

This is an industry snapshot. The property lists under each company are not exhaustive. However, every effort was made to include the key properties owned and/or represented by the respective media company as of press time. Revenue figures are for the last available fiscal year.

# MARKETING MEDIA, ADVERTISING & PR in CANADA

## THE 2012 MEDIA TREE

### Bell Media

### TORSTAR

### ROGERS

### SHAW MEDIA

**TELEVISION**

- NETWORK TV
  - CTV (21 stations)
  - CTV Two (7 stations)
- SPECIALTY TV CHANNELS
  - Animal Planet
  - BNN (Business News Network)
  - Book Television
  - Bravo!
  - Comedy Gold
  - CP24
  - CTV News Channel
  - Discovery Channel
  - ESPN Classic
  - Fashion Television Channel
  - Investigation Discovery
  - MTV
  - MuchMusic
  - NHL Network
  - RDS
  - Space
  - The Comedy Network
  - TSN
  - TSN2
  - (+ 9 others)

**DIGITAL**

- CTV.ca
- CTVOnlympics.ca
- DiscoveryChannel.ca
- MTV.ca
- MuchMusic.com
- RDS.ca
- Sympatico.ca
- TheComedyNetwork.ca
- TSN.ca
- (+ property websites)

**RADIO**

- CKCE-FM, Calgary
- CJCH-FM, C100 FM, Halifax
- CKGM-AM, Montreal
- CFRA-AM, CKKL-FM, CJKL-FM, CF70-AM, Ottawa
- CHUM-FM, CFXJ-FM, Toronto
- CHQM-FM, CFTE-AM, CKST-AM, CF77-FM, Vancouver
- CHBE-FM, CFAX-AM, Victoria
- (+ 17 others)

**TELEVISION**

- Shop TV

**NEWSPAPERS**

- DAILIES
  - Toronto Star
  - Enlight Mercury
  - Hamilton Spectator
  - Metro (Calgary, Edmonton, Halifax, London, Ont., Ottawa, Regina, Saskatoon, Toronto, Vancouver, Winnipeg)
  - The Record (Kitchener-Waterloo-Cambridge)
  - Sing Tao (Calgary, Toronto, Vancouver)
- COMMUNITY NEWSPAPERS
  - Barrie Advance
  - Mississauga News
  - Orrilla Today
  - (+ more than 100 others)
- SPECIALTY PUBLICATIONS
  - City Parent
  - Forever Young
  - Goldbook Directories
  - The Grid
  - Toronto Business Times

**MAGAZINES**

- Canadian Immigrant
- Sahaag
- Starweek
- +45 Metroland publications

**DIGITAL**

- eHarlequin.com
- EyeReturnMarketing.com
- Flyerland.ca
- InsuranceHotline.com
- Olive Media
- TheKt.ca
- TheStar.com
- Toronto.com
- WagJag.com
- Wheels.ca
- Workopolis.com (50%)
- YourClassifieds.ca
- (+ property websites)

**Total Revenues: \$1.54 billion**

**MARCH 2012** BCE acquires **Astral Media** for \$3.38 billion, including \$380 million in debt. The deal will include assets across the country, but Bell said it's particularly important to make the company a media leader in Quebec. At present time, the acquisition was still awaiting approval from the CRTC and the Competition Bureau. The merger faced opposition from other telcos who raised concerns over media concentration.

**TELEVISION**

- NETWORK TV
  - Global Television
  - SPECIALTY TV
    - Action
    - BBC Canada
    - DejaViewTV.ca
    - DIY.ca
    - FoodNetwork.ca
    - GlobalNational.com
    - GlobalNews.ca
    - GlobalReality.ca
    - GlobalTV.com
    - HGTV.ca
    - History.ca
    - IFCTV.ca
    - MyLifetimeTV.ca
    - MysteryTV.ca
    - NatGeoTV.com
    - Showcase.ca
    - Slice.ca
    - TVropolis.com
    - TwistTV.ca
    - (+ 11 local Global websites)

**DIGITAL**

- 680news.com
- Advisor.ca
- CanadianBusiness.com
- CanadianHealthcareNetwork.ca
- Chateaufort.com
- CHFI.com
- Citynews.ca
- Citytv.com
- Village.ca
- Lactualite.com
- RDeals.ca
- Sportsnet.ca
- Today'sParent.com
- TheShoppingChannel.com
- (90+ owned and 300+ premium partnerships)

**TELEVISION**

- NETWORK TV
  - Sportnet 590 - The Fan
  - Sportnet 960 - The Fan
  - 680News
  - CHFI FM 96.1, Toronto
  - CHEZ FM 106.1, Ottawa
  - Kis 92.5, Toronto
  - Sonic 104.9, Vancouver
  - Jack FM 86.9, Calgary
  - Jack FM 103.1, Vancouver
  - News130, Vancouver
  - (+44 others)

**MAGAZINES**

- Canadian Business
- Canadian Health & Lifestyle
- Chatelaine
- Fare
- Hello! Canada
- Maclean's
- Sportsnet
- Today's Parent
- (+4 others)

**TRADE MAGAZINES**

- Canadian Grocer
- Marketing
- Medical Post
- (+ 16 others)

**Total Revenues: \$1.07 billion**

**JANUARY 2012** Rogers Media acquires Saskatchewan Communications Network (SCN) to create Citytv Saskatchewan. **MAY 2012** Citytv breaks into Quebec by acquiring Métro 14 Montreal (CMTV) from Channel Zero. In Western Canada, Rogers expands its reach through an affiliate agreement with the Jim Pattison Broadcast Group's TV stations in Kamloops and Prince George in B.C. and Medicine Hat in Alberta. **AUGUST 2012** Rogers Communications and BCE complete their deal to buy a controlling stake in Maple Leaf Sports & Entertainment. Days later Rogers agrees to buy The Score television network.

**NEWSPAPERS**

- DAILIES
  - Le Droit, Ottawa
  - Le Nouvelliste, Trois Rivières, Que.
  - La Presse, Montreal
  - Le Quotidien, Saguenay, Que.
  - Le Soleil, Quebec City
  - La Tribune, Sherbrooke, Que.
  - La Voix de l'Est, Granby, Que.

**MAGAZINES**

- La Presse Affaires Magazine
- La Presse Affaires Magazine
- AIR
- M
- Notre Québec
- XY

**DIGITAL**

- LaPresse.ca

**Total Revenues: N/A**

**JANUARY 2012** Metro launches free daily newspapers in Regina and Saskatoon and digital-only publications in Kitchener, Ont., Hamilton, Ont., Windsor, Ont., and Victoria, B.C. **APRIL 2012** Metro launches a newly designed website and mobile apps with a \$5-million national advertising campaign—the company paper's biggest marketing push to date. **AUGUST 2012** In Q2, Torstar's media division accounted for \$276.8 million of total revenue, down from \$283 million a year ago. The decline was attributed to a "soft" advertising market.

**TELEVISION**

- NETWORK TV
  - Citytv Toronto, Vancouver, Saskatchewan, Winnipeg, Edmonton, Calgary
- STATIONS
  - Omni Television 1 (CFMT)
  - Omni Television 2 (CMT)
  - Omni Television BC (CHNM)
  - Omni Television Calgary (CUCO)
  - Omni Television Edmonton (CJED)
- SPECIALTY TV CHANNELS
  - CityNews Channel
  - G4
  - QLN
  - Sportsnet
  - Sportsnet One
  - Sportsnet World
  - The Biography Channel
  - The Shopping Channel

**Total Revenues: \$1.09 billion**

**2011 media revenues: does not include Rogers' wireless and public divisions**

**TELEVISION**

- ABC Spark
- Cartoon Network (Canada) (50%)
- CMT Canada (80%)
- Cosmopolitan TV
- Food Network Canada (20%)
- Nickelodeon (Canada)
- OWN: Oprah Winfrey Network (Canada)
- Sundance Channel (Canada)
- Teletoon (TLN) (50.5%)
- Teletoon Retro (50%)
- Trethouse
- W Movies
- W Network
- YTV

**RADIO**

- 102.1 i The Edge, Toronto
- DIO7, Toronto
- CKNW AM 980, Vancouver
- 830 CHED, Edmonton
- Country 105, Calgary
- CJOB 88, Winnipeg
- Vinyl 95.3, Hamilton, Ont.
- 107.5 Dave FM Kitchener, Ont.
- (+ 29 others)

**CONTENT**

- Kids Can Press
- Nelvana

**Total Revenues: \$825.2 million**

**TV: \$629.6 million**

**Radio: \$195.7 million**

**JANUARY 2012** Corus completes a deal with Disney/ABC Television to launch ABC Spark in Canada.

**NEWSPAPERS**

- DAILIES
  - Lethbridge Herald
  - Medicine Hat News
  - Kamloops Daily News
  - Prince George Citizen
  - (+ 5 other dailies in B.C.)
- COMMUNITY
  - 36 in B.C.
  - 32 in Alberta
  - 32 in Saskatchewan
  - 11 in Manitoba
  - 1 in Ontario
  - 3 in Quebec
  - 8 in Rhode Island, U.S.

**MAGAZINES**

- More than 90 trade magazines including: Business in Vancouver
- Canadian Cattleman
- Canadian Contractor
- Canadian Plant
- Food in Canada
- Hardware Merchandising
- Meetings & Incentive Travel
- On-Site

**Total Revenues: N/A**

**RADIO**

- CJRR-FM, CKPK-FM, Vancouver
- CKKG-FM, CJZN-FM, Victoria
- CIFM-FM, CKBZ-FM, Kamloops, B.C.
- CHWF-FM, CKWV-FM, Nanaimo, B.C.
- CKQJ-FM, CKLZ-FM, Kelowna
- CKDV-FM, CKKN-FM, Prince George, B.C.
- CHAT-FM, CFMY-FM, Medicine Hat, Alta.
- CHLB-FM, CJZZ-FM, Lethbridge, Alta.
- CHUB-FM, CF0V-FM, Red Deer, Alta.
- CKPK-FM, Calgary (launching in 2013)
- CJXX-FM, Grande Prairie, Alta.
- (+ 2 other FM stations in B.C.)

**TELEVISION**

- CFJC-TV, Kamloops, B.C.
- CKPG-TV, Prince George, B.C.
- CHAT-TV, Medicine Hat, Alta.

**OUT-OF-HOME**

- TRADITIONAL OUTDOOR
  - More than 18,000 panel faces nationally
  - 16 transit markets
  - 8 airports
  - 135 posters/spectaculars in 21 markets
  - 322 mall posters in 43 malls
  - 813 office screens in 144 buildings (Toronto)
  - 55 LCD screens in Calgary Airport
- DIGITAL OUTDOOR
  - 322 mall posters in 43 malls
  - 813 office screens in 144 buildings (Toronto)
  - 55 LCD screens in Calgary Airport
- ONESTOP MEDIA GROUP (DIGITAL)
  - 368 screens in subway/LRT stations in Toronto and Edmonton
  - 735 residential screens
  - 249 retail screens
  - 51 hotel screens

**Total Revenues: N/A**

**MAY 2012** Jim Pattison Broadcast Group is awarded a license from the CRTC for an FM station in Calgary. The Peak (95.3 FM) will be an adult alternative format targeting female listeners 25 to 49.

### POSTMEDIA NETWORK INC.

### st Joseph Media

### GESCA

### CORUS ENTERTAINMENT

### GLACIER MEDIA GROUP

### The Jim Pattison Group

**NEWSPAPERS**

- DAILIES
  - Calgary Herald
  - Edmonton Journal
  - Leader-Post (Regina)
  - National Post
  - Ottawa Citizen
  - The Province (Vancouver)
  - The Star/Phoenix (Saskatoon)
  - The Gazette (Montreal)
  - The Vancouver Sun
  - The Windsor Star
- COMMUNITY NEWSPAPERS
  - Lakeshore News
  - LaSalle Post
  - Shoreline Week
  - The Kingsville Reporter
  - The Tibury Times

**DIGITAL**

- Canada.com
- FinancialPost.com
- Infonart.ca
- NationalPost.com
- (+ 9 daily newspaper websites)
- HouseHunting.ca
- Sprouter.com
- Tayangbao.ca
- (+ 12 others)

**MAGAZINES**

- Canadian Family
- Fashion Magazine
- Marriage Québec
- Ottawa Magazine
- Quill & Quire
- Toronto Life
- Weddingbells
- Where Canada
- Where Essential

**DIGITAL**

- CanadianFamily.ca
- FashionMagazine.com
- Glow.ca
- MagazinePure.ca
- MarriageQuebec.com
- OttawaMagazine.com
- QuillandQuire.com
- TorontoLife.com
- Torontoist.com
- Where.ca
- WeddingBells.ca

**Total Revenues: \$1.02 billion**

**OCTOBER 2011** Postmedia sells three daily and 20 weekly and bi-weekly newspapers to Glacier Media, Inc. **MAY 2012** Postmedia announces it will cease publication of the Sunday editions of the *Edmonton Journal*, *Ottawa Citizen* and *Calgary Herald*. **JUNE 2012** Postmedia announces the sale of its Downview property for \$24 million and later reveals plans to move to Toronto's downtown core in December 2013. **AUGUST 2012** Postmedia expands digital paid-content model on newspaper websites: VancouverSun.com, TheProvince.com, OttawaCitizen.com and for international visitors at NationalPost.com.

**NEWSPAPERS**

- DAILIES
  - Le Droit, Ottawa
  - Le Nouvelliste, Trois Rivières, Que.
  - La Presse, Montreal
  - Le Quotidien, Saguenay, Que.
  - Le Soleil, Quebec City
  - La Tribune, Sherbrooke, Que.
  - La Voix de l'Est, Granby, Que.

**MAGAZINES**

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- AIR
- M
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- XY

**DIGITAL**

- LaPresse.ca

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**TELEVISION**

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- COMMUNITY NEWSPAPERS
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  - LaSalle Post
  - Shoreline Week
  - The Kingsville Reporter
  - The Tibury Times

**DIGITAL**

- Canada.com
- FinancialPost.com
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**MAGAZINES**

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- La Presse Affaires Magazine
- AIR
- M
- Notre Québec
- XY

**DIGITAL**

- LaPresse.ca

**Total Revenues: N/A**

### CBC Radio-Canada

### astral

### tc MEDIA

### QUEBECOR Media

**TELEVISION**

- NETWORK TV
  - English Services
    - CBC Radio One
    - CBC Radio 2
    - CBC Radio 3
  - FRENCH SERVICES
    - Éspace musique
    - Première chaîne
- SPECIALTY TV CHANNELS
  - English Services
    - CBC News Network
    - Documentary (82%)
  - FRENCH SERVICES
    - ARTV (85%)
    - Réseau de l'information (RDI)
    - TV5MONDE (6.67%)
  - COMBINED SERVICES
    - CBC News Express
    - CBC North
    - RDI Express

**RADIO**

- ENGLISH SERVICES
  - CBC.ca
  - CBC.ca/books
  - CBC.ca/Hamilton
  - CBCNews.ca
  - CBCMusic.ca
  - CBCSports.ca
- FRENCH SERVICES
  - Espace.mu
  - Radio-Canada.ca
  - Rive Sud/Rive Nord
  - TOU.TV
- COMBINED SERVICES
  - CBC Radio-Canada.ca
  - RCinet.ca

**DIGITAL**

- ENGLISH SERVICES
  - CBC.ca
  - CBC.ca/books
  - CBC.ca/Hamilton
  - CBCNews.ca
  - CBCMusic.ca
  - CBCSports.ca
- FRENCH SERVICES
  - Espace.mu
  - Radio-Canada.ca
  - Rive Sud/Rive Nord
  - TOU.TV
- COMBINED SERVICES
  - CBC Radio-Canada.ca
  - RCinet.ca

**TELEVISION**

- PAY TV CHANNELS
  - Chinopop
  - HBO Canada
  - The Movie Network
  - TMN Encore
  - Super Goran
  - Viewer's Choice
- SPECIALTY TV CHANNELS
  - Canal V
  - Canal Vie
  - Family
  - MusiquePlus
  - Disney Junior
  - (English and French)
  - Teletoon (50%)
  - Teletoon Retro (50%)
  - (English and French)
  - (+ 8 others fully or partly owned)

**RADIO**

- Boom FM (4 stations)
- EZ Rock (10 stations)
- NRJ Network (10 stations)
- Rouge FM Network (3 stations)
- Virgin Radio (6 stations)
- (+ 45 other stations in 8 provinces)

**DIGITAL**

- CanalVie.com
- Family.ca
- RadioNRJ.ca
- RougeFM.ca
- SuperGoran.ca
- VirginRadio.ca
- Vrak.tv
- (+ 100 others)

**OUT-OF-HOME**

- Over 9,500 faces in Ontario, Quebec and B.C.

**Total Revenues: \$1.02 billion**

**TV: \$582 million**

**Radio: \$340 million**

**OOH: \$93 million**

**MARCH 2012** The federal budget cuts \$115 million (or about 10%) of the CBC's government subsidy over the next three years. **AUGUST 2012** CBC wins the Canadian broadcast rights to the 2014 Winter Games in Sochi, Russia, and the 2018 Summer Games in Rio de Janeiro. **AUGUST 2012** Blue Ant Media enters into an agreement to acquire digital specialty Bold from CBC.

**NEWSPAPERS**

- DAILIES
  - Metro Montreal
  - Metro Halifax (takeholder)
  - Moose Jaw Times-Herald
  - The Telegram, St. John's
  - The Guardian, Charlottetown
  - (+ 7 others)
- COMMUNITY NEWSPAPERS
  - The Advance, Liverpool, N.S.
  - The Beacon, Grand, Nfld.
  - Courier Laval, Laval, Que.
  - Le Canada Français
  - St-Jean-sur-Richelieu, Que.
  - (+ 160 others)
- SPECIALTY PUBLICATIONS
  - Atlantic Canada
  - Book of Lists
  - Generation Boomers
  - Constructo
  - Group Tour Planner
  - (+ 32 others)

**MAGAZINES**

- Canadian Living
- Coup de pouce
- Décormag
- Elle Canada
- Elle Québec
- Fresh Juice
- Style at Home
- The Hockey News
- Western Living
- (+ 17 others)

**BUSINESS PUBLICATIONS**

- A+
- Finance et investissement
- Investment Executive
- Les Affaires
- Premium

**CUSTOM PUBLISHING**

- Touring-CA
- Cellier-SAQ
- Tchin-Tchin-SAQ
- (+ others)

**DIGITAL**

- BidGo.ca
- Constructo.ca
- CanadianLiving.com
- CoupDePouce.com
- DealStreet.ca
- ElleCanada.ca
- ElleQuebec.com
- InMemorian.ca
- LaMegaPrise.ca
- LesAffaires.com
- Publiacc.ca
- Recettes.qc.ca
- StyleAtHome.com
- TheHockeyNews.com
- TheMegaCatch.ca
- WebLocal.ca
- WesternLiving.ca
- (Part of a digital and advertising network of 3,500+ sites including 160+ local news sites)

**AD NETWORK**

- About.com
- eHow.com
- Elle.com
- PCMag.com
- LiveStrong.com
- PopSugar.com

**Total Revenues: \$703 million**

**NOVEMBER 2011** Transcontinental rebrands as TC Transcontinental. The company's two main divisions, Transcontinental Media and TC Transcontinental Printing, are renamed TC Media and TC Transcontinental Printing, respectively. **MAY 2012** Natalie Larivière steps down as president of TC Media. Transcontinental's president and CEO, François Olivier, takes over as interim head of TC Media. **MAY 2012** TC Media acquires a majority stake in Redux Media, an online advertising network. **JUNE 2012** TC Media becomes the sole owner of *Metro Montreal*. The daily commuter paper previously owned by Transcontinental, Metro International and Gesca.

**TELEVISION**

- NETWORK TV
  - 24 Hours/Heures (Vancouver, Calgary, Edmonton, Toronto, Montreal, Ottawa)
  - Journal de Montreal
  - Journal de Quebec
  - Sun newspapers (Calgary, Edmonton, Winnipeg, Toronto, Ottawa)
- COMMUNITY DAILY NEWSPAPERS
  - London Free Press
  - Kingston Whig-Standard
  - St. Catharines Standard
  - Sudbury Star
  - (+ 30 others)
- COMMUNITY WEEKLY NEWSPAPERS
  - 277 community weekly newspapers throughout Alberta, Saskatchewan, Manitoba, Ontario, Quebec, and New Brunswick

**NEWSPAPERS**

- Urban Newspapers
- Journal de Montreal
- Journal de Quebec
- Sun newspapers (Calgary, Edmonton, Winnipeg, Toronto, Ottawa)

**MAGAZINES**

- 7 jours
- Chez Soi
- Clin Doeil
- Les idées de ma maison
- Medic
- Montréal Centre-Ville
- Rénovation Bricolage
- Signi M
- TV Hebdo
- Vines
- Voopaa
- (+ 45 others)

**DIGITAL**

- 24hrs.ca
- Autonet.ca
- Canoe.ca
- Canoe.tv
- CalgarySun.com
- ClassifiedExtra.ca
- EdmontonSun.com
- Home-Extra.ca
- JobBoom.com
- LeJournaldeMontreal.canoe.ca
- LeSoleilPlus.ca
- Micassa.ca
- OttawaSun.com
- RésseauContact.com
- Toile.com
- TorontoSun.com
- Videotron.trouvetout.ca
- VieVieVie.ca
- WinnipegSun.com
- YourLifeMoments.ca
- (+ property websites for 200+ community papers)

**Total Revenues: \$1.9 billion**

**after inter-segment advertising revenues do not include Quebec's telecom operations**

**DECEMBER 2011** TVA Group sells its 50% interest in specialty channel The Cave and 51% interest in Mystery TV to Shaw Media. **MARCH 2012** Sun Media launches four new weekly community papers in Ottawa, Windsor, Kitchener-Waterloo and Guelph, Ont. **JUNE 2012** Sun Media shuts the *Montreal Mirror*, a free English-language cultural weekly.

**TELEVISION**

- NETWORK TV
  - 24 Hours/Heures (Vancouver, Calgary, Edmonton, Toronto, Montreal, Ottawa)
  - Journal de Montreal
  - Journal de Quebec
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