



## **Olive Canada Network Adds More Premium Sites with [Readersdigest.ca](http://Readersdigest.ca), [selection.ca](http://selection.ca), [BestHealthMag.com](http://BestHealthMag.com) and [Allrecipes.com](http://Allrecipes.com)**

Websites offer advertisers highly educated female consumer target in engaging community environments.

Toronto, October 14th 2008 – Olive Canada Network ([www.olivecanadanetwork.com](http://www.olivecanadanetwork.com)), Canada's leading online premium ad sales network has added four more premium publishers to its roster of top-tier brands. [Readersdigest.ca](http://Readersdigest.ca), [Sélection.ca](http://Sélection.ca), [besthealthmag.com](http://besthealthmag.com) and [Allrecipes.com](http://Allrecipes.com) are now partners with the network.

"[Readersdigest.ca](http://Readersdigest.ca), [Sélection.ca](http://Sélection.ca) and [besthealthmag.com](http://besthealthmag.com) are leading female content sites in Canada with incredible brand recognition and trust", says Theresa Smith, Director of Audience, Olive Canada Network. "Their educational and empowering content creates a community of trust that is unsurpassed in the Canadian marketplace."

"We are delighted to partner with Olive Canada Network to handle our online sales. With our growing stable of content rich sites including: [readersdigest.ca](http://readersdigest.ca), [Sélection.ca](http://Sélection.ca), [besthealthmag.ca](http://besthealthmag.ca) and [Allrecipes.com](http://Allrecipes.com) we needed broader and deeper representation in the market and Olive Canada Network was a natural choice." says Larry Thomas - Vice President and Publisher, Reader's Digest Canada. "They have a stellar track record in client service and a leading edge reputation as a creative sales organization and we are very optimistic about the impact they will have on our online sales in the short and long term."

"Additionally, we're thrilled to bring [Allrecipes.com](http://Allrecipes.com) into the network – they attract a huge audience of educated, engaged females that align perfectly with the needs of our consumer package goods clients", added Smith. "The site offers these advertisers a powerful and trusted platform from which to promote food, family and lifestyle-related products, and connect directly with a key target audience at a time when consumers place the highest level of trust in peer opinions."

"Olive Canada Network has assembled a top-tier network of premium brands," says Lisa Sharples, President Allrecipes.com. "We are looking forward to working with the Olive Canada Network team and Canadian Advertisers to create unique opportunities that allow brands to participate in a market level dialogue with our community of active and engaged females at their immediate point of need."

Reader's Digest is one of Canada's most recognizable and read consumer products and has an impressive reach of over six hundred thousand Canadians monthly\* on [readersdigest.ca](http://readersdigest.ca). Reader's Digest's online portfolio includes the flagship [Readersdigest.ca](http://Readersdigest.ca), its French counterpart [Sélection.ca](http://Sélection.ca), as well as [besthealthmag.ca](http://besthealthmag.ca).

Over two thirds of Reader's Digest's online brands reach the highly desirable 25-54 year female target market – and users are highly engaged, spending on average 14.9 minutes per visit on [readersdigest.ca](http://readersdigest.ca)\*. [Besthealthmag.com](http://Besthealthmag.com) and [Sélection.ca](http://Sélection.ca) reach over 124,000 and 108,000 Canadians monthly respectively\*.

Allrecipes.com is the world's largest food-based social network and has a reach of over 900,000 Canadians monthly.\*\* Users are highly engaged, and spend on average eleven minutes per site visit. 77% of users are married women with children and household incomes of over \$70K, and are the primary purchase decision makers in their household.

\* ComScore Media Metrix, April 2008

\*\* ComScore Media Metrix, July 2008

**About Olive Canada Network:** [www.olivecanadanetwork.com](http://www.olivecanadanetwork.com)

Olive Canada Network is one of Canada's leading online advertising networks and has the ability to reach over 13 million unique Canadian visitors monthly<sup>+</sup> on its network of top-tier sites. Olive Canada Network offers Canadian media buyers a one-stop shop for highly-engaged online Canadian audiences across premium Canadian and U.S. content channels, including iVillage.com, CNET.com, ArtistDirect.com, thestar.com, toronto.com, cyberpresse.ca and tetesaclaques.tv.

Olive Brand Response, an Olive Canada Network product, offers advertisers the opportunity to run performance-related campaigns on over 2000 Canadian and U.S. websites. Olive Canada Network is a partnership between Torstar Digital, a division of Toronto Star Newspapers Ltd. and Gesca Digital, a division of Gesca Ltd.

+ ComScore Media Matrix – January 2008

### **About Reader's Digest**

Reader's Digest is a leading Canadian multi-brand media and marketing company that educates, entertains and inspires, connecting audiences throughout Canada. It publishes 5 magazines, including Reader's Digest and Sélection, Canada's most read magazines with 7.8MM readers a month. It has recently launched Best Health, a healthy lifestyle magazine for Canadian women and More of Our Canada, a companion magazine to the very popular Our Canada magazine. It operates 4 branded websites (rd.ca, Sélection.ca, ourcanada.ca and besthealthmag.ca) along with being a premier publisher of books, music and video products.

### **About Allrecipes.com**

Founded in 1997, Allrecipes.com is the preeminent social network for food enthusiasts. Allrecipes allows people to easily find and share food ideas through user generated recipes, ratings, reviews, photos and profiles based on common interests, needs and passions. The site averages 12 million unique visitors monthly<sup>++</sup>. Allrecipes is part of The Reader's Digest Association, Inc., a global multi-brand media and marketing company that educates, entertains and connects audiences around the world. The company is dedicated to providing its customers with the inspiration, ideas and tools to simplify and enrich their lives. For additional information regarding Allrecipes, please visit [www.allrecipes.com](http://www.allrecipes.com).

<sup>++</sup> Source: Omniture Site Catalyst, September 2008

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