106
\$100K+	28%	108

User's flock to Postmedia Network's **Homes Channel** for updated listings, news, and great articles on the housing and condo industry. Powered by **Househunting.ca**, advertisers can align with a National brand but reach the local consumer within an environment they know and trust.

<http://www.househunting.ca>

POSTMEDIA INTEGRATED ADVERTISING

FAST FACTS

Unique Visitors: 310,000

Page Views: 5 Million



The screenshot shows the remembering.ca website interface. At the top, it says 'Part of the canada.com Network' and 'Jump to: Newspapers, TV, Radio'. The main header features the remembering.ca logo and tagline. A sidebar on the left allows users to 'Choose your city to search in' with options like Vancouver, Victoria, Edmonton, etc. The main content area displays a large article titled 'Actress Elizabeth Taylor dead at 79' with a photo of Taylor and a caption: 'Hollywood legend Elizabeth Taylor, who rose from child actor to become one of Hollywood's most talented actresses with a tumultuous life, died on Wednesday at age 79, her publicist said.' Below this are smaller tributes for Jane Russell and Helen Stenborg. A 'Tributes' section at the bottom shows tributes for Fred Rogers and Elizabeth Taylor.

Visitor Profile

	<u>%</u>	<u>Index</u>
GENDER		
Men	49%	99
Women	51%	101
AGE		
Under 18	5%	27
18-24	4%	41
25-34	10%	53
35-44	19%	104
45-54	26%	153
55+	37%	192
REGION		
BC	20%	150
Prairies	33%	184
Ontario	38%	101
Quebec	7%	30
Atlantic	N/A	N/A
HHLD INCOME		
\$60K+	71%	123
\$75K+	49%	106
\$100K+	25%	97

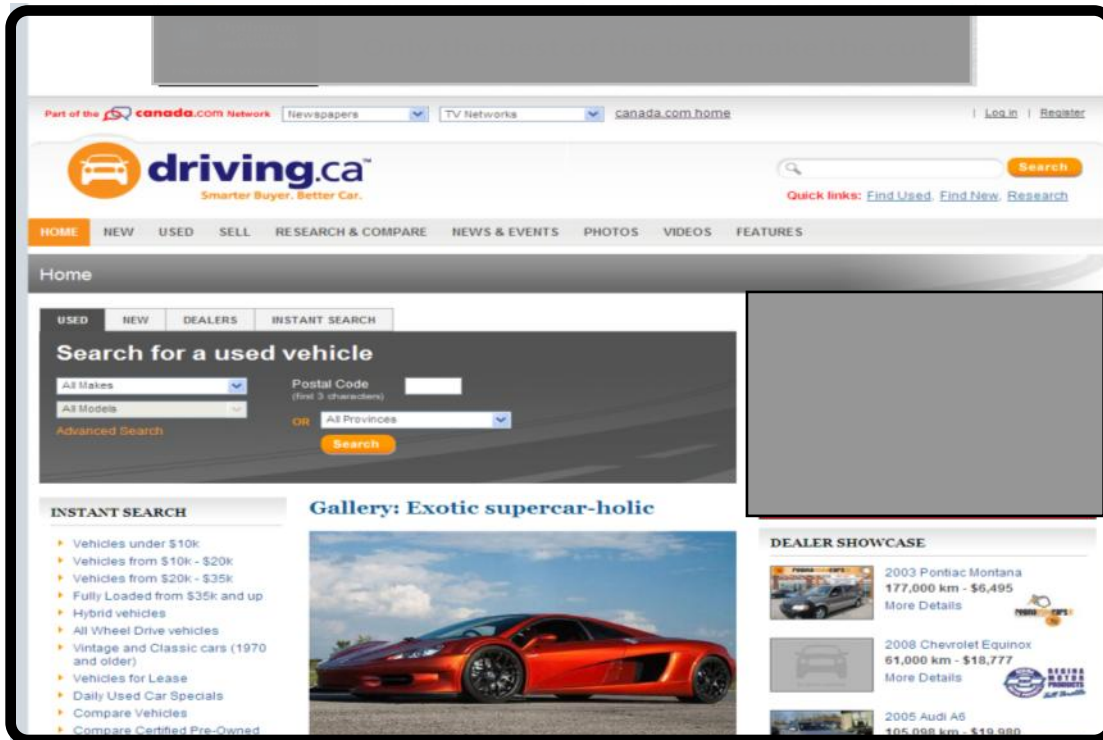
<http://www.remembering.ca>

POSTMEDIA INTEGRATED ADVERTISING

FAST FACTS

Unique Visitors: 471,000

Page Views: 2 Million



Visitor Profile

	<u>%</u>	<u>Index</u>
GENDER		
Men	64%	129
Women	36%	72
AGE		
Under 18	15%	79
18-24	9%	99
25-34	20%	110
35-44	25%	137
45-54	18%	109
55+	13%	70
REGION		
BC	20%	151
Prairies	24%	135
Ontario	39%	103
Quebec	13%	56
Atlantic	4%	51
HHLD INCOME		
\$60K+	69%	118
\$75K+	48%	105
\$100K+	31%	118

Driving.ca is the online auto source for listings and information on new, used and rare vehicles. Align your client's brand to the power of Canada's most functional and comprehensive automobile website.

Users visit the **Driving.ca** site to get information and make decisions on their vehicle of choice. Our newly re-launched website boasts fantastic content for users including competitive quotes, consumer and road test reviews, full manufacturer specs, thousands of listings, and selling tips. This site is fully loaded!

<http://www.driving.ca>

FAST FACTS

Unique Visitors: 271,000

<http://www.gasbuddy.com>



The screenshot shows the SaskGasPrices.com website interface. At the top, it displays the current national average gas price at 122.403 and the current crude price at 104.570. Below this is a search bar for gas prices by city, province, or postal code. The main content area is titled 'Lowest Regular Gas Prices in the Last 36 hours' and contains a table with columns for Price, Station, Area, and Thanks. The table lists various gas stations such as Petro-Canada, Shell, 7-Eleven, and Costco, along with their locations and the time since the price was posted. On the left side of the screenshot, there is a section titled 'How GasBuddy Works' with a 4-step process: 1. You spot gas prices, 2. Report your prices, 3. Earn points & win prizes, 4. Help everyone save on gas. Below this is a 'Prize Give-Away!' section mentioning a \$250 gas card giveaway.

Visitor Profile

	<u>%</u>	<u>Index</u>
GENDER		
Men	63%	126
Women	37%	74
AGE		
Under 18	7%	36
18-24	5%	57
25-34	15%	85
35-44	21%	115
45-54	22%	132
55+	29%	154
REGION		
BC	11%	81
Prairies	11%	60
Ontario	63%	167
Quebec	10%	40
Atlantic	6%	82
HHLD INCOME		
\$60K+	69%	119
\$75K+	54%	118
\$100K+	31%	118

GasBuddy.com is a group of local website which offers an online method for website visitors to post and view recent retail gasoline prices.

In these tough economic times with gas prices on the constant rise, users rely on each other's post to find the best gas deals in town!

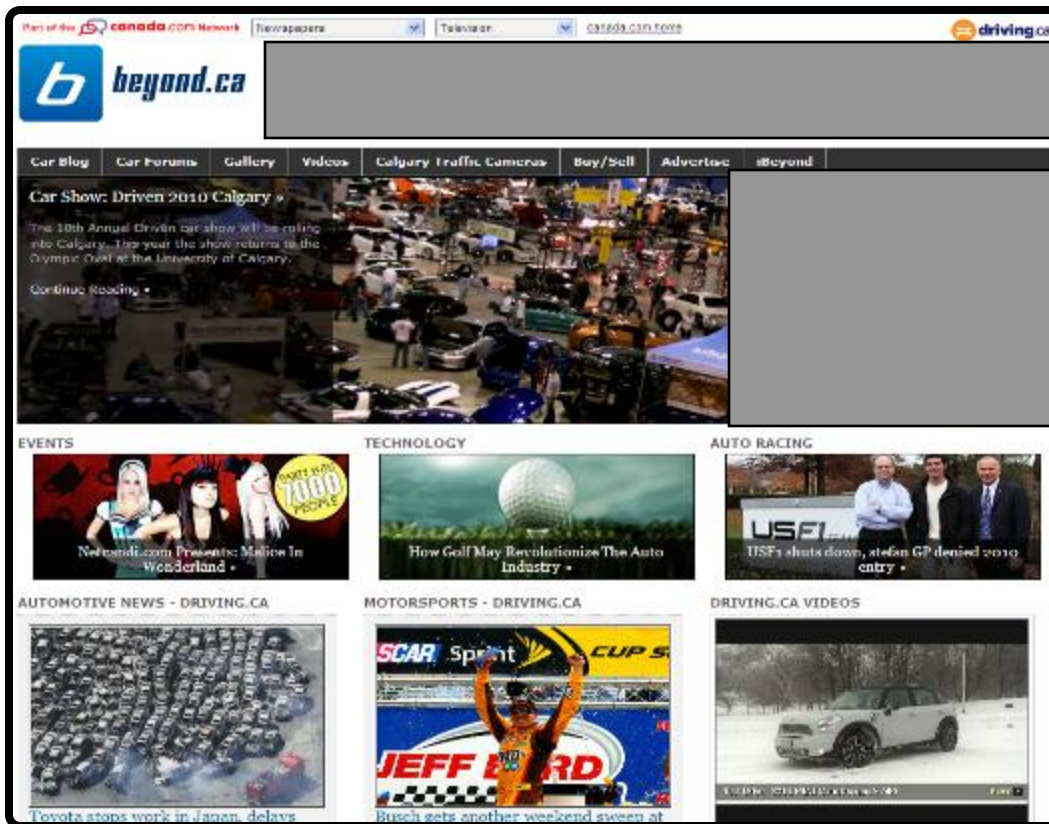
Clients who advertised on GasBuddy.com have also noticed higher than average click-through-rates.

**Gasbuddy.com includes 23 local www.gasprices.com websites

POSTMEDIA INTEGRATED ADVERTISING

FAST FACTS

Unique Visitors: 153,000



beyond.ca

Visitor Profile

	%	Index
GENDER		
Men	67%	136
Women	33%	64
AGE		
Under 18	10%	53
18-24	11%	121
25-34	38%	213
35-44	15%	82
45-54	17%	102
55+	9%	46
REGION		
BC	25%	184
Prairies	42%	235
Ontario	20%	54
Quebec	12%	48
Atlantic	2%	26
HHLD INCOME		
\$60K+	74%	127
\$75K+	46%	100
\$100K+	30%	116

Beyond.ca is one of the most active online communities tailored to automotive enthusiasts. With new users joining everyday from all around the world, it is one of the most cost effective internet communities to advertise on.

<http://www.beyond.ca>

POSTMEDIA INTEGRATED ADVERTISING