



## **NEWS RELEASE**

### **For immediate release**

#### **Olive Media Launches Travel Solution**

##### **Olive Media introduces a new vertical to reach online travel audiences**

Toronto, ON, November 30, 2011 – Olive Media has announced today the launch of Olive Travel, a premium content vertical providing targeted efficient online reach to business and personal travelers, within a brand-safe environment. Olive Travel offers is the first expansion of the Olive Vertical product since it was launched in March 2011.

Olive Vertical is a cost-effective, niche targeting solution that allows advertisers to reach audiences aggregated across premium content categories with full site transparency. With the addition of Olive Travel, advertisers will have access to a total of 26 verticals which include high demand categories such as Olive Moms, Olive Autos, Olive Style and Olive Health. Olive Travel offers an efficient solution to reach travel audiences in English and in French.

“We are constantly innovating to ensure our products stay on top of our advertisers’ changing needs,” says Theresa Smith, VP Product, Olive Media. “Olive Travel will allow our clients to reach a very specific and qualified travel audience without compromising premium content or brand-safety.”

Other Olive Media advertising solutions include video, mobile, premium site and network opportunities. All advertising inquiries may be directed at Kristie Painting, VP Sales & Marketing.

**About Olive Media:** [www.olivemedia.ca](http://www.olivemedia.ca)

[Olive Media](http://www.olivemedia.ca) is a leader in the online advertising market in Canada and has the ability to reach over 16.6 million unique Canadian visitors monthly\* on a variety of top-tier sites. Olive Media offers Canadian media buyers a one-stop shop for highly-engaged online Canadian audiences across premium Canadian and International content channels, including NYTimes.com, thestar.com, LaPresse.ca, auFeminin.com, Allrecipes.com and People.com.

Olive Brand Response, an Olive Media product, offers advertisers the opportunity to run performance-related campaigns on over 2000 Canadian and International websites in both English and French. Olive Media is a partnership between Torstar Digital, a division of Toronto Star Newspapers Ltd. and Square Victoria Digital Properties Inc.

\* comScore Media Metrix , July-September 2011 Average

-30-

**Media Contact**

Martine English

Olive Media

416-775-8135

menglish@olivemedia.ca