

POSTMEDIA/DIGITAL

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DOSE.ca™

MEDIA KIT 2011

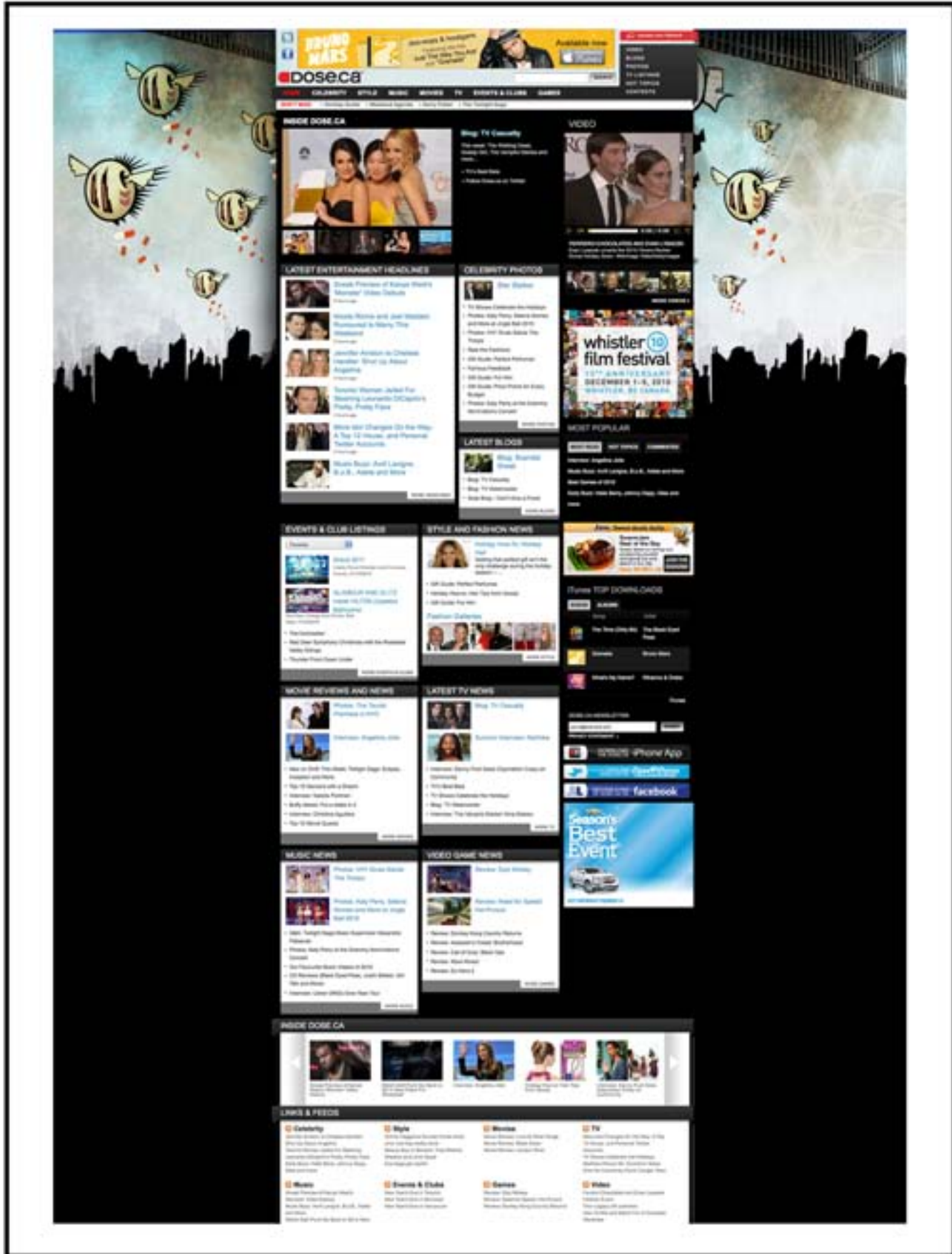


Issue #1

CHEW THEM UP.
SPIT THEM OUT.



WELCOME TO DOSE.CA



JUSTIN BIEBER DID WHAT WITH WHO LAST NIGHT?



'FESS UP - READING THOSE EIGHT LITTLE WORDS SENT YOUR IMAGINATION SOARING INTO A WORLD THAT WOULD EVEN MAKE TIGER WOODS BLUSH, DIDN'T IT? IF IT MAKES YOU FEEL ANY BETTER, WE'RE RIGHT THERE WITH YOU, AND OUR VERSION IS WAY WORSE. IT INVOLVES TWO MEMBERS OF THE JERSEY SHORE CAST AND AN ALBINO DONKEY.



BUT, ENOUGH ABOUT OUR BIEBER FANTASIES - LET'S TALK ABOUT YOU, DEAR MEDIA KIT READER.



WHETHER YOU'RE A POP CULTURE FIEND OR AN ADVERTISER LOOKING FOR A BRAND TO PARTNER WITH, **DOSE.CA** IS YOUR PREMIERE SITE FOR DAILY ENTERTAINMENT NEWS AND COMMENTARY. BACKSTAGE INTERVIEWS WITH YOUR FAVORITE BANDS, FASHION TRENDS THAT YOU NEED TO BE WEARING RIGHT NOW, FIRST LOOKS AT THE SUMMER'S NEXT BLOCKBUSTER? CHECK, CHECK AND CHECK. WHATEVER ENTERTAINMENT FIX YOU'RE CRAVING, YOU'LL FIND IT ON **DOSE.CA**.

DOSE RHYMES WITH THE WORD 'MOST' FOR A REASON

THAT'S BECAUSE WE HAVE THE MOST OF
EVERYTHING YOU WOULD EXPECT FROM A
LEADING ENTERTAINMENT SITE:

THE MOST VISITORS IN OUR CATEGORY,



**THE MOST LOYAL &
ENGAGED READERS,**

BOOM!



**THE MOST ORIGINAL
CONTENT AROUND.**

DOSE.CA HAS A UNIQUE UNDUPLICATED AUDIENCE WITH COMPETITIVE SET

YOU WILL NOT REACH OUR VISITORS ON PEREZHILTON.COM, MUCHMUSIC.COM, TMZ OR MTV.CA

DOSE.CA NETWORK EXCLUSIVE HVIS



SOURCE: COMSCORE, INC., TOTAL CANADA, ALL LOCATIONS, SEPTEMBER 2010, 9% OF DOSE.CA NETWORK UNIQUE VISITORS THAT ARE EXCLUSIVE VS. DUPLICATION WITH WEBSITES INDICATED

VISITOR PROFILE

GENDER	%	INDEX
MEN	52%	105
WOMEN	48%	95
AGE		
UNDER 18	13%	71
18-24	14%	159
25-34	24%	132
35-44	19%	104
45-54	15%	91
55+	15%	75
REGION		
BC	29%	212
PRAIRIES	18%	102
ONTARIO	36%	94
QUEBEC	12%	51
ATLANTIC	5%	71
HOUSE HOLD INCOME		
\$60K+	58%	101
\$75K+	45%	97
\$100K+	22%	88

**PAGE VIEWS:
5 MILLION**



**UNIQUE VISITORS:
565,000***

(EXTEND YOUR REACH TO OVER 3 MILLION MONTHLY UNIQUE VISITORS WITH THE ENTIRE POSTMEDIA ENTERTAINMENT NETWORK)

* SOURCE: COMSCORE INC., TOTAL CANADA 2+, ALL LOCATIONS, JUNE - AUGUST '10 (3 MTH AVG.) INCLUDES BOTH CLUBZONE.COM AND DOSE.CA



TIME FOR SOME REAL TALK

W

WE KNOW THAT THE ONLINE ENTERTAINMENT SPACE IN CANADA IS A COMPETITIVE AND CROWDED ONE.

BUT WE ALSO KNOW THAT **DOSE.CA IS LEADING THIS MARKET** WHEN IT COMES TO TIMELY, WELL-WRITTEN AND ORIGINAL FEATURES.

**BEEP!
BEEP!**

EVERY PIECE OF CONTENT THAT WE PUBLISH GOES THROUGH A PROCESS MORE GRUELING THAN A DATE WITH GORDON RAMSAY TO ENSURE THAT OUR READERS ARE GETTING THE FRESHEST, MOST RELEVANT PERSPECTIVE ON ENTERTAINMENT.

THE FINAL RESULT:

ORIGINAL AND ENGAGING CONTENT THAT SEES MORE RETURN VISITS THAN LINDSAY LOHAN TO REHAB.

WHAT, TOO SOON?

CONTINUED.....

WE GET AROUND – IN A GOOD WAY

DOSE.CA'S ORIGINAL TAKE ON ENTERTAINMENT NEWS HAS EVEN CAUGHT THE ATTENTION OF LEADING PUBLISHERS LIKE ROLLINGSTONE.COM, CNN.COM & PEREZ HILTON, WHO HAVE ALL FEATURED OUR CONTENT.



OFFLINE, OUR ARTICLES ARE ALSO CONSISTENTLY SYNDICATED ACROSS POSTMEDIA, CANADA'S BIGGEST NETWORK OF PRINT AND ONLINE PUBLICATIONS, EXTENDING THE DOSE.CA BRAND'S REACH TO MILLIONS ON A DAILY BASIS.

MUSIC
NOTES FROM THE STAGE AND STUDIO

Virtual reality
Cartoon bandmates of Gorillaz go on tour with their live counterparts



CD REVIEWS



ARTS & LIFE

(500) Days of Spidey



SHE KNOWS JACK

The just-a-walking-gal-timer duets 20-year-old singing sensation Kehlani



N.D.

DOSE.CA LIVES OUTSIDE OF THE INTERNET AND NO, THAT DOESN'T INVOLVE LARPING



AT DOSE.CA, WE STRIVE TO INTERACT WITH OUR READERS BEYOND THE COMPUTER.



WE KNOW THAT YOUR BRAND DOESN'T LIVE JUST ONLINE, AND NEITHER DOES OURS.



ENGAGING OUR AUDIENCE MEANS REACHING THEM AT MULTIPLE TOUCH POINTS OF THEIR LIVES WHICH FOR DOSE.CA INCLUDES SOCIAL MEDIA, MOBILE, NEWSLETTERS, 11 DAILY METRO PAPERS AND ONSITE

**AT THE BIGGEST, BEST EVENTS
ACROSS CANADA.**



CONTINUED.....



WHETHER IT'S HOSTING A PRIVATE BASH FEATURING GIRL TALK FOR RYERSON UNIVERSITY FROSH WEEK, THROWING THE OFFICIAL OPENING PARTY FOR THE POP MONTREAL MUSIC FESTIVAL, OR PRESENTING THE MAIN STAGE TO 20,000 PARTIERS AT THE TELUS WORLD SKI & SNOWBOARD FESTIVAL, **DOSE.CA** IS ALWAYS IN THE HEART OF THE EXCITEMENT AND WE WANT YOU TO BE RIGHT THERE, TOO.



IF YOU'RE A BRAND THAT PEOPLE SHOULD BE TALKING ABOUT, THEN YOU SHOULD BE TALKING TO **DOSE.CA**. NOT ONLY DO WE HAVE THE HIGHLY COMPETITIVE REACH THAT YOU WANT, BUT MORE IMPORTANTLY, OUR AUDIENCE IS FILLED WITH HIGHLY NETWORKED INFLUENCERS AND SPENDERS THAT YOU NEED.



"DAMN, I WISH I THOUGHT OF THAT AND I CAN'T BELIEVE DOSE.CA DID"

DOSE.CA OFFERS A NUMBER OF UNIQUE, ORIGINAL INITIATIVES, SUCH AS RECENTLY PRESENTING A FREE MIX FOR DOWNLOAD ON ITUNES FEATURING THE BEST ARTISTS LIKE TOKYO POLICE CLUB, BROKEN SOCIAL SCENE, LCD SOUNDSYSTEM, GORILLAZ AND ARCADE FIRE

DOSE.CA NATIONAL POST

The Essential Mix

Dose.ca and the National Post have teamed up to help our visitors and readers discover great local talent to school. We've rounded up songs from artists including Arcade Fire, LCD Soundsystem, Broken Social Scene, and more. Download your FREE playlist on iTunes now!

Featured Artist Bio

Arcade Fire
 Montreal's Arcade Fire explored the theme of breakthrough albums featured albums by Radiohead if it weren't for their own album, The Suburbs on long drives, and contemplating possibilities that it takes a village to perform a song, but the given track, they details are delved out bit by bit except every session, embrace much of what independent local has faced pressure from one they carved out something beyond the grasp of success, a combination of Internet word-of-mouth inspiration.

Official Artist's Site: www.arcadefire.com
 Check out the album on iTunes

Additional Featured Artists on The Essential Mix

Arcade Fire	Crysal Castles	Gorillaz	Melgrom Band
Black Mountain	Delancey	Kidstreet	Stu
Broken Social Scene	Pat Chua	LCD Soundsystem	Shane

Return to The Essential Mix

Essential Mix

Dose.ca and the National Post have teamed up to help our visitors and readers discover great local talent, presented to you by the local talent to school. We've rounded up songs from artists including Arcade Fire, LCD Soundsystem, Broken Social Scene, and more. Download your FREE playlist on iTunes now!

Playlist Includes:

- Arcade Fire "Ready to Start"
- Black Mountain "The Power"
- Broken Social Scene "The Power"
- Crysal Castles "The Power"
- Delancey "The Power"
- Pat Chua "The Power"
- Gorillaz "The Power"
- Kidstreet "The Power"
- LCD Soundsystem "The Power"
- Melgrom Band "The Power"
- Shane "The Power"
- Stu "The Power"
- Shane "The Power"
- Tai Lee & The Pharmacists "The Power"
- Tokyo Police Club "The Power"

Download Your Free Mix

If you have iTunes installed click below to get your free Essential Mix

Download Guide for iTunes Click
 Experience iTunes on your phone

If you don't have iTunes installed:

Download iTunes for Mac or Windows, free of charge at www.apple.com

Once iTunes and iPod/iPhone are installed:

Click Below:

Save the mix from above. Your download will start automatically. Enjoy!

Full rights on the mix belong to the artists and are not available only on the iTunes Store for Canada. To ensure you can have an iTunes account, subject to your acceptance of Dose.ca and usage terms. To open an account you must be over 18 and in Canada. iTunes is a registered trademark of Apple Inc. and its services, and certain services required. Not for resale. For full terms, see www.apple.com/legal/itunes/canada/. For more information, see <http://www.apple.com/support/itunes/>. Don't steal music. TM and © 2010 Apple Inc. All rights reserved.

INSIDE DOSE.CA

Don't Miss: [Artist Name] [Album Name]

Most Popular: [Artist Name] [Album Name]

Favorite: [Artist Name] [Album Name]

Events: [Event Name] [Date]

FACEBOOK.COM PAGE

JUST LIKE OUR TARGET DEMO, DOSE.CA IS ADDICTED TO FACEBOOK.

The screenshot shows the Facebook profile for Dose.ca. The profile picture is a black square with a red 'D'. The page has a post from Dose.ca asking if users would like to date Stefan or Damon. The post has 12 likes and several comments. The left sidebar shows 41 friends who liked the post and 46,738 people who liked the page. The right sidebar features several sponsored ads, including 'Pro Flight Simulator', 'HTS Free Wireless Plan', 'Ivey MBA Info Session', and 'Holiday Promotion'.

WITH NEARLY 50,000 FB FANS AND COUNTING, WE CAN HELP YOU REACH NEW AUDIENCES THROUGH SOCIAL MEDIA.

CLUB DOSE - ALL-ACCESS GUIDE TO THE HOTTEST PARTIES ACROSS CANADA - LISTINGS, PHOTOS AND MORE

STYLE

DAILY NEWS, GALLERIES, TREND REPORTS AND RED CARPET EVENT COVERAGE

VIDEO - VIDEO INTERVIEWS, MUSIC VIDEOS, CELEBRITY NEWS, MOVIE TRAILERS AND MORE.

CELEBRITY

THE LATEST CELEBRITY GOSSIP, PHOTOS AND QUOTES

MUSIC

DAILY NEWS, EXCLUSIVE INTERVIEWS, CD REVIEWS, VIDEO FEATURES AND EVENT COVERAGE

MOVIES

DAILY NEWS AND LISTINGS, REVIEWS, TRAILERS, TOP 10 GALLERIES, INTERVIEWS AND PREMIERE COVERAGE

TV

DAILY NEWS AND LISTINGS, TV BEST BETS, INTERVIEWS, EPISODE RE-CAPS AND SEASON PREVIEWS

CONTESTS - COOL CONTESTS WHERE YOU CAN WIN THE LATEST IN LIFESTYLE AND ENTERTAINMENT PRIZES

WHAT'S ON DOSE.CA

MOBILE - DOSE.CA ON THE GO, INCLUDES MOBILE SITE AND IPHONE APP. SPONSORSHIP OPPORTUNITIES AVAILABLE.

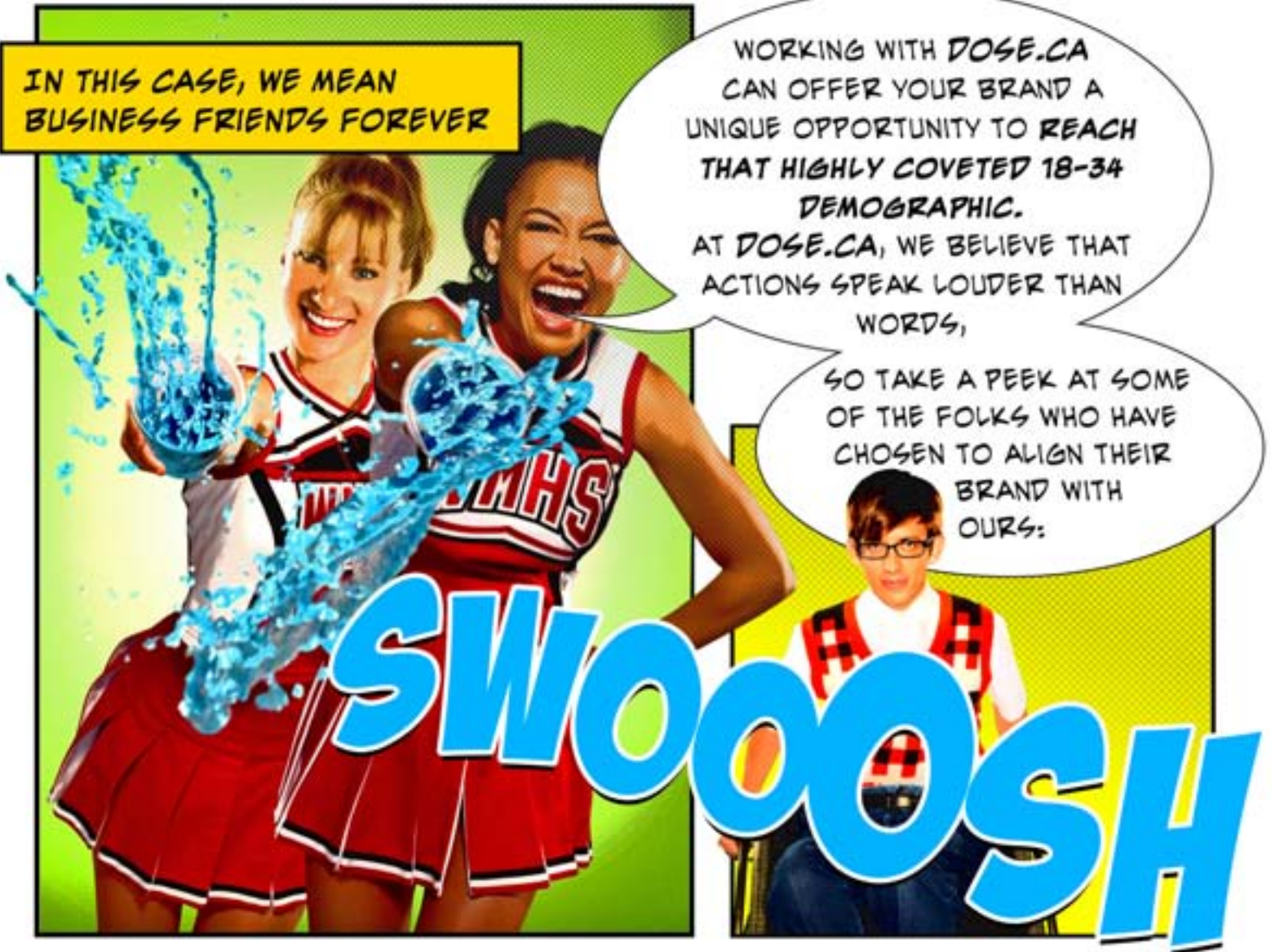
WE'RE, LIKE, TOTALLY MEANT TO BE BFFs

IN THIS CASE, WE MEAN
BUSINESS FRIENDS FOREVER

WORKING WITH DOSE.CA
CAN OFFER YOUR BRAND A
UNIQUE OPPORTUNITY TO REACH
THAT HIGHLY COVETED 18-34
DEMOGRAPHIC.

AT DOSE.CA, WE BELIEVE THAT
ACTIONS SPEAK LOUDER THAN
WORDS,

SO TAKE A PEEK AT SOME
OF THE FOLKS WHO HAVE
CHOSEN TO ALIGN THEIR
BRAND WITH
OURS:



TOP 10 ADVERTISERS FOR 2010



Labatt



SONY



SUBWAY

TELUS

ABSOLUT
Country of Sweden
VODKA

MAPLE
PICTURES

WRIGLEY'S

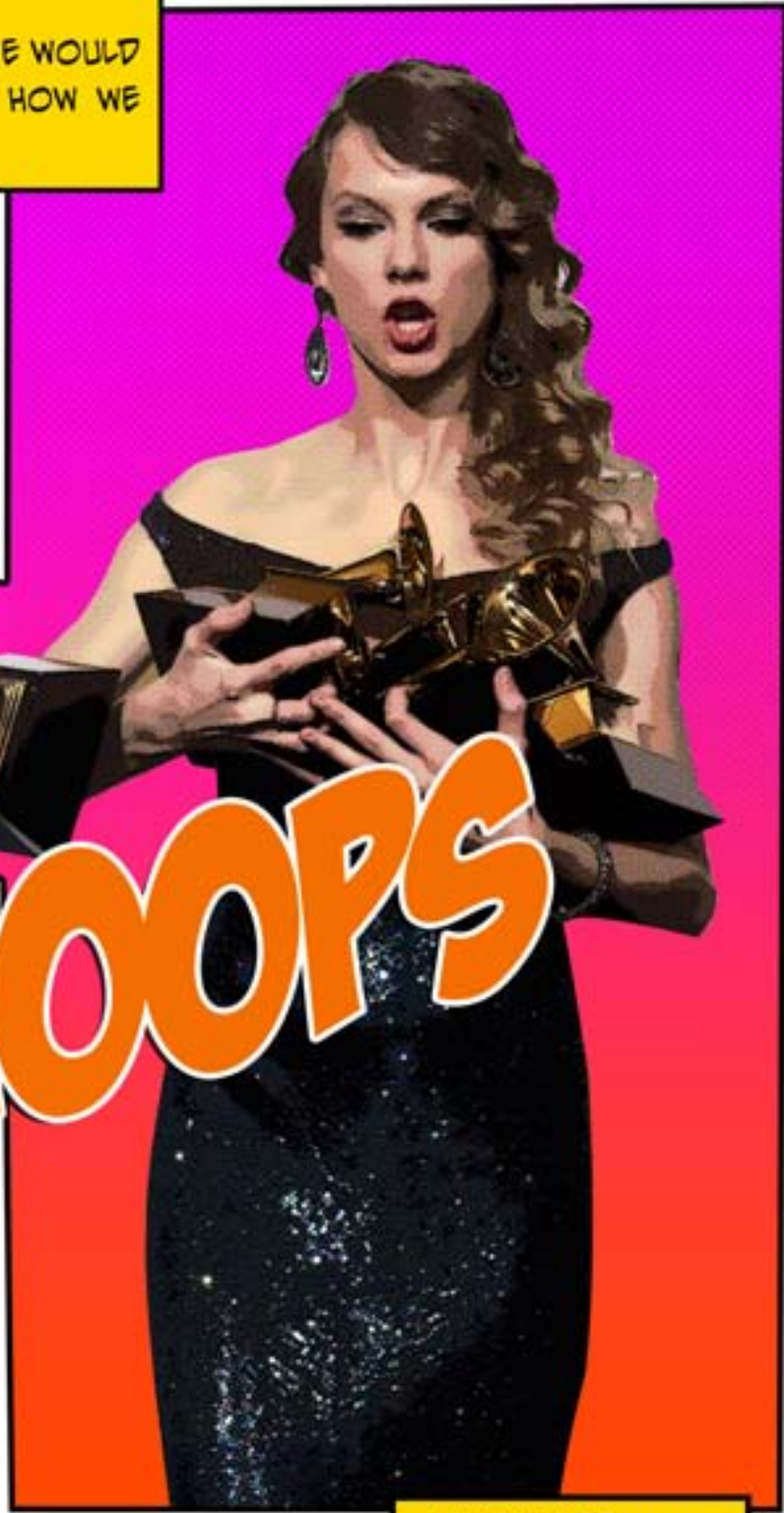
WE ARE CHAMPIONS OF THE WORLD!

...WIDE WEB THAT IS.

SO NOW THAT YOU KNOW ALL ABOUT US, WE WOULD LOVE TO KNOW MORE ABOUT YOU AND HOW WE CAN MAKE THE MAGIC HAPPEN.



WHOOOPS



CONTINUED.....

IF YOU WANT TO GROW YOUR AUDIENCE BY CONNECTING IT WITH OURS, HERE ARE FEW STANDARD OPTIONS TO START:

LEADERBOARD
(728 X 90)

VIDEO PREROLL

BIG BOX
(300 X 250)

**WALLPAPER
BACKGROUND**
SPONSORSHIP
OPPORTUNITY

BIG BOX
(300 X 250)

INTERESTED IN DOING SOMETHING A BIT DIFFERENT?
EVEN BETTER! WE HAVE CUSTOM INTEGRATED SOLUTIONS
AVAILABLE BY THE SPADES.
CALL US TODAY SO WE CAN START INTEGRATING
YOUR BRAND WITH OURS.

EBLAST & DAILY NEWSLETTER

LEADERBOARD
(728 X 90)

BIG BOX
(300 X 250)

BIG BOX
(300 X 250)

BIG BOX
(300 X 250)

THE DAILY DOSE

Month, Day, Year | View Online | Send to a Friend

Home | Celebrity | Music | Movies | TV | Games | Fashion | News | Speak Up | Columns | Video | Xtreme | Out/Out

LATEST ENTERTAINMENT NEWS



Early Buzz: Mel Gibson, Jon Gosselin, Roman Polanski and more

A judge has expunged Mel Gibson's 2008 DUI from the public record



Review: Whip It

Yes, it's another teen movie about a young woman who found a power she never knew she possessed. But Whip It sells it, and makes us buy the cool roller derby logo-T, to boot.



Trent Reznor Posts Video From Last UK Show; Baitz Fans for Gary Numan Collab

Nine Inch Nails' Trent Reznor posted high definition video of the band's final UK performance on NIN.com.

NEW VIDEO



Game Trailer: Tekken 6

In Tekken 6, the stages will be bigger and will have more interactivity.

MORE NEWS



Tim Gunn Will Make it Work on How I Met Your Mother

Tim Gunn is among a few big-name guest stars on How I Met Your Mother's 100th episode.



Ellen Page's Crappy Canadian Thanksgiving

In a new video posted on YouTube, Justin Long helps Ellen Page celebrate Canadian Thanksgiving.

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Dose.ca

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INFILTRATE THE INBOXES OF DOSE.CA'S AUDIENCE WITH THE BI-WEEKLY NEWSLETTER, WHICH HAS NEARLY 100,000 CANADIAN SUBSCRIBERS.

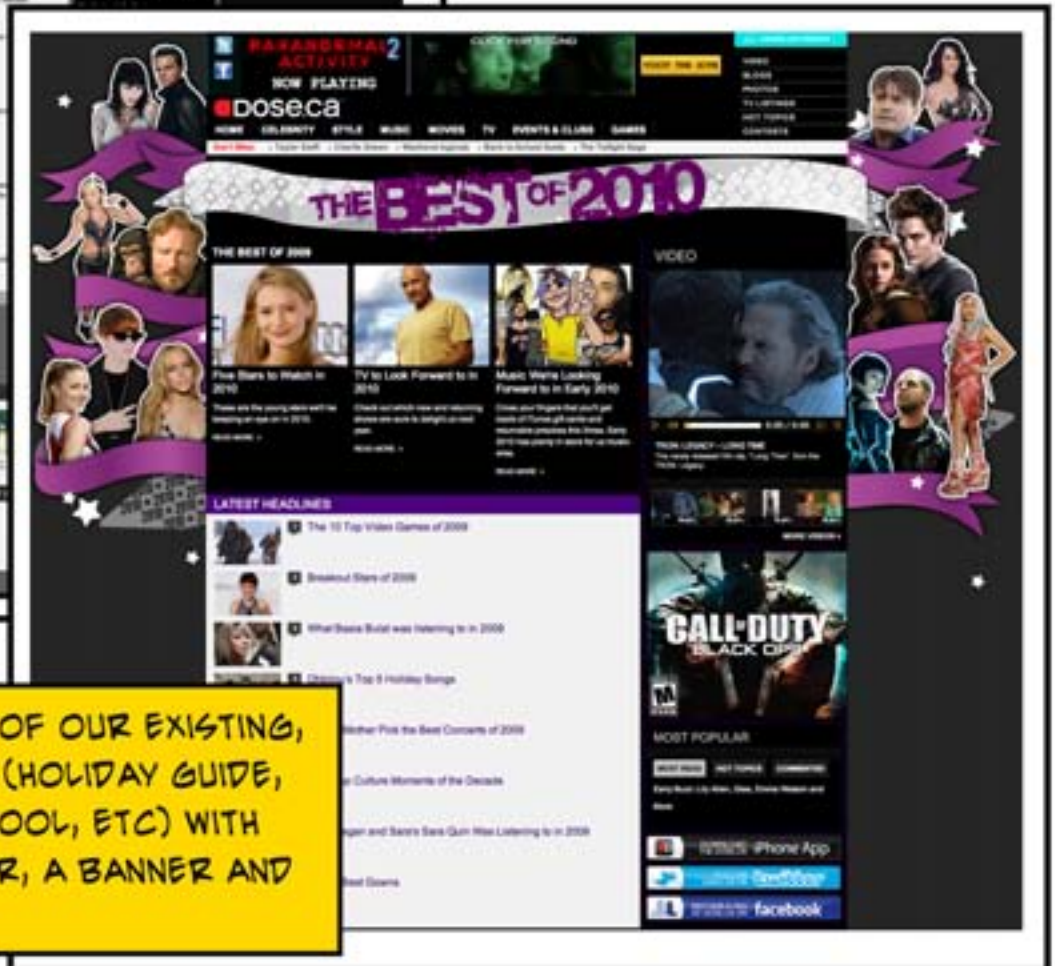
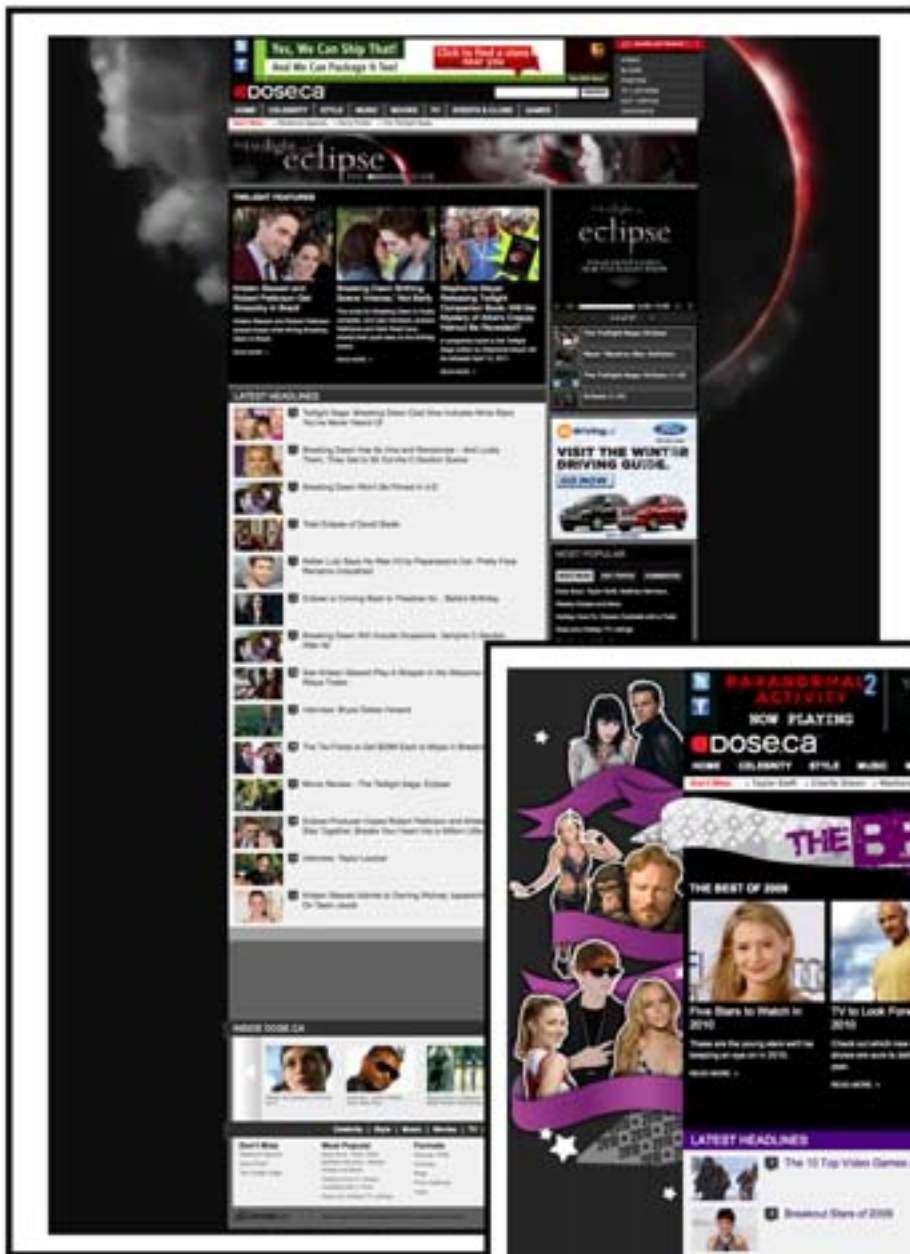
WALLPAPER TAKEOVER



WANT TO GET NOTICED?
OUR DESIGN TEAM CAN CREATE AN IN-YOUR-FACE
BACKGROUND TAKEOVER TO PROMOTE YOUR BRAND.



MICROSITE SPONSORSHIP



JUMP ONBOARD ONE OF OUR EXISTING, FABULOUS MICROSITES (HOLIDAY GUIDE, OSCARS, BACK TO SCHOOL, ETC) WITH CUSTOMIZED WALLPAPER, A BANNER AND ROAD-BLOCKED ADS.

DOSE.CA CONTESTS

DOSE.CA IS KNOWN FOR HOSTING SOME OF THE COOLEST CONTESTS AROUND. LET SOME OF OUR CRED RUB OFF ON YOU BY PARTNERING WITH US FOR A KILLER PROMOTION.

THE BEATLES

THE BEATLES - REMASTERED/REDISCOVERED
STRICTLY FOR A LIMITED TIME ONLY

ENTER FOR YOUR CHANCE TO WIN YOUR VERY OWN BEATLES BOX SET!



GRAND PRIZE: THE MONO BOX SET INCLUDES CD'S PACKAGED AS MINI LP REPLICAS, HARD WHITE GLOSSY SLIP BOX, LIMITED EDITION, ORIGINAL MONO VERSIONS OF 10 ALBUMS + NEW 2CD MONO MASTERS COLLECTION!

SECONDARY PRIZES: 1 OF 3 STEREO BOX SETS, INCLUDING ALL 13 REMASTERS PLUS PAST MASTERS, HARD WHITE GLOSSY LIFT TOP WITH MAGNET CLASP, CD'S ARE PACKAGED IN THREE PANEL OGG - PAK WITH DIGITAL MINI DOCUMENTARIES

ENTER RULES WINNERS VIDEOS

DOSE.CA EMI Music Canada Apple iTunes www.thebeatles.com

NO COUNTRY FOR OLD MEN

ACADEMY AWARD WINNER FOR BEST PICTURE, BEST ADAPTED SCREENPLAY, BEST SUPPORTING ACTOR, OR A CHANCE TO WIN THE BEST HOME THEATRE SYSTEM.

"THE COENS AT THE PEAK OF THEIR POWERS"
-PETER TRAVERS, ROLLING STONE

"FLAWLESS."
-ROGER EBERT, CHICAGO SUN-TIMES

WINS A SHARP 42" LCD TV AND... AND YOUR VERY OWN COPY OF NO COUNTRY ON BLU-RAY DISC.

INCLUDES A SHARP 42" LCD TV & A BLU-RAY PLAYER.

WINNERS TRAILER

SHARP

the twilight saga

eclipse

PRIZES COURTESY OF AMERICAN EXPRESS

BE THE FIRST TO SEE THE TWILIGHT SAGA: ECLIPSE

DOSE.CA & ET CANADA WANT TO SEND YOU ON A VIP EXPERIENCE TO THE EXCLUSIVE AMERICAN EXPRESS CANADIAN GALA PREMIERE IN TORONTO, MONDAY JUNE 28!

enter rules winners trailer

IN THEATRES AND IMAX JUNE 30

DOSE.CA

DOSE.CA AND BREAKAWAY TOURS WANT YOU TO **BE A VIP AT THE MMVAs!**

ENTER FOR YOUR CHANCE TO WIN A TRIP TO THE 2010 MMVAs

GRAND PRIZE INCLUDES RETURN FLIGHTS, TWO NIGHTS HOTEL ACCOMMODATION AND VIP PASSES TO THE 2010 MMVAs

ENTER RULES WINNERS

GRAND PRIZE ALSO INCLUDES AN EXCLUSIVE MEET AND GREET WITH **KATY PERRY!**

SUNDAY JUNE 20 9ET/6PT
CO-HOSTED BY MILEY CYRUS

AWARDS

DOSE.CA

DOSE.CA IPHONE APP

REACH THE 18-34 YEAR OLD DEMO WHERE IT COUNTS: ON THEIR PHONES!



Who are you rooting for on Dancing with the Stars?

Kate Gosselin

son

arty

Email

SMS



EXPLORE SPONSORSHIP OPPORTUNITIES WITH DOSE.CA'S IPHONE APP.



dose.ca + **clubzone.com** =
DOSE.CA NETWORK



C LUBZONE.COM AND DOSE.CA ARE ONE OF THE LARGEST NIGHTCLUB PORTALS IN THE WORLD. CLUBZONE.COM IS THE COUNTRY'S PREMIERE SOURCE FOR NIGHTLIFE INFORMATION WHICH IS RELEVANT, MEANINGFUL, AND SEXY!



YOUR LOGO HERE



CLUBZONE AD SERVICES SUMMARY
 ONLINE MEDIA (BIG BOX & LEADERBOARD)
 SITE TAKE-OVER SPONSORSHIP
 EMAIL NEWSLETTER SPONSORSHIP
 EVENT PHOTOGRAPHY SPONSORSHIP



CONTINUED.....

PHOTOGRAPHY SPONSORSHIP OPPORTUNITIES:

ONE SIDE OF THE DISTRIBUTED PHOTO-CARDS WILL BE BRANDED WITH THE CLIENT'S AD GRAPHIC AND EVERY PHOTO THAT GETS UPLOADED ONTO CLUBZONE.COM AND DOSE.CA WILL ALSO HAVE A PERMANENT SPONSOR LOGO WATERMARK. IT'S A GREAT WAY TO REINFORCE YOUR CAMPAIGN MESSAGE!



CLUBZONE'S EVENT PHOTOGRAPHY PROGRAM HAS PROVEN TO BE ONE OF OUR MOST POWERFUL FORMS OF ONLINE/OFFLINE MARKETING SERVICES.

EVERY MONTH WE SEND OUT PHOTOGRAPHERS TO HUNDREDS OF THE HOTTEST CLUB EVENTS THROUGHOUT CANADA'S TOP CITIES INCLUDING TORONTO, VANCOUVER, EDMONTON, MONTREAL, AND CALGARY. WE TAKE HIGH QUALITY CLUB PICTURES AND DISTRIBUTE THOUSANDS OF CO-BRANDED PHOTO CARDS INTO THE HANDS OF YOUNG PEOPLE, ENCOURAGING THEM TO GO TO CLUBZONE AND DOSE.CA TO VIEW THEIR PHOTOS ONLINE.

clubzone.com

dose.ca

dose.ca

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FROM COAST TO COAST, HERE'S WHY DOSE.CA VISITORS KEEP COMING BACK FOR MORE

ONTARIO

"VERY HAPPY I HAVE THE APP ON MY IPHONE."

MALE 35-44, ONTARIO, AUGUST 2010

QUEBEC

"THE STYLE OF WRITING ALWAYS BRIGHTENS UP MY DAY - IT'S FUNNY WITHOUT BEING SILLY, AND STILL PROFESSIONAL."

FEMALE 18-24, QUEBEC, MAY 2010

FILM, MUSIC AND CELEBRITY INFO, IT WAS ALL THERE."

FEMALE 35-44, PEI, OCTOBER 2010

ATLANTIC

"DOSE ROCKS. EVERYTHING AND ANYTHING ALL IN ONE PLACE..."

FEMALE 18-24, BRITISH COLUMBIA, JULY 2010

BRITISH COLUMBIA

"COMPREHENSIBLE, COHERENT, ENTERTAINING, EASY TO FIND AND ALWAYS MORE TO SEE."

FEMALE 18-24, ALBERTA, AUGUST 2010

ALBERTA

SOURCE: 2010 IPERCEPTIONS SURVEY

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WATCH THEM FORM.
WATCH THEM UNRAVEL.

