

VITamin DaILY

MEDIA KIT

2011



ABOUT US

Daily Dose Media Inc. is the publisher of Vitamin Daily, a group of six savvy, on-line style-supplements in major Canadian cities that target educated, fun-loving women who are starved for time and hungry for information. We dispense short, daily, good-for-you “style vitamins” on topics such as Fashion, Health, Beauty, Home, Culture and Dining. Vitamin Daily is timely, relevant, and the first thing you read in the morning (after the ingredients on your breakfast cereal).



CO-FOUNDER & PUBLISHER
TARA PARKER TAIT

As principal of Tara Parker Tait PR, Tara is one of Vancouver’s most sought-after media- and public-relations specialists. Her high-profile client list is comprised of fashion and beauty brands as well as some of the city’s best restaurants. Prior to launching her own firm in 2005, Tara was a media-relations specialist at Tourism British Columbia and worked in-house as an Account Manager and head of business development at the top corporate communications firm in the city. A native of Montreal, she holds a BA from Bishop’s University, has lived and worked in Latin America, and speaks English, French and Spanish. When not chained to her BlackBerry, her hobby is surfing for Christian Louboutin stilettos online.



CO-FOUNDER & EDITOR-IN-CHIEF
SARAH BANCROFT

Sarah is one of Western Canada’s foremost trend experts on matters of style and shopping. She has appeared on TV programs such as “Canada’s Next Top Model,” “Fashion File” and Britain’s “Big Boutique,” MCs high profile fashion events and writes features for Canada’s *National Post*. She holds a Masters Degree in Political Science from UBC and worked in Paris, New York and L.A. as a fashion buyer for the national chain Aritzia, managing seasonal budgets in excess of \$10 million. Though she loved the clothing allowance, she left to pursue a career in journalism, first as Associate Editor at *Vancouver Magazine*, then for six years as the Western Editor of *FASHION* magazine. She is fluent in English and French and all matters sartorial.

WHO ARE WE?

VitaminDaily.com is a network of free, city-based online magazines that offer an inside look into all things stylish. From fashion finds to weekend getaways to up-to-the minute beauty secrets, our daily content is smart, succinct and witty—much like our average reader.



Here's how it works: Readers sign-up for their free subscriptions in the cities of their choice to receive a short and sweet Vitamin Daily in their inbox from Monday to Friday with an optional daily dose Vitamin Daily Kids dose on Saturdays. There is no pay to play. All of our editorial is tried, true and tested by our editorial team.

Since our readers like to know about the new boîte in New York City as much as what's happening in their own city, we ensure our content has international appeal (eg. Paris itineraries) as well as local relevance. We cover six topic areas weekly: health + beauty; fashion + home; arts + culture; travel + leisure, dining + nightlife and moms + kids. We're like the gal pal who always knows the inside scoop, only we actually like to share!

OUR EDITORIAL EDITIONS

VANCOUVER EDITION
VITAMIN **DAILY**
LAUNCHED SEPTEMBER 2004

TORONTO EDITION
VITAMIN **DAILY**
LAUNCHED SEPTEMBER 2007

MONTREAL EDITION
VITAMIN **DAILY**
LAUNCHED SEPTEMBER 2007

ÉDITION MONTRÉAL
VITAMINE **du JOUR**
LAUNCHED DECEMBER 2008

CALGARY EDITION
VITAMIN **DAILY**
LAUNCHED DECEMBER 2008

VITAMIN **DAILY KIDS**
LAUNCHED OCTOBER 2006

OUR EDITORIAL TEAM

Meet the talented editors who pound the pavement daily looking for the hottest local scoops in Toronto, Montreal, French Montréal, Calgary and Vancouver.



TORONTO EDITOR
ATHENA TSAVLIS
athena@vitamindaily.com

This Hellenic fashionista spent her formative years on London's Kings Road before skipping across the pond and landing in Toronto. After completing her post-graduate studies in journalism, Athena launched her career at the *Town Crier*, soon becoming a go-to for Torontonians looking to source anything from Manuka to Manolos. Her brand of sardonic posh has been featured on the pages of the *National Post* and *FASHION Magazine*. She made her small screen debut on "Breakfast Television" with a chat about Toronto style. A regular globetrotter, Athena is fluent in four languages. She can be found kicking around Kensington with a fresh bunch of blooms and her dandy of a dog, Cecil Beaton, in tow.



MONTREAL EDITOR, ENGLISH EDITION
JENNIFER NACHSHEN
montrealeditor@vitamindaily.com

Montrealer Jenn Nachshen received her PhD in Clinical Psychology from Queen's University and followed it with a postdoctoral fellowship at Concordia University. But no matter how many scientific papers she read, scanning www.gofugyourself.com always topped her to-do list. With the eye of the "every girl," Jenn leapt into the fashion world as a blogger for Vitamin Daily Montreal. A genuine combination of style and substance, she puts an educated spin on her lifestyle scoops. And she can diagnose all of our neurosis, too.



MONTREAL EDITOR, FRENCH EDITION
ELSA VECCHI
editrice@vitamedujour.com

From interviewing top designers on her own fashion talk show on Television France 5 to covering the Paris fashion shows, Elsa Vecchi is our Gallic go-to gal for all things "mode." Recently relocated from Paris, she loves her new home town of Montreal with its excellent restaurants and great vintage shopping. A contributor to the magazine for Paris' Hotel Costes, she's always on the look for worldly discoveries and fashion finds. With schooling in France and at New York's Columbia University, this French/German/English speaker epitomizes the globetrotting Vitamin Daily girl.



CALGARY EDITOR
MALWINA GUDOWSKA
malwina@vitamindaily.com

Born in Krakow, Poland, Malwina Gudowska was raised in The City of Bridges (a.k.a. Saskatoon). Her fascination with magazines began early after she received a subscription to *Teen Beat* for her 10th birthday. Before attending journalism school in Vancouver, she earned a BA in International Relations from the University of Calgary focusing on Eastern European studies. Malwina has worked as an associate editor at Calgary's *Avenue* magazine, launched a pop culture magazine called *Ego* and was the Alberta editor for *FASHION* magazine. She balances deadline pressures with Ashtanga yoga and scouring vintage shops for clothing gems and old typewriters.

MEDIA STAMP OF APPROVAL

“VitaminDaily.com is more than an online source of fun information. It has become a reliable resource – a necessary refuge – for many of Vancouver’s young hipsters, working moms and the simply curious.”

VANCOUVER LIFESTYLES MAGAZINE

“Urban Rush loves the daily dose of urban news VitaminDaily.com provides. Many of us take advantage of the information – especially steals and deals!”

MARLENE GURVICH, SENIOR PRODUCER, URBAN RUSH

“Local hipsters make sure they take their Vitamin Daily...”

VANCOUVER COURIER

“If you think you’re into fashion and you’ve never heard of VitaminDaily.com, you might as well pack up and move to Abbotsford. Seriously.”

THE WESTENDER

“Call it a daily fix for the information junkie, or just what the scuttlebutt doctor ordered.”

THE VANCOUVER SUN

“Forget *Vogue* and *Lucky*. Hip young women want their style as fresh as their morning bagels....”

THE GLOBE AND MAIL

“This urban supplement is the perfect prescription for women on the go who want to know the latest fashion trends, beauty buffers, culinary finds and artsy hot spots.”

BC BUSINESS



For media inquiries please contact Tara Parker Tait PR at 778.329.6190 or libby@taitpr.com

2010 SUBSCRIBER LIFESTYLE AND TECHNOLOGY SURVEY HIGHLIGHTS

How online are we? Very!

SMARTPHONES FOR SMART GALS

60% of our readers use smartphones: BlackBerry (**31%**) and iPhone (**24%**) are the top choices.

MORE TECH TIME

But by next year, the tables turn, with a further **38%** planning on converting to iPhone and **13%** to BlackBerry.

FACEBOOK FRIENDS

81% are on Facebook (**30%** higher than the national average)

CONNECTED, AT WORK AND AT PLAY

39% are on LinkedIn, and **30%** are on Twitter.

E-MAIL ADDICTS

64% read their Vitamin Daily before they've had their first cup of coffee and **43%** check their email more than 10 times a day.

BEAUTY AND BRAINS

Over **90%** of our readers love the way daily dose looks on their gadget of choice.

DAILY DOSE ON THE GO? WE NEED AN APP FOR THAT

62% of our readers would like to see a VitaminDaily.com app.