

## Western Living's September Issue Refreshed... Inside and Out!

*Just in time for the 2013 Designers of the Year Awards*

Vancouver, September 4<sup>th</sup>, 2013 – [Western Living](#), a TC Media brand, is proud to unveil a totally refreshed magazine for its September 2013 issue highlighting the winners of its annual, one-of-a-kind, Designers of the Year competition. The much-awaited issue, the largest in over 20 years, is available today and comes with a raft of new columns, updated features and stunning new photography which harmonize the entire magazine, from the inside out. The unique cover execution showcases a striking Pantone colour wheel, making the new *Western Living* magazine even more attractive to the design community.

"We are thrilled to uncover a fresh new look for *Western Living* with enriched content that will affirm our identity as Western Canada's premier magazine," said Lori Chalmers, Publisher of *Western Living* and *Vancouver* magazines at TC Media. "We wanted to stay in tune with our readers' passions and mirror their interests in our features – home & design, food & wine, and travel. We believe our engaged readers will continue to be inspired by *Western Living* and newcomers will be delighted by its sharp new design, quality content and overall evolution."

Readers of the new *Western Living* can expect to see: **more faces in places**: the folks who are living in and creating the modern West; **more feminine**: a softer design and content aimed at contemporary women; **pan-regional content** throughout; **an authoritative voice**: featuring contributions from regular columnists and top designers in the country; **more entertaining stories**: such as celebrating the chef at home; **more travel stories with a design focus**: the top shops in regions across the West and in destinations frequented by Western Canadian travelers. Readers will also enjoy new columns such as: Just One Room, On Trend, 48 Hours In, Out There, Spirit Guide and many more.

Launched in 1970, *Western Living* is a strong brand with deep history in Western Canada. It is the largest regional magazine in the West, with 152,000 copies distributed in six main regions: Vancouver, Victoria, Edmonton, Calgary, Saskatoon and Winnipeg. *Western Living* has a loyal readership of urban readers and design professionals who are home décor, renovation, food, wine, and travel enthusiasts. The print magazine has a total of 587,000 readers<sup>1</sup> and a growing and increasingly engaged online community.

The September issue of *Western Living* is available for free in selected home shows and in-store placements. View *Western Living's* in-store distribution list [here](#). Consumers can also subscribe to the print or the digital version of the magazine for only \$23.95 for 10 issues per year.

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<sup>1</sup> Source: PMB Spring 2013, A12+

### 2013 Designers of the Year Awards

This year, the Designers of the Year event will be held on Thursday, September 12<sup>th</sup> in Vancouver and on Wednesday, October 2<sup>nd</sup> in Calgary. *Western Living's* annual Designers of the Year competition celebrates the best new designs in Western Canada, as judged by Canada's foremost designers and architects. *Western Living* Designers of the Year is certainly the only event of its kind in the West. This industry event only brings together celebrity judges, the brightest stars in design, exciting up-and-comers and movers and shakers, all in one spectacular evening of sophisticated fun and celebration. Discover all the winners of this year's Awards in the new *Western Living*, available as of August 23<sup>rd</sup>.

As part of this year's annual Designers of the Year Awards, *Western Living*, in partnership with IDSwest, is pleased to announce its first-ever Western Living Design Week, to be held from September 12 to 22. That week, local businesses and consumers will enjoy special offers and exclusive events celebrating design. For more information, click [here](#).

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### About TC Media

*Western Living* is published by TC Media, one of Canada's leading providers 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 [www.tc.tc](http://www.tc.tc).

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