

POSTMEDIA/DIGITAL

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# DOSE.ca™

## MEDIA KIT 2011

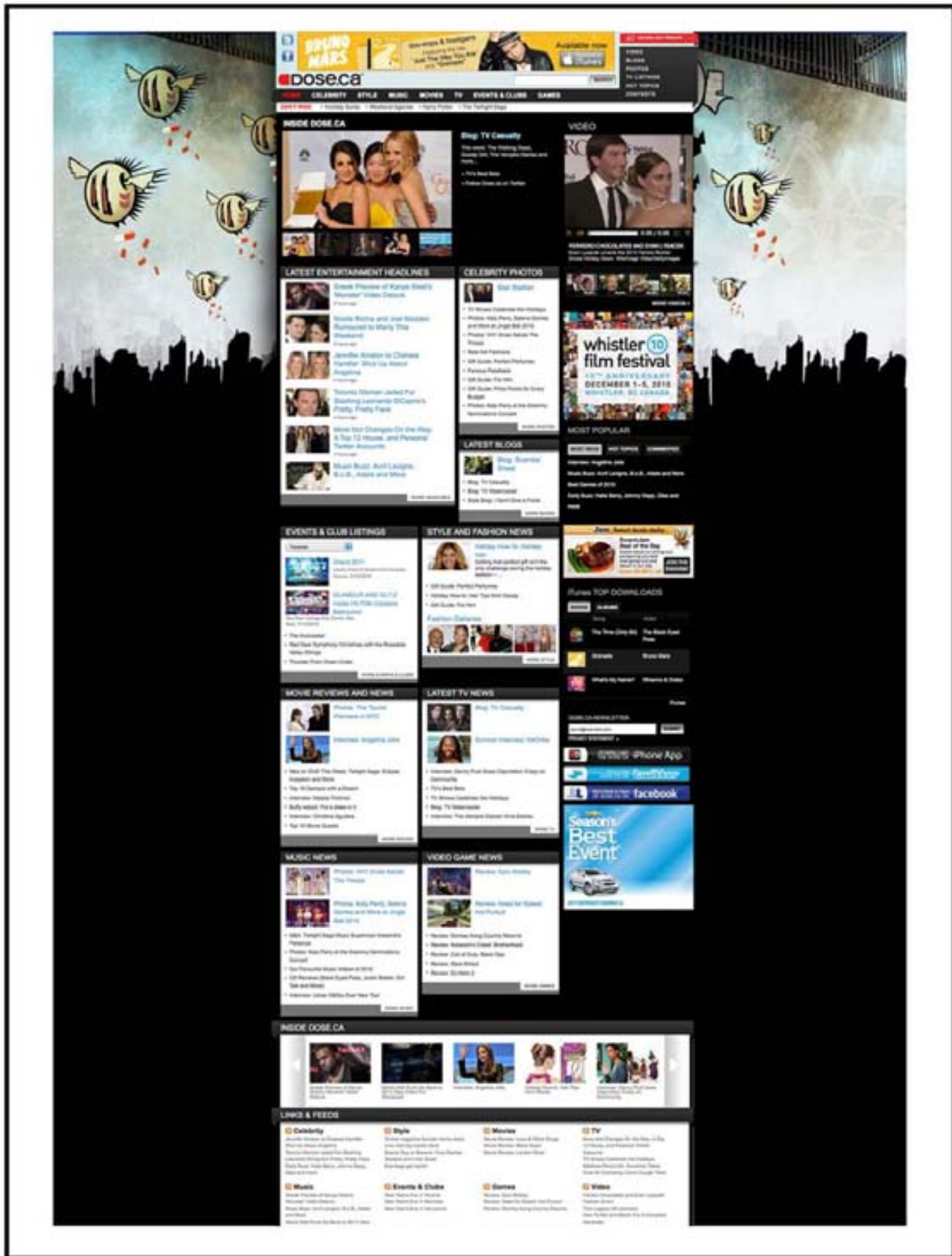


Issue #1

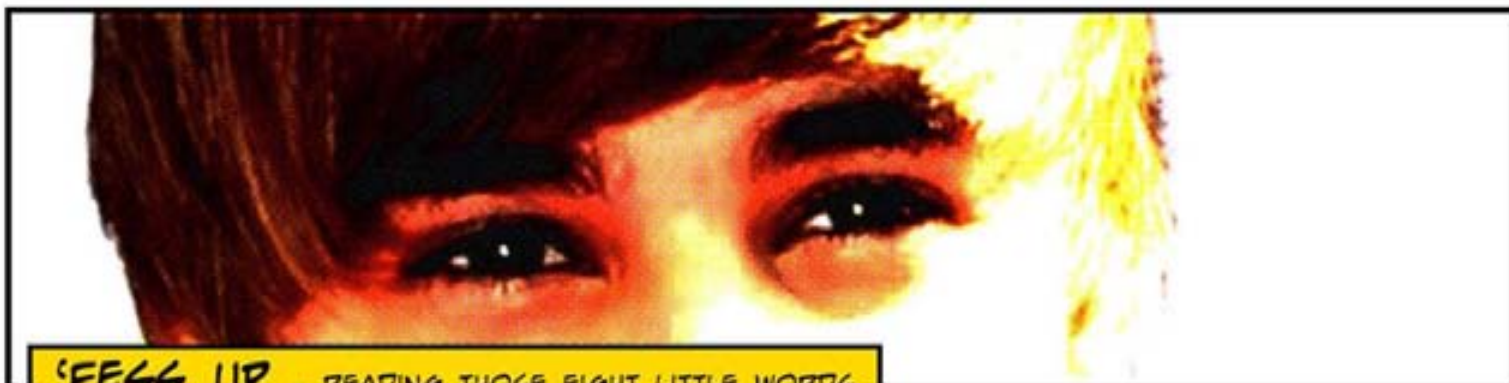
CHEW THEM UP.  
SPIT THEM OUT.



# 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,**

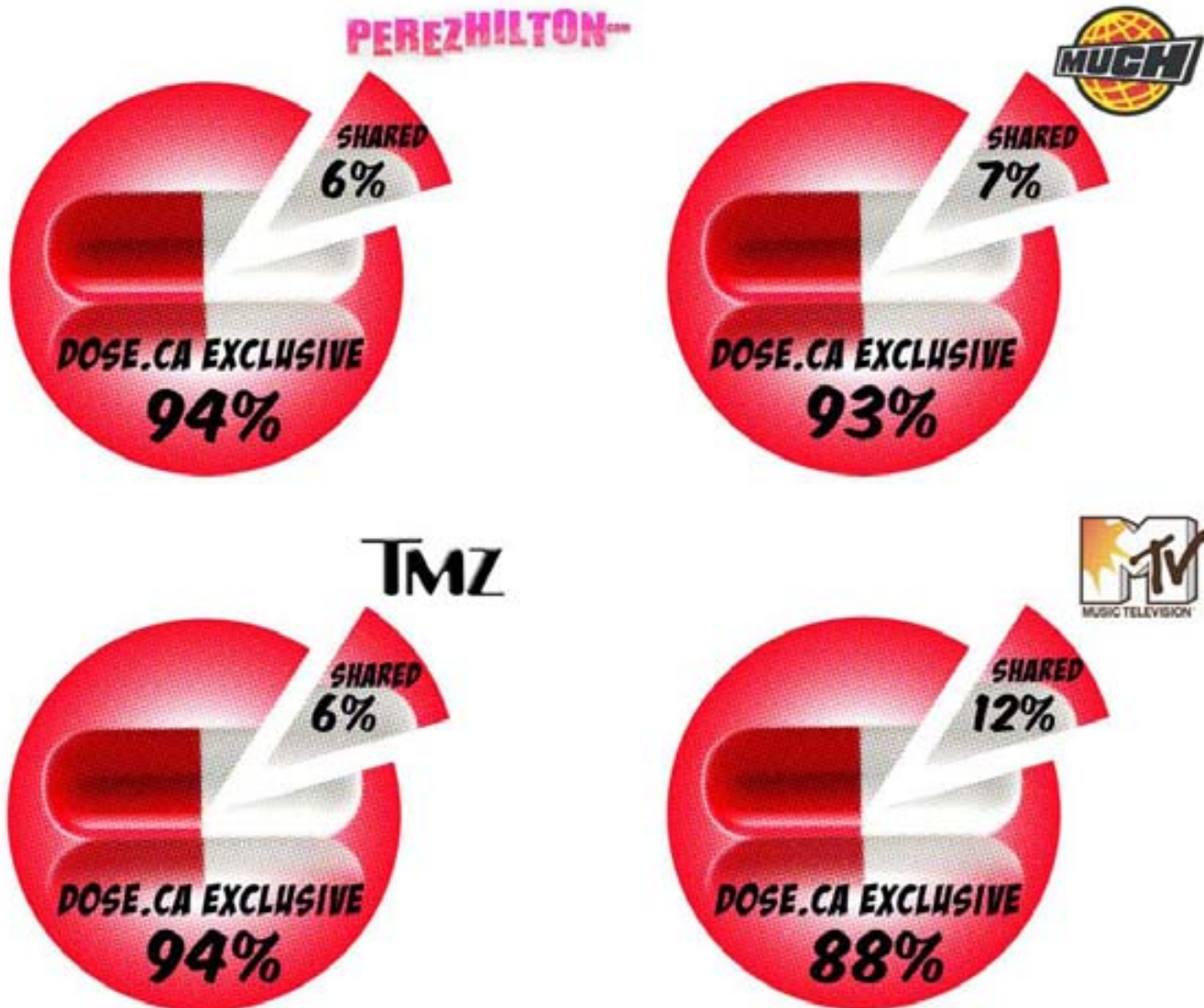
# BOOM!

**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

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



It's the virtuality of the Gorillaz that makes them so special. The band, which consists of four cartoon characters, has become a global phenomenon. Their music is a blend of funk, soul, and electronic sounds. The band's live performances are a sight to behold, as they bring their virtual world to life on stage.

### CD REVIEWS



Bruce Willis finds happiness by making out with an underwear model in public. *Governor, Page A13*



(500) Days of Spidey

## SHE KNOWS JACK

'You just a walking great time' declares 39-year-old singing sensation Ke\$ha



# 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.....



**W**HETHER 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 new music, essential to love as they head back to school. We've rounded up songs from artists including Arcade Fire, LCD Soundsystem, Broken Social Scene, Crystal Castles, and more. Download your FREE playlist on iTunes now!

**Featured Artist Bio**

**Arcade Fire**

Official Artist Site: [www.aifm.com](http://www.aifm.com)

Check out the album on iTunes

**Additional Featured Artists on The Essential Mix**

Artist Name	Artist Name	Artist Name	Artist Name
Artist Name	Artist Name	Artist Name	Artist Name
Artist Name	Artist Name	Artist Name	Artist Name

Return to The Essential Mix

## The Essential Mix

Dose.ca and the National Post have teamed up to help our visitors and readers discover great new music, essential to love as they head back to school. We've rounded up songs from artists including Arcade Fire, LCD Soundsystem, Broken Social Scene, Crystal Castles, and more. Download your FREE playlist on iTunes now!

**Playlist Includes**

- Arcade Fire "Ready to Start"
- Black Mountain "Old Flame"
- Broken Social Scene "Tattoo Machine"
- Crystal Castles "Vicious"
- Delerium "Stay Close"
- Fel Cham "So Real"
- Gorillaz "Tomorrow's Light"
- Kidstronaut "7"
- LCD Soundsystem "I Can Change"
- Melkyne Band "Nightlight"
- Si "The Right"
- Sleets "Hatched Daylight"
- Surfer Blood "Sun"
- Ted Leo & The Pharmacists "Eaten Heroin Home to Me"
- Tokyo Police Club "Rocks of Danger"

**Download Your Free Mix**

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

Download Code: [Get iTunes Code](#)  
Expiration Date: 09/31/2012

**If you don't have iTunes installed:**

Download iTunes for Mac or Windows, free of charge at [www.itunes.ca](http://www.itunes.ca)

Open iTunes and click iTunes Store.

Click Below:

Enter the code from above. Your download will start immediately. Enjoy.

Code expires on the date below (Access and is available only on the iTunes Store for Canada. To redeem you must have an iTunes account, subject to prior acceptance of license and usage terms. To open an account you must be over 13 and in Canada. iTunes is in its final. Compatible software and hardware, and internet access required. Not for resale. For full terms, see [www.apple.com/legal/itunes/can/itunes.html](http://www.apple.com/legal/itunes/can/itunes.html). For more information, see <http://www.apple.com/support/itunes/tw>. Don't send money. TM and © 2012 Apple Inc. All rights reserved.

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# 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 red 'D' on a black background. The page has a post from Dose.ca asking "We asked Nina Dobrev who Elena should end up with: Stefan or Damon?". The post has 13 likes and several comments. Comments include: "Jasmine Hobbs damn!!!!!!", "Breanna Blundell Totally damn stefan guy!!", "Chloe Adams damn", "Chloe Adams damn", "Katarsha Sheels Stefan :)", "Kristina Richardson Damon", "Cheremne Rozarova In my mind Elena wants to be with Damon but Elena doesn't want to be with him what she see him by hurting her love ones. But mostly she wants to be with him because he has mysterious, sensitive, bad boy side in him, Dan Somersfelder is so handsome I can't stay away off of his smoldering eyes!!", "Brooke Blasing Stephan, hands down.", "Douglas Rensch Has anyone read the books that this show is based off?", "Bridgette Pinner stefan is mental anyone that says lovely lovely love that many times has never read Damon is way better!!", "Cheremne Rozarova First of all Stefan/Paul is good looking nice body, those who doesn't want to be with him they should have some self an you like a man? Dan, I could see his game when he bonds his back with Damon/dan who has the perfect body for man like too plus those eyes damn!!", "Cheremne Rozarova And don't she agree Vampire Diaries fans that Dan Somersfelder and Nina Dobrev are secretly dating no other like brother and sister like spend quite a bit of time with each other like they have some passionate pictures, and post loveable th...".

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.

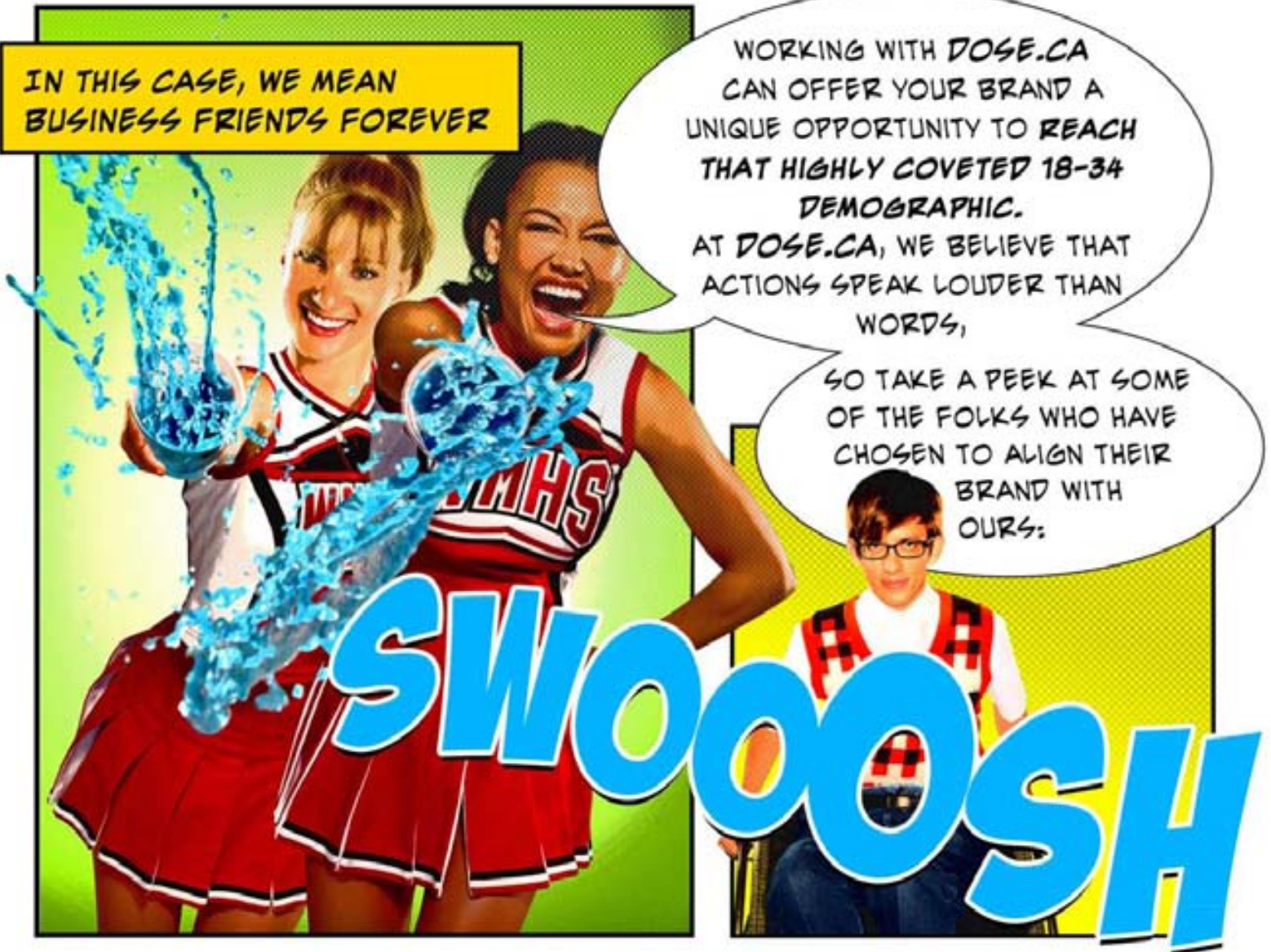
# WE'RE, LIKE, TOTALLY MEANT TO BE BFFs

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

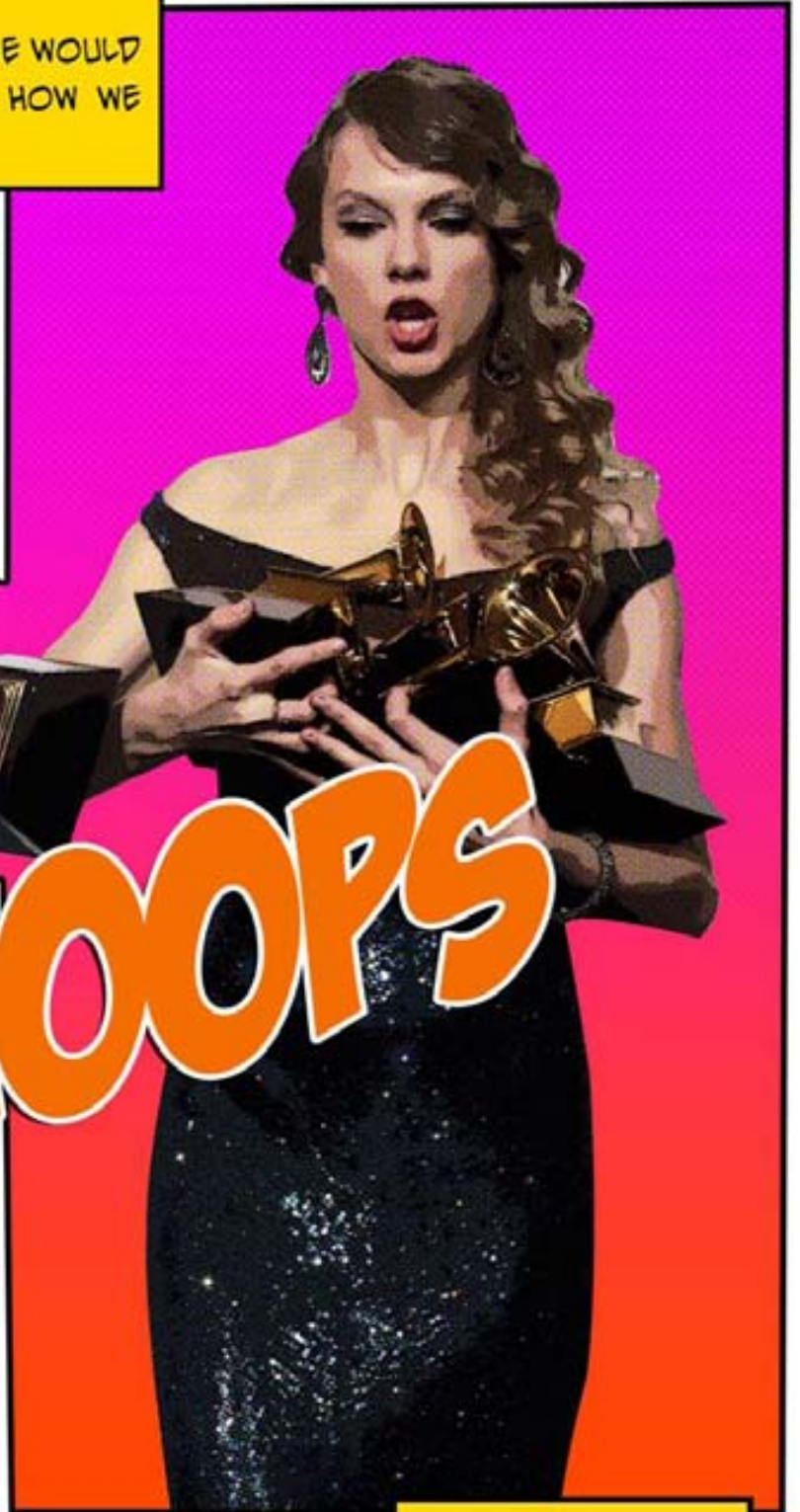
# WE ARE CHAMPIONS OF THE WORLD!

...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**  
(300 X 250)

**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**  
(300 X 250)

**BIG BOX**  
(300 X 250)

**BIG BOX**  
(300 X 250)

**BIG BOX**  
(300 X 250)

## THE DAILY DOSE

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### LATEST ENTERTAINMENT NEWS



**Early Buzz: Mel Gibson, Jon Gosselin, Roman Polanski and more**  
A judge has expunged Mel Gibson's 2001 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. So cool.



**Trent Reznor Posts Video From Last UK Show; Bait's 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.

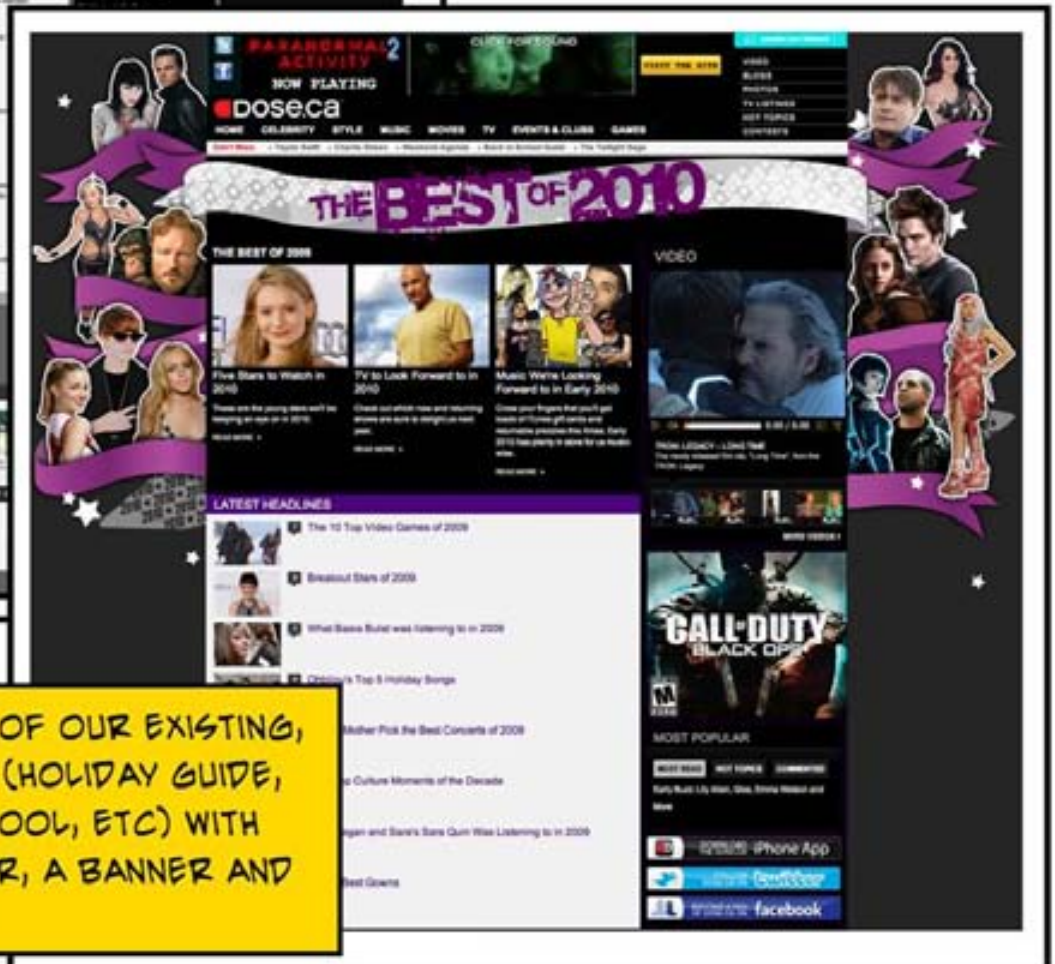
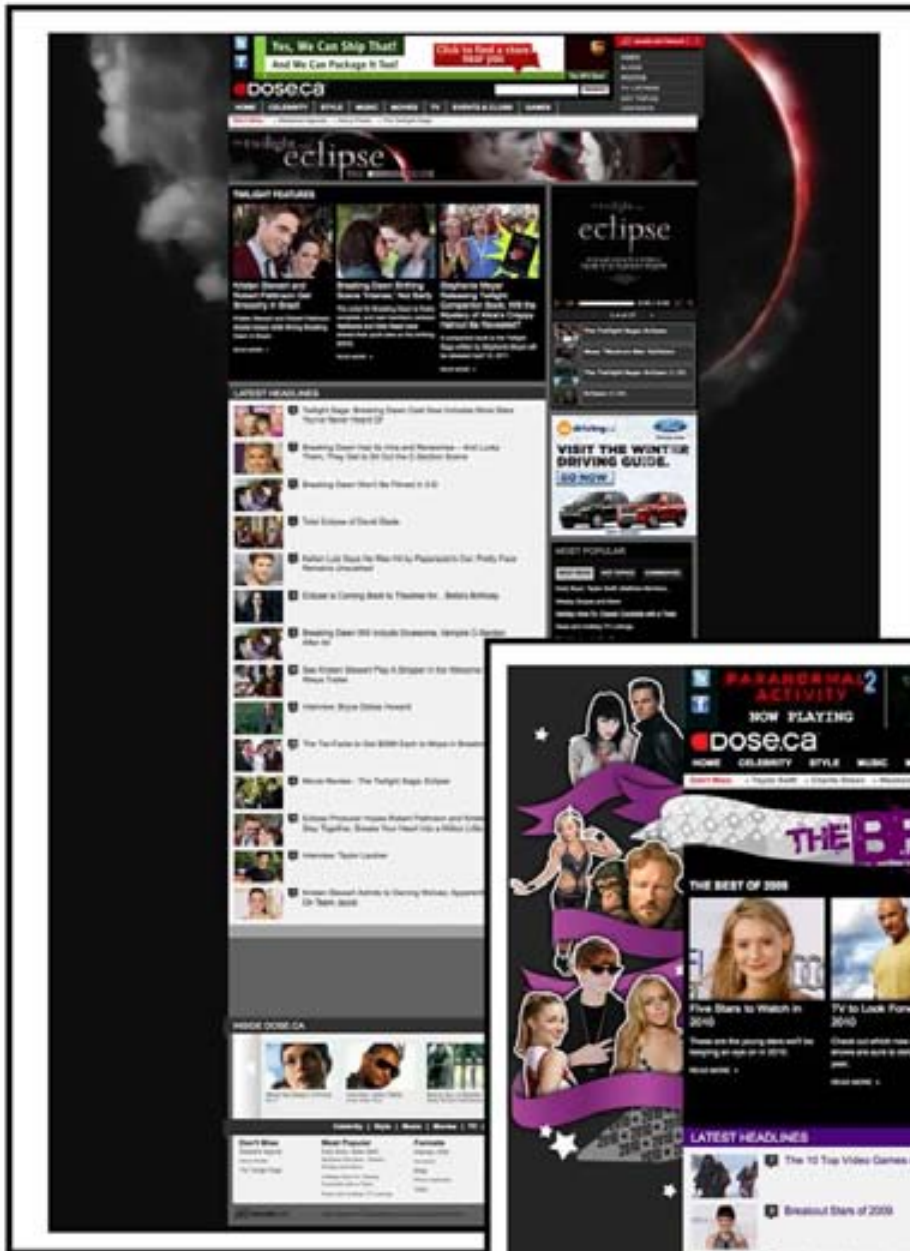
# WALLPAPER TAKEOVER



**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 IP REPLICAS, HARD WHITE GLOSSY SLIP BOX - LIMITED EDITION, ORIGINAL MONO VERSIONS OF 10 ALBUMS + NEW 2CD MONO MASTERS COLLECTION!

**SECONDARY PRIZES:** 1 OF 5 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 DIGI - 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 DIRECTOR, 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 D'AVIERA, ROLLING STONE

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

INCLUDES A SHARP 32" LCD TV AND... AND YOUR VERY OWN COPY OF NO COUNTRY ON BLU-RAY DISC.  
IT INCLUDES A SHARP 42" LCD TV & A BLU-RAY PLAYER.

WINNERS TRAILER

SHARP

the twilight saga  
**eclipse**

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 18!

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

er

Email SMS

News Photos Videos Polls More

Back DOSE.CA

9:43 AM

**Lolla Gaga; 2010 Lollapalooza Announced**

No need to buy a vowel. After a week of teaser word-games on the [Lollapalooza website](#), this year's festival lineup has been announced.

Share with friends...

Facebook Twitter 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



# 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.

