



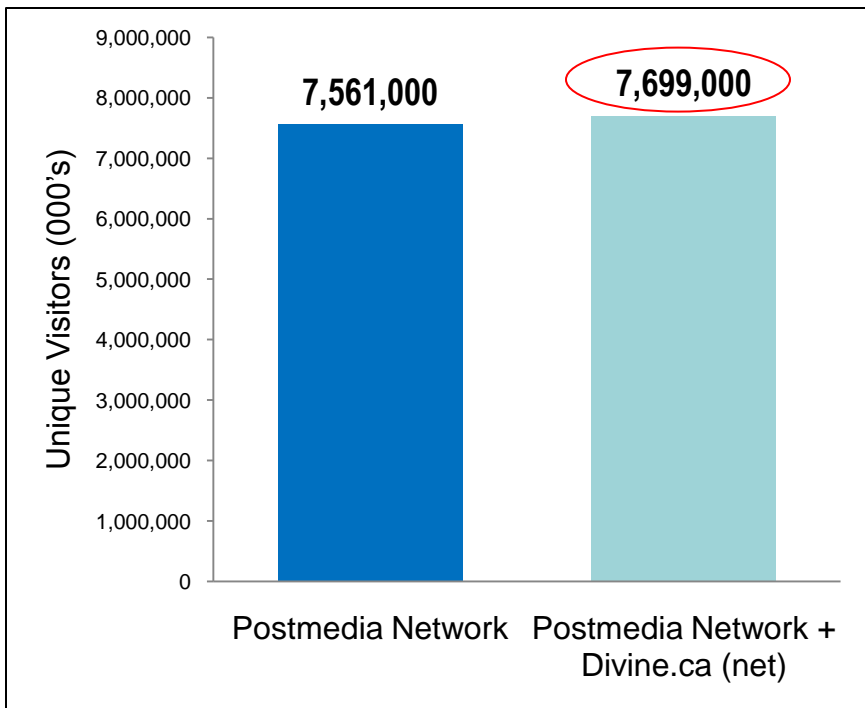
Postmedia Network:

Our Audience

Updated June 2011

Postmedia Network has 7.7 million UV's!

Introducing our new partner Divine.ca!



NEWSPAPER SITES

- nationalpost.com
- financialpost.com
- The Gazette
- OTTAWA CITIZEN
- THE WINDSOR STAR
- The StarPhoenix
- LEADER-POST
- CALGARY HERALD
- EDMONTON JOURNAL
- THE VANCOUVER SUN
- The Province
- TIMES COLONIST



Canada.com



CLASSIFIEDS



Partners

Winnipeg Free Press

myTELUS®

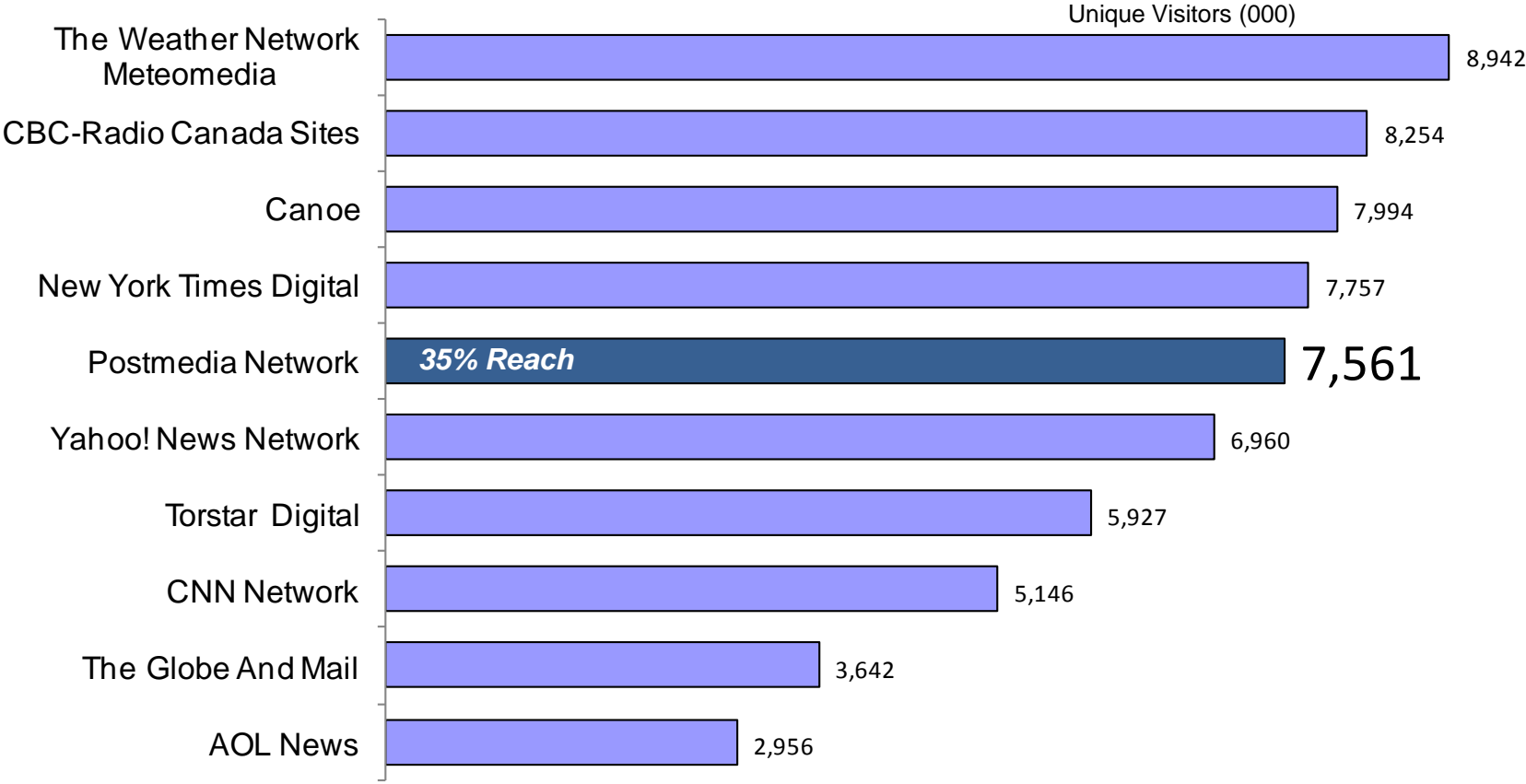
monTELUS™



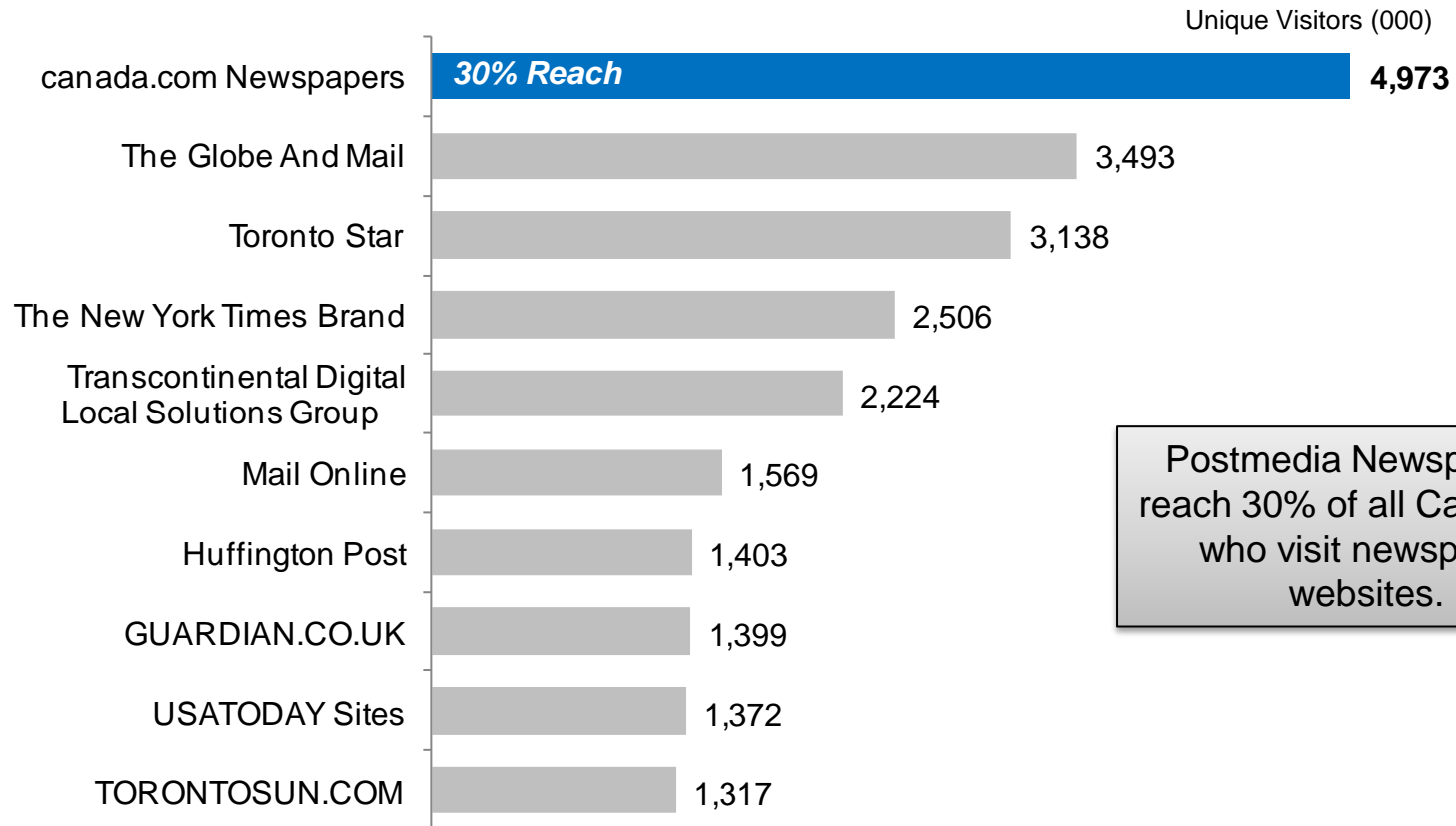
**** New Partner ****

divine.ca

Postmedia Network has 35% reach of the Online News and Information category in Canada



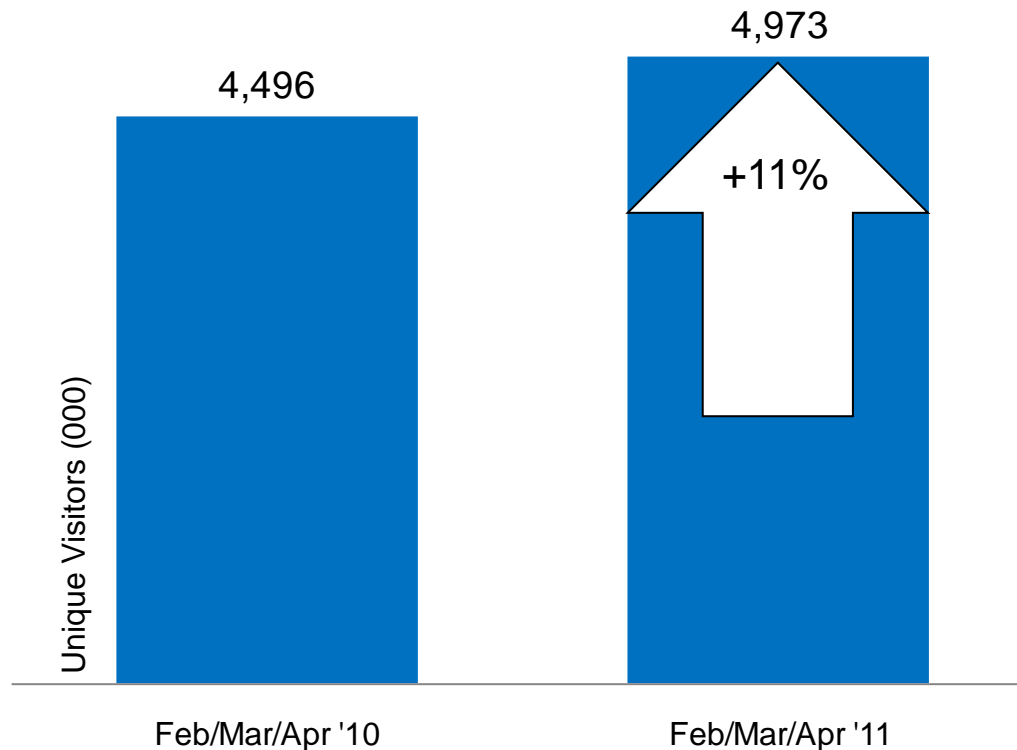
Postmedia Newspapers are the leader in the Newspaper Category!



Postmedia Newspapers reach 30% of all Canadians who visit newspaper websites.

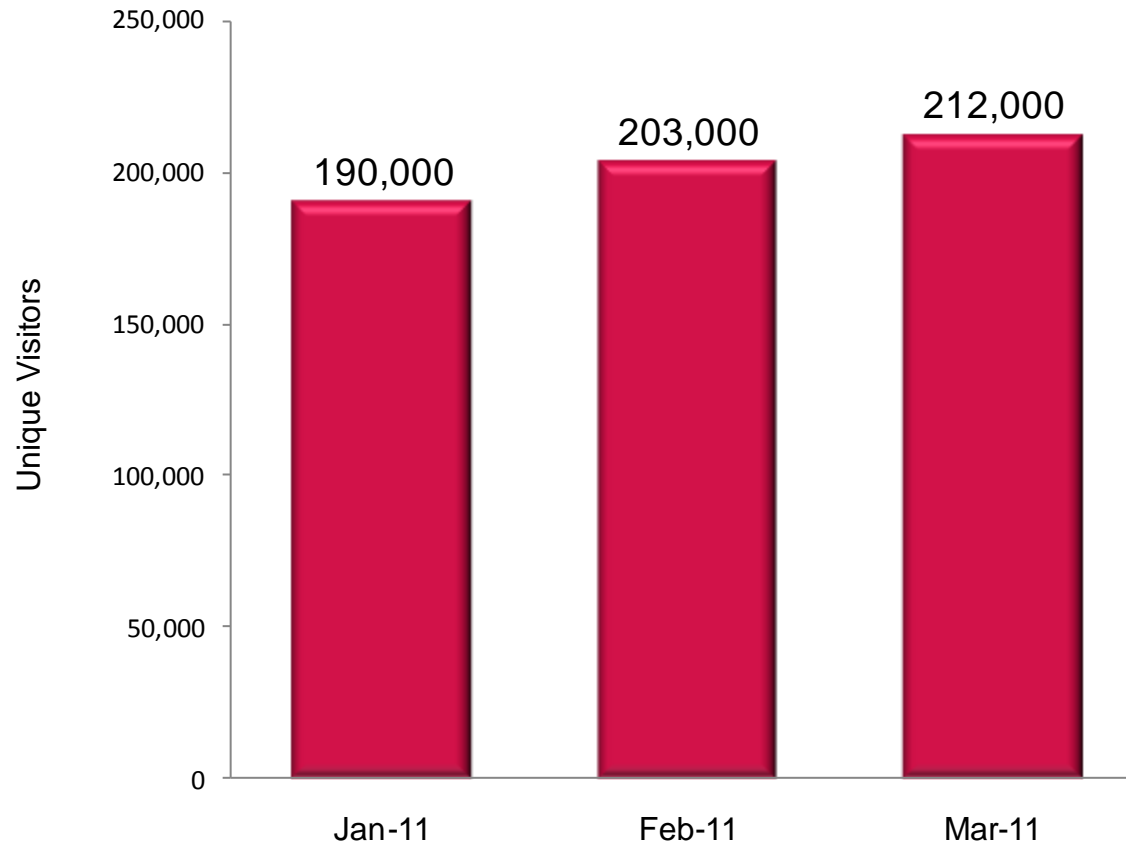
Postmedia Newspapers reach 5 million Unique Visitors/month!

Postmedia Newspapers have 11% more Unique Visitors compared to last year!



Divine.ca reaches over 200,000 monthly Unique Visitors

divine.ca



FAST FACTS

divine.ca

Unique Visitors: 201,000

Page Views: 3 Million



Visitor Profile

	%	Index
GENDER		
Men	24%	48
Women	76%	151
AGE		
Under 18	7%	35
18-24	6%	66
25-34	22%	120
35-44	15%	81
45-54	27%	159
55+	24%	127
REGION		
BC	9%	67
Prairies	17%	94
Ontario	26%	70
Quebec	41%	170
Atlantic	7%	101
HHLD INCOME		
\$60K+	41%	71
\$75K+	24%	53
\$100K+	8%	29

Divine.ca is a free online destination for Canadian women. Updated Monday to Friday with features that are relevant and interesting to women, divine.ca is the place to visit for useful, practical and entertaining content. Filled with great articles, fun quizzes, useful tools and much more—divine.ca is the insider's guide to fashion, beauty, health, career, relationships, and home.

<http://www.divine.ca>

POSTMEDIA INTEGRATED ADVERTISING