

# URBACOM Internet Network

## French Internet Network



Voir.ca



GuideRestos.com



GuideGourmand.ca



Recettesdechefs.ca



ChercheTrouve.ca



BangBangBlog.com

## English Internet Network



Hour.ca



OttawaXpress.ca

media kit  
2011

# Our Internet offer

Close to 370,000 members and 100,000 newsletter subscribers

|  | Unique visitors<br>per month | Pages viewed<br>per month | Members        | Subscribers<br>(newsletter) |
|--|------------------------------|---------------------------|----------------|-----------------------------|
| <b>voir.ca</b>                             | 483,000                      | 1,643,500                 | 156,800        | 63,500                      |
| <b>guiderestos.com / guidegourmand.ca*</b> | 46,300                       | 420,500                   | 138,800        | 19,000                      |
| <b>recettesdechefs.ca*</b>                 | 26,500                       | 138,300                   | 4,300          | -                           |
| <b>cherchetrouve.ca*</b>                   | 43,000                       | 418,000                   | -              | -                           |
| <b>Bangbangblog.com</b>                    | 22,000                       | 70,000                    | -              | 3,000                       |
| <b>hour.ca</b>                             | 51,000                       | 136,000                   | 46,000         | 9,400                       |
| <b>ottawaxpress.ca</b>                     | 27,000                       | 78,000                    | 24,000         | 6,100                       |
| <b>Total — network</b>                     | -                            | <b>2,904,300</b>          | <b>369,900</b> | <b>101,500</b>              |

Sources : Google Analytics, March and Oct. 2010 - Internal data, Oct. 2010 (members and subscribers)

\* *recettesdechefs.ca* was launched in March 2009 / *cherchetrouve.ca* was launched in August 2009 / *guidegourmand.ca* was launched in October 2010



## Demographic profile of voir.ca Internet users

| Unique visitors |      | MEN         | WOMEN      |
|-----------------|------|-------------|------------|
|                 |      | <b>49 %</b> | <b>51%</b> |
| 18-34 yrs       | 30 % | 13 %        | 17 %       |
| 18-49 yrs       | 57 % | 27 %        | 30 %       |
| 25-54 yrs       | 56 % | 27 %        | 29 %       |
| <hr/>           |      |             |            |
| 18-24 yrs       | 9 %  | 4 %         | 5 %        |
| 25-34 yrs       | 21 % | 9 %         | 12 %       |
| 35-44 yrs       | 18 % | 9 %         | 9 %        |
| 45-54 yrs       | 17 % | 9 %         | 8 %        |
| 55 yrs and +    | 15 % | 8 %         | 7 %        |

### Average household income

\$60,000 + : 55 %

\$75,000 + : 45 %

\$100,000 + : 26 %

### Household size

3 + : 52 %



voir.ca

## French Market - Province of Quebec

The Web version of Voir whose notoriety has been recognized for nearly 25 years.

- Culture-daily news
- Quebec shows and arts calendar, cinema schedules etc...
- Society debates
- Our journalists' blogs
- Gastronomy - restaurants
- Beauty and lifestyle trends
- A community of members who dispose of their own blog, photo galleries and other interactive features.

**483,000** unique visitors per month

**1,643,500** pages viewed per month

**63,500** subscribers - weekly newsletters

**156,800** members



[guiderestos.com](http://guiderestos.com) / [guidegourmand.ca](http://guidegourmand.ca)

## French Market - Province of Quebec

### Guide Restos Voir

#### What do we eat and where?

The Web version of the Guide Restos Voir, a yearly bookstore success for the last 15 years. More than a guide, a reference whose credibility has been established amongst the public and restaurants owners. Our gastronomy critics propose nearly 800 great dining places in Montreal, Québec and Outaouais or elsewhere in Québec. Web users can also add their favorites restaurants and comments.

- Search by cuisine type, price, area, lunch or dinner, etc...
- Virtual video visits of restaurants
- Contests
- Preview from the Guide Restos Voir TV show, hosted by Anne-Marie Withenshaw airing on Évasion
- iPhone application

**46,300** unique visitors per month

**420,500** pages viewed per month

**19,000** subscribers - weekly newsletters

**138,800** members

The screenshot shows the website's search interface. At the top, there's a navigation bar with the GR logo and the text 'guide restos voir'. Below that, a search bar is visible with the heading 'TROUVEZ LE RESTAURANT QUI VOUS CONVIENT'. The search filters include 'Zone/Région', 'Ville/Quartier', 'Origine', 'Prix', and 'Cote'. A table of results is displayed, showing 927 restaurants corresponding to the selected criteria. The table has columns for 'Nom', 'Ville/Quartier', 'Origine', 'Cuisine', and 'Prix'. Below the table, there are social media icons for Facebook, Twitter, and YouTube, and a footer with copyright information.

| Nom                           | Ville/Quartier | Origine          | Cuisine | Prix |
|-------------------------------|----------------|------------------|---------|------|
| Le Ramaros                    | Ahuntsic       | Amérique du Nord | IV      | -    |
| St-Sébastien (Ls)             | Ahuntsic       | Amérique du Nord | ★★★★    | \$60 |
| Fusion                        | Basse-Ville    | Amérique du Nord | ★★      | \$40 |
| Grain de riz (Ls)             | Basse-Ville    | Extrême-Orient   | ★★★     | \$60 |
| Auberge Godefroy              | Béancour       | Amérique du Nord | ★★★★    | \$90 |
| Bleu-Moutarde                 | Betoul         | Amérique du Nord | IV      | -    |
| Savoyette                     | Betoul         | Extrême-Orient   | IV      | -    |
| Crêperie du Vieux-Betoul (Ls) | Betoul         | France           | ★★★     | \$70 |
| Hostellerie Elze-Gauche       | Betoul         | France           | ★★★★    | \$90 |
| Jambon (Ls)                   | Betoul         | France           | IV      | -    |
| Pub City                      | Boisbriand     | Amérique du Nord | ★★★★    | \$70 |
| Just Bouillon (Ls)            | Boisbriand     | France           | ★★★★    | \$80 |



[guiderestos.com](http://guiderestos.com) / [guidegourmand.ca](http://guidegourmand.ca)

## French Market - Province of Quebec

### Guide gourmand Voir NEW – Launched in October 2010 A selection of gourmet shopping destinations

Bakeries, butchers, fine grocers... Voir meets the artisans who make gourmet delectables you can enjoy at home.

- The web version of the Guide gourmand Voir (included in the Guide Restos Voir).
- Search by geographical area or type of shop

The screenshot displays the website interface for 'guide gourmand voir'. The main content area features a profile for 'Juliette et Chocolat', a chocolatier and confiseur. The profile includes the restaurant's name, address (3600, boulevard Saint-Laurent, Plateau-Mont-Royal, Montréal), phone number (438 380-1090), and website (www.julietteetchocolat.com). A photo of a chocolate dessert is shown. The text describes Juliette as a gourmandise and provides details about her chocolate-making process and products. A sidebar on the left promotes the 'Le Guide Restos Voir 13<sup>e</sup> édition' and offers a link to purchase it. A sidebar on the right features an advertisement for DeLonghi coffee and a section titled 'Escapades, découvertes, vacances... Éna de magasin au Québec' with a photo of a snowy tree. The bottom of the page contains a navigation bar with icons for 'Légende', 'Contactez-nous', 'Le bulletin', 'Publicité sur ce site', 'Guide Restos', 'Guide Restos', and 'Visitez www.voir.ca'.



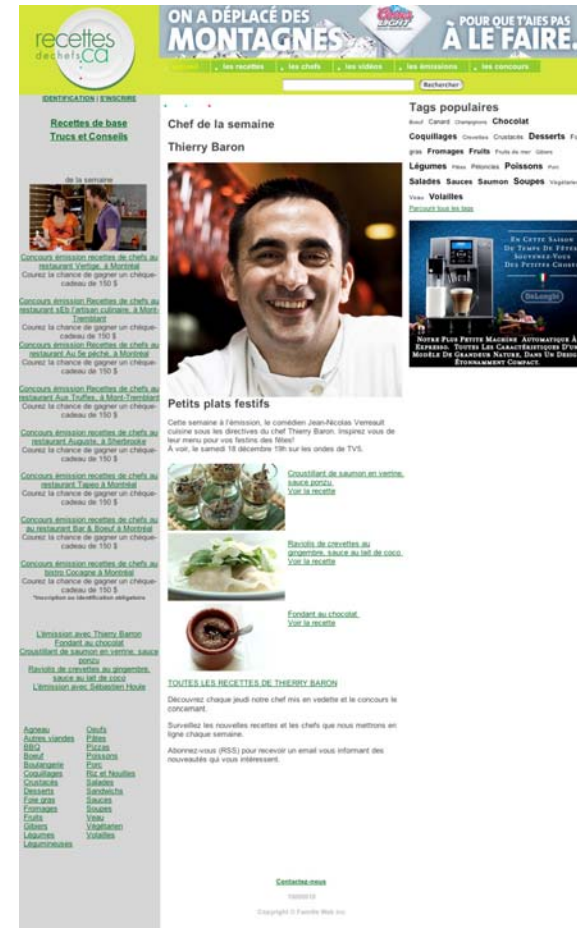
## French Market - Province of Quebec

More than 500 recipes  
An excellent showcase of Quebec's best chefs  
and fine products

Quebec's best chefs get together to share their recipes, tricks of the trade and advices on video. Cooking lessons by renowned chefs, easy to follow instructions thanks to videos, texts and photos online and verified by a team of experts.

The website, launched in March 2009, benefits from the popularity of its TV show, presented on TV5 since Autumn 2010.

**26,500** unique visitors per month  
**138,300** pages viewed per month



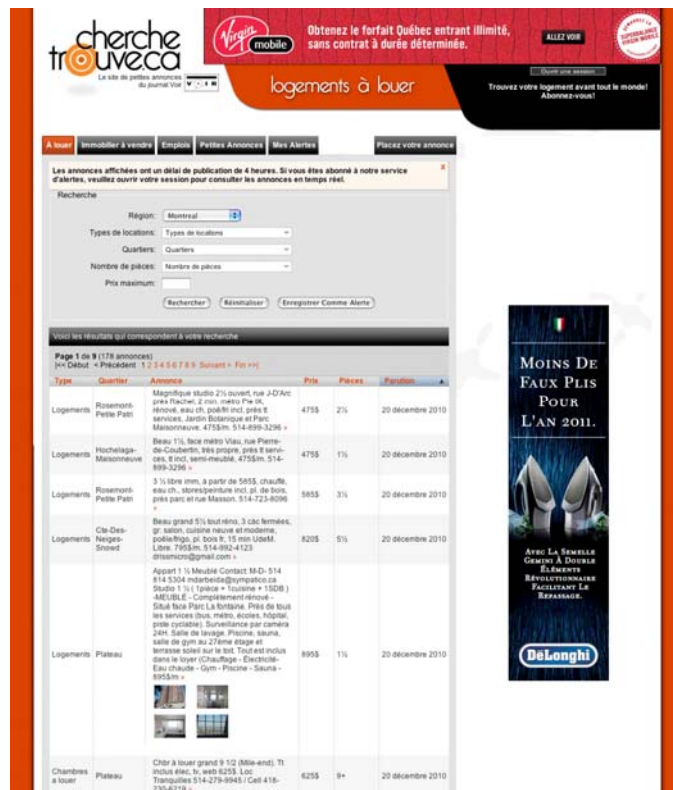
**French Market - Province of Quebec**

Voir newspaper as well as Voir.ca have always been known for their interesting apartment rental offers with reliable advertisers and the follow up and updates of these ads.

Here is our dynamic platform, launched in August of 2009 for service offers as well as goods to sell, exchange and rentals.

- Apartment rentals with the possibility of a membership to receive SMS alerts or e-mails when an apartment corresponding to the criteria sought after is on-line
- Employment offers
- Classified ads

**43,000** unique visitors per month  
**418,000** pages viewed per month



cherche trouve.ca  
 Le site de petites annonces du jour au jour

Virginie mobile  
 Obtenez le forfait Québec entrant illimité, sans contrat à durée déterminée. ALLEZ VOIR

logements à louer  
 Trouvez votre logement avant tout le monde! Abonnez-vous!

À louer | Immobilier à vendre | Emplois | Petites Annonces | Mes Alertes | Placez votre annonce

Les annonces affichées ont un délai de publication de 4 heures. Si vous êtes abonné à notre service d'alertes, veuillez ouvrir votre session pour consulter les annonces en temps réel.

Recherche  
 Région: Montréal  
 Types de locations: Types de locations  
 Quartiers: Quartiers  
 Nombre de pièces: Nombre de pièces  
 Prix maximum:

Rechercher | Réinitialiser | Enregistrer Comme Alertes

Voici les résultats qui correspondent à votre recherche

Page 1 de 9 (178 annonces)  
 [v] Début • Précédent 1 2 3 4 5 6 7 8 9 Suivant • Fin [v]

| Type                  | Quartier              | Annonce   | Prix  | Pièces | Parution         |
|-----------------------|-----------------------|---|-------|--------|------------------|
| Logements             | Rosemont-Petite Patis | Magnifique studio 2½ ouvert sur à l'Avant, près Ratche, 2 cuis, meublé Pw, bk, rénové, eau ch, poêle inc, près 8 services, Jardin Botanique et Parc Maisonneuve. 475\$m. 514-899-3296   | 475\$ | 2½     | 20 décembre 2010 |
| Logements             | Hochelaga-Maisonneuve | Beau 1½, tout meublé Vieux, rue Pierre-de-Cuaberto, 988 propse, près 8 services, 8 inc, semi-meublé. 475\$m. 514-899-3296   | 475\$ | 1½     | 20 décembre 2010 |
| Logements             | Rosemont-Petite Patis | 3 ½ libre min, à partir de 585\$, chauffe, eau ch., sécuripénurie incl. pt. de bois, près parc étroit Masson. 514-723-8096  | 585\$ | 3½     | 20 décembre 2010 |
| Che-Des-Neiges-Grundy |                       | Beau grand 5½ tout réno. 3 cuis fermées, gr. salon, cuisine neuve et moderne, poêle-logs, pt. bois 15 min L'Orléans. L. Des. 795\$m. 514-882-4123. d@smcmrs@gmail.com   | 820\$ | 5½     | 20 décembre 2010 |
| Logements             | Plateau               | Appart 1 ½ Meublé Contact M-D-514-814-5204 mlsmdm@ymail.com.ca Skutub 1 ½ (1 pièce + tournee + 150\$) AÉRIÉE. Complètement rénové. Situé face Parc La Fontaine. Prix de tous les services (eau, méso, accès, internet, poêle cyclable). Surveillance par caméra 24h. Salle de lavage. Piscine saunas, salle de gym au 27ème étage et terrasse sécur sur le toit. Tout est inclus dans le loyer (Chauffage - Électricité - Eau chaude - Gym - Piscine - Saunas - 855\$m) | 895\$ | 1½     | 20 décembre 2010 |
| Chambres à louer      | Plateau               | Chbr à louer grand 9 1/2 (belle-ent), Ti inclut élec, tv, web, 625\$, Loc. Tranquilles 514-279-8945 / Cell 418-230-6219   | 625\$ | 9+     | 20 décembre 2010 |

MOINS DE FAUX PLIS POUR L'AN 2011.  
 APRÈS LA BELLE GEMME À DOUBLE ÉLÉMENTS RÉVOLUTIONNAIRE FACILITANT LE REPASSEMENT.  
 DeLonghi

# BANGBANG

BangBangblog.com

French Market - Province of Quebec

An invigorating look with a tint of humor and the direct tone of a team who lives life at it's fullest and thrives upon the discovery of new emerging artists in different fields, mostly music.

- articles and interviews
- daily news
- members' blogs
- broadcasting space for visual artists

**22,000** unique visitors per month  
**70,000** pages viewed per month  
**3,000** subscribers - weekly newsletters

The screenshot shows the BangBang website interface. At the top, there's a navigation bar with 'ACCUEIL', 'NOUVELLES DU JOUR', 'REPORTAGES ET ENTREVUES', 'CHRONIQUES', 'WEB TV', 'BANGBANGTEST', 'GALERIE', and 'CONCOURS'. The main content area features several articles with images and titles. One prominent article is 'André Daneau: Rigodon nouveau genre' with a photo of a man playing a saxophone. Another is 'Otarie : Grivoiseries entre amis' with a photo of a woman and a man. The sidebar on the right includes 'CONCOURS' with a 'Potentiellement K.-O.' image, 'LE SCRAPBOOK un collage de cossins', and 'CHRONIQUES' with a photo of a man's face. The footer contains 'COMMUNAUTÉ BANGBANG', 'RÉSEAU BANGBANG', and a Nike logo.

## English Market – Island of Montreal

### A newspaper and a website serving the diverse anglophone communities of Montreal

- Activities, festivals and other events organized by Montreal's various anglophone communities featuring interviews with artists and spokespersons from those communities
- *Bloke Nation*, a new column by Anne Lagacé Dowson
- Calendar of not-to-be-missed cultural events
- Film schedule
- Our journalists' blogs
- CD, movie and resto reviews

**51,000** unique visitors per month  
**136,000** pages viewed per month  
**9,400** subscribers - weekly newsletters  
**46,000** members

The screenshot shows the Hourly Community website interface. At the top, there's a navigation bar with 'Home News Community Music Film Arts Food' and a search bar. Below the navigation, there's a large featured article with a photo of Femi Kuti performing. To the right, there's a 'VOTE!' banner for an election. Below the main article, there are several smaller article thumbnails, each with a category label (e.g., 'COMMUNITY', 'MUSIC', 'COLUMNS', 'BLOKE NATION', 'FILM') and a brief title and author information.



OttawaXpress.ca

## English Market – Greater Ottawa Area

Ottawa Xpress' web version. Ottawa's bustling city away from the mainstream.

- Cultural news
- Arts and shows calendar, cinema schedules, etc...
- Coverage of the cultural scene, music, cinema, theatre, dance, visual arts, books, etc...
- Restaurants
- Our journalists' blogs
- Caricatures section

**27,000** unique visitors per month

**78,000** pages viewed per month

**6,100** subscribers - weekly newsletters

**24,000** members

The screenshot shows the Ottawa Xpress website interface. At the top, there's a banner for the "Best of Ottawa 10 READERS POLL" with the Ottawa Xpress logo. Below the banner is a navigation menu with categories like (home), (news), (music), (film), (stage), (visual arts), (books), and (food). There are also links for Contests, Classifieds, Newsletters, Become a member, and Login. The main content area features several news articles with images and headlines, such as "Sculptor Alanna Baird" and "Nativity at the NAC". On the right side, there's a sidebar with "OttawaXPress.ca Listings" and "Best of Ottawa 2010 Results are in!". At the bottom, there's a section for "The National Beat: Music News" with a sub-header "Dine Alone Records offers up a feast of free goodness, and that ain't no Christmas turkey".

# Advertising formats

*\*Other formats available upon request*

| Formats             | Size          | Expanded size           | Max. file size | Types of file accepted                 | Availability |       |    |    |    |    |    |
|---------------------|---------------|-------------------------|----------------|--|--------------|-------|----|----|----|----|----|
|                     |               |                         |                |  | vr           | gr/gg | rc | ct | bb | hr | xp |
| Leaderboard         | 728 x 90      | 728 x 360 (downward)    | 40 Ko          | jpg / gif / Flash / expandible         | •            | •     | •  | •  | •  | •  | •  |
| Big box             | 300 x 250     | 600 x 250 (to the left) | 40 Ko          | jpg / gif / Flash / expandible / video | •            | •     | •  | •  | •  | •  | •  |
| Skyscraper          | 160 x 600     | 320 x 600 (to the left) | 40 Ko          | jpg / gif / Flash / expandible         | •            | •     |    |    |    | •  | •  |
| Catfish             | 1000 x 60     | -                       | 40 Ko          | jpg / gif / Flash (tag)                | •            | •     | •  | •  |    | •  | •  |
| Large panel         | variable      | -                       | 90 Ko          | jpg / gif (static)                     | •            | •     |    |    |    | •  |    |
| Double skyscraper   | 300 x 600     | -                       | 90 Ko          | jpg / gif / Flash                      | •            | •     | •  | •  |    |    |    |
| Half big box        | 300 x 125     | -                       | 30 Ko          | jpg / gif / Flash                      | •            | •     | •  | •  |    |    |    |
| Banner              | 468 x 60      | -                       | 30 Ko          | jpg / gif / Flash                      | •            |       |    |    |    |    | •  |
| Small rectangle     | 403 x 40      | -                       | 30 Ko          | jpg / gif / Flash                      |              |       |    |    |    |    | •  |
| Text Link           | 50 characters | -                       | -              | Text                                   | •            |       |    |    |    | •  | •  |
| Content integration | Variable      | -                       | -              | jpg / gif / Flash / exp. / video       | •            |       |    |    |    | •  | •  |
| Background          | Variable      | -                       | 100 Ko         | jpg / gif                              | •            | •     | •  | •  | •  | •  | •  |

## Newsletters

| Formats                                 | Size      | Max. file size | Types of file accepted | Availability |    |    |     |
|---|-----------|----------------|------------------------|--------------|----|----|-----|
|   |           |                |                        | vr           | hr | xp | vie |
| Banner                                  | 468 x 60  | 30 Ko          | jpg / gif              | •            |    | •  |     |
| Leaderboard                             | 728 x 90  | 40 Ko          |                        |              | •  |    | •   |
| Big box                                 | 300 x 250 | 40 Ko          | jpg / gif              |              | •  |    | •   |
| Content integration (50 words + visual) | 100 x 100 | 10 Ko          | Text + jpg / gif       | •            | •  | •  | •   |
| Background                              | variable  | -              | jpg / gif              | •            | •  | •  | •   |

# Net rates 2011 / Internet

*\*Other formats available upon request*

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|                            | <b>Formats (pixels)</b> | <b>CPM (\$)</b> |
|----------------------------|-------------------------|-----------------|
| <b>Leaderboard</b>         | 728 x 90                | 34 \$           |
| <b>Big box</b>             | 300 x 250               | 34 \$           |
| <b>Skyscraper</b>          | 160 x 600               | 34 \$           |
| <b>Catfish</b>             | 1000 x 60               | 54 \$           |
| <b>Large panel</b>         | 1000 x 190              | 102 \$          |
| <b>Double skyscraper</b>   | 300 x 600               | 68 \$           |
| <b>Half big box</b>        | 300 x 125               | Upon request    |
| <b>Banner</b>              | 468 x 60                | 25,50 \$        |
| <b>Small rectangle</b>     | 403 x 40                | 17 \$           |
| <b>Text link</b>           | 50 characters max.      | 1 000 \$/month  |
| <b>Content integration</b> | Variable                | Upon request    |
| <b>Background</b>          | Variable                | Upon request    |

## Newsletter

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|                            |                             |              |
|----------------------------|-----------------------------|--------------|
| <b>Banner</b>              | 468 x 60                    | 59,50 \$     |
| <b>Leaderboard</b>         | 728 x 90                    | 34 \$        |
| <b>Big box</b>             | 600 x 250                   | 34 \$        |
| <b>Content integration</b> | 50 words + visual 100 x 100 | 72,25 \$     |
| <b>Background</b>          | Variable                    | Upon request |

# Special projects

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Here are a few examples of special projects we can create from A to Z:

- **All inclusive contests**

Different types of contests are proposed in order to create interaction with web users or simply create a *buzz* around the client's products (ex: [Opéra de Montréal](#) / [Amarula](#) / [Estrimont](#) / [Nokia](#) ).

- **Interactive guides**

Guides with an exclusive content adapted to the client's needs. Special inserts in our newspapers and/or micro websites (Ex.: [Guide de la Saint-Jean Labatt Bleue](#)).

- **Sponsorships**

An exclusive placement and a position directly integrated in the content, whether it be in the printed or web versions (Ex.: [Toyota Matrix](#)).

- **Microsite programming**

A microsite adapted to the advertisers' needs with the possibility of adding blogs or exclusive content written by our team. The web users can exchange ideas on the subject proposed by the client (ex.: [Université Laval](#) / [Smirnoff Ice](#) / [Stella Artois](#)).