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JONES MEDIA adds Future US and Vitamin Daily to their offering

-- JONES MEDIA further expands Tech & Gaming and Women's Lifestyle reach in the Canadian marketplace--

Toronto, ON. JONES MEDIA (www.mrandmrsjones.ca) -- the Toronto-based, Canadian premium publisher representative--is pleased to announce their partnership with US based specialty content publisher, Future US. Jones Media will exclusively represent their gaming and technology sites, including GamesRadar, PCGamer, Techradar, MaLife and MaximumPC within the Canadian media marketplace.

Future US reaches highly influential men aged 18-34 through their network of specialty websites, apps, publications and events. Every month they attract over 1MM unique users within Canada to their GamesRadar+ and TechRadar+ sites, covering topics such as gaming, tech, movies, TV and entertainment. Their leading editorial and video content coupled with their award winning advertising capabilities makes Future US a highly sought after space in the marketplace.

"This partnership couldn't come at a better time," says Cathy Fernandes, Partner at JONES. "[Future US] has the ability to produce some really creative and engaging content and we're excited for the opportunities that this presents for integrated programs across online, mobile and social platforms."

As JONES continues to demonstrate leadership in the premium Canadian media landscape, this growth within the Men's Lifestyle sector is mirrored by the announcement that Jones will also be representing VitaminDaily.com, the online Canadian Women's Lifestyle magazine, to their network.

Based in Vancouver with targeted regional site editions nationwide (Toronto, Vancouver, Calgary, Montreal (English and French)) Vitamin Daily has become a leading destination for Canadian Women with over 3.2 MM monthly impressions (across all profiles). The sites target urban, upwardly mobile women aged 25-45 by featuring premium content around fashion, beauty, décor, dining and travel. Founded in 2004, VitaminDaily.com has grown exponentially, distributing over half a million newsletters within Canada a week.

About Future US

At Future we base everything we do on communities of enthusiasts who are passionate about their interests. From computer games to technology, from cycling to music-making, from photography to fast cars, we provide magazines, websites, emerging media content and events that inform, entertain and unite these communities. Our brands are powered by our passionate, world-class expert journalists, designers, developers and editors. Our people live our brands. From TechRadar to GamesRadar, PC Gamer to Mac | Life, we create brands our consumers keep coming back to again and again.

About Vitamin Daily

Vitamin Daily.com is an online lifestyle magazine featured in seven major Canadian cities offering free, savvy, online content that targets educated, affluent women who are starved for time and hungry for information. Based in Vancouver, British Columbia, the company has expanded considerably, launching a national Mom and Kids edition, mobile apps in Vancouver, Toronto, Calgary and Montreal and an e-commerce business unit, Vitamin Deals Daily. VitaminDaily.com continues to stand by its TRUE editorial mandate (Trusted, Remarkable, Unmistakable, Essential) and aims to be in the inbox of every woman who wants to be in the know.

About JONES

JONES MEDIA (www.mrandmrsjones.ca) is a premium publisher representative connecting online publishers and advertisers as they capitalize on their very influential audience and data collection. Results and service driven, Jones Media knows that efficient, effective digital campaigns start with audience based buys. Using

proprietary technology and exclusive 1st party data, JONES MEDIA has the capability to optimize towards user habits and content engagement, driving performance and exceeding benchmark expectations.

Stemming from the idea that digital convergence is central to the way we consume media today, Jones Media models its properties and categories around the idea of a family, wherein each member represents a demographic target. Individually, each member of the family has its own interests, ways of consuming media and interacting with technology. As a unit, the Jones Media Family works synergistically together to reach the masses.

User experience & engagement in addition to top-level service is the foundation of the JONES MEDIA mantra, Mr. and Mrs. Jones ultimately delivers success at every stage of the execution.

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