

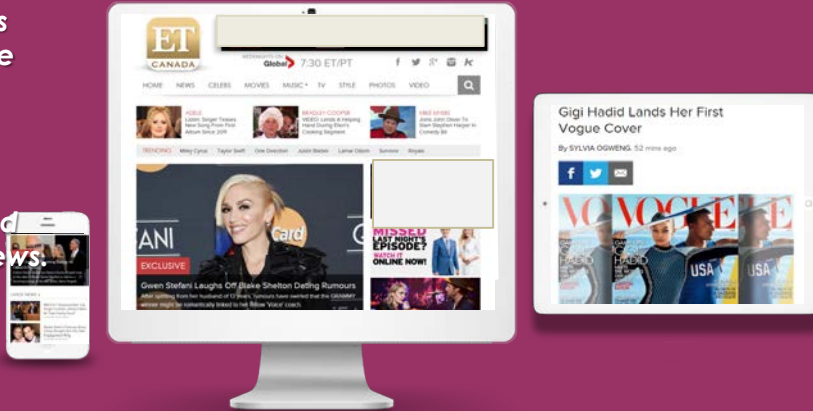
# Etcanada.com: Reaching Over 294 Thousand Canadians monthly

**4 Million**  
Page Views  
Monthly

**98 Thousand**  
Video Starts  
Monthly

**5.2 Avg. Min.**  
Per Visitor  
Monthly  
(+50% YoY)

*Etcanada.com is your daily source for the latest Hollywood headlines, entertainment news, photos and celebrity interviews.*



**141 Thousand+**  
facebook likes  
To date

**369 Thousand**  
twitter followers  
To date

## ET CANADA 18+ Digital Audience Profile



Age	%	Index
18-34	22%	71
35-54	43%	111
55+	35%	115
Region	%	Index
Atlantic	8%	123
BC	36%	264
Ontario	27%	72
Prairies	25%	147
Quebec	4%	15

### Audience Sweetspot

**F25-54** **37%** **135**

Source: comScore Media Metrix, Multi-platform data, 3-month avg. ending November 2017, Base: Total Canada, All Locations, 18+ digital audience

UV and Time Spent Source: comScore Media Metrix, Multi-platform data, 3-month average ending November 2017, Base: Total Canada, All Locations, 2+ digital audience; Page Views and Video Segment Views source: Adobe Analytics, 3-month average ending November 2017, Facebook source: <https://www.facebook.com/etcanada>, Twitter source: <https://twitter.com/etcanada>