

DIGITAL ETCANADA.COM

HIGHLIGHTS

- **ETCanada.com** is the daily destination for the latest entertainment news, celebrity photos and videos. Covering Hollywood headlines and features on Celebs, Style, Movies, TV and Music, **ETCanada.com** also brings fans up-to-the minute news on the biggest awards shows and special events
- Coming this Spring: Full coverage of Toronto Fashion Week: March 23 - 27, 2015. **ETCanada.com** gives users a front-row seat to all the trends on the runway with photos, videos and more!
- Ongoing: **Rdio Sessions @ The Orange Lounge** is the exclusive music series that offers unparalleled access to candid interviews, behind-the-scenes photos and intimate studio performances featuring the world's leading artists. Musicians featured on **ETCanada.com** include Lorde, Imagine Dragons, Sarah McLachlan and more internationally acclaimed music stars!
- **ETCanada.com's** featured awards section drove **1,700,000** page views in 2014 awards season. Style section also reached the all time high with **1,300,000** page views in November 2014
- **67%** of visitors are in the key **A18-49** (Index 132) demo
- **154,000** followers on Twitter

MONTHLY AVERAGES

113,000 unique visitors

5 million page views

(8% increase YoY)

