

**Nicolas Faucher is appointed Vice President and Publisher, *Métro Montréal* newspaper**

**Montreal, October 18, 2013** – TC Media is pleased to announce the appointment of Nicolas Faucher to the position of Vice President and Publisher, [Métro Montréal](#) newspaper, effective immediately. Nicolas will assume strategic leadership of the most-read weekday paper on the island<sup>1</sup>, managing all aspects of the business, including the *Métro* sales team.

"With his proven track record, his rich experience in media, marketing and sales as well as his in-depth knowledge of the *Métro Montréal* brand, Nicolas is the ideal candidate to take on this position," said Ted Markle, President of TC Media. "Nicolas is a seasoned manager and a leader who has well-established business relationships in the market. I have every confidence that he will successfully drive the multiplatform growth of *Métro*, one of the core brands of TC Media's portfolio, in order to better meet the needs of our clients and loyal readers."

Nicolas has been active in the media world for over 20 years. His early experiences were in media planning and buying, and soon came to include managerial responsibilities within Quebec agencies such as Marketel and Cossette. After 10 years, he switched to advertising sales as National Sales Rep with Astral, and then joined the *Métro Montréal* newspaper in 2005 as National Accounts Manager, then Sales and Marketing Manager. In 2011, Nicolas was appointed Vice President, Key Accounts for TC Media, and subsequently was promoted to the position of Senior Vice President, National Sales and Creative Services in September 2012. He managed this team successfully by developing winning strategies and appointing a team of strong leaders.

These leaders are now taking over and will continue to drive the leadership of the national sales teams within TC Media. As such, Patricia Heckmann, VP Sales in Montreal, oversees the magazines and digital sales teams; Patricia Châteauneuf, VP 360 Solutions and Creative Services in Montreal, remains responsible for 360 Solutions and the creative services; and Antoine Shiu, VP Sales and Creative Services in Toronto, manages the magazines and digital sales teams as well as the creative services teams in Toronto.

**About *Métro Montréal* newspaper**

*Métro Montréal*, the most-read weekday paper on the island of Montréal, reaches more than 215,500 readers every day, from Monday to Friday (source NADBank 2012). With its team of 17 journalists and its partnership with a worldwide network of more than 500 journalists, *Métro* excels at offering quality content that is effectively presented and meets the needs of an educated and demanding readership, largely composed of young city dwellers. *Métro* has grown ever since it was introduced in 2001 and it has become a key source in the world of information.

Now wholly owned by Transcontinental Inc, through its subsidiary TC Media, *Métro* is a local edition of Metro International, which reaches more than 18 million people in 23 countries every day.

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<sup>1</sup> NADbank 2012 (results published on March 27, 2013)

### **About TC Media**

Canada's leading provider of media and marketing activation solutions, employing about 4,000 people, TC Media reaches 24 million consumers in Canada through its integrated multiplatform offering that includes print and digital media, the production of magazines, newspapers, books and custom content, mass and personalized marketing, interactive and mobile applications, TV production and door-to-door distribution.

TC Media is a brand of Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D), which has about 9,500 employees in Canada and the United States, and reported revenues of C\$2.1 billion in 2012. Website: [tc.tc](http://tc.tc).

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### **For more information or interview requests:**

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