

## **Olive Media boosts Elite product offering**

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Olive Media meets demand by adding 4 new sites

Toronto, ON – March 10, 2011 – Olive Media ([www.olivemedia.ca](http://www.olivemedia.ca)), a leader in the online advertising market in Canada, continues to respond to the needs of marketers and advertisers with the addition of [TOROMagazine.com](http://TOROMagazine.com), [Flixster.com](http://Flixster.com), [RottenTomatoes.com](http://RottenTomatoes.com) and [Psychologies.com](http://Psychologies.com). These popular brands round out Olive Media's top-tier men's lifestyle, entertainment and health content both online and on the mobile web. [TOROMagazine.com](http://TOROMagazine.com), a Canadian online publication, is the go-to destination for "what men need to know" delivering quality content in a range of topics including; music, film, sports, style, and women. Of the top ten Entertainment-News category sites, [TOROMagazine.com](http://TOROMagazine.com) ranks #1\* for men 25-34 and was recently named a finalist at the Canadian Online Magazine Awards for best online-only publication and for best video.

[Flixster.com](http://Flixster.com), a social networking site for film enthusiasts, and [RottenTomatoes.com](http://RottenTomatoes.com), a site devoted to cultivating community forums for film reviews, information and news, boast 867,000 monthly unique visitors in Canada\* and combined Canadian page views of 8.6 million\*. The sites' combined mobile movie application is a leader among iPhone, iPad, BlackBerry and Android users and has seen an impressive 20 million downloads in North America\*\*\*.

[Psychologies.com](http://Psychologies.com), part of the Doctissimo family, a leading online and offline health and wellness publication in France, specializes in building communities that engage and enlighten users with ways to improve their overall health and quality of life. Offering extensive, rich, professional content written by experts, [Psychologies.com](http://Psychologies.com) receives over 313,000\* Canadian page views monthly.

"Advertisers continue reach out to Olive with requests for unique, high-quality content", says Theresa Smith, VP, Product, Olive Media. "The addition of [TORO](http://TOROMagazine.com), [Flixster](http://Flixster.com), [Rotten Tomatoes](http://RottenTomatoes.com) and [Psychologies](http://Psychologies.com) is Olive's response to those requests. We seek out quality editorial, robust audiences and custom advertising solutions – integrations, sponsorships and high impact executions. And in the case of [TORO](http://TOROMagazine.com), [Flixster](http://Flixster.com) and [Rotten Tomatoes](http://RottenTomatoes.com), those solutions are available cross-platform."

The addition of these sites brings Olive Media's reach up to 17.4 million monthly Canadian unique users, and 3.6 million monthly page views\*\*.

\*comScore Inc., Canada Sep-Nov.2011

\*\*comScore Inc., Canada January 2011

\*\*\*[techcrunch.com](http://techcrunch.com), Aug 2010

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

Olive Media is a leader in the online advertising market in Canada and has the ability to reach over 17.4 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, CNET.com, thestar.com, toronto.com, cyberpresse.ca and tetesaclaques.tv.

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., a subsidiary of Power Corporation of Canada.

\* comScore Media Metrix (January 2011)