



FOR IMMEDIATE RELEASE

## House & Home Media Launches *Maison & Demeure*

**Montreal, January 29, 2009** — House & Home Media President Lynda Reeves and Senior Vice President Kirby Miller are pleased to announce the official launch of *Maison & Demeure*, the French-language edition of *Canadian House & Home* magazine. The premiere February 2009 issue of the new monthly home and lifestyle title hits newsstands this week.

*Maison & Demeure* is a glossy design magazine featuring exclusive Quebec homes together with the best of English *House & Home*, adapted and sourced for a French-speaking audience. Under the leadership of Design Editor Anne Côté and Managing Editor Juliette Ruer, *Maison & Demeure* promises to inspire French-speaking Canadians with both aspirational and informative stories.

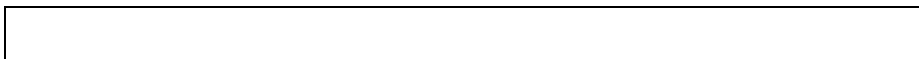
*House & Home* Editor Suzanne Dimma and Publisher Lynda Reeves have worked closely with *Maison & Demeure's* new Montreal team to shape and guide the new publication as a House & Home Media brand. There will be profiles of Quebec-based designers, decorators and artisans, visits to the province's best retailers and hottest restaurants, and a strong focus on the new and vibrant Quebec design scene.

"The time is right to celebrate the growing importance of Quebec's design community," says Reeves, "We're thrilled to finally have a sister publication that celebrates the exciting style and cuisine of Quebec."

*Maison & Demeure* will be published monthly, with its paid circulation to exceed 27,000 during the first year, growing to over 58,000 paid copies in 2010. "We're excited that *Maison & Demeure* has already far surpassed our target subscription goals for the launch issue," says Alex Cooper, House & Home Media's Vice President of Circulation and Strategic Planning. "We hope to become one of the best-selling titles on Quebec's vibrant newsstands with the help of our retailers' vital support."

The response from both readers and advertisers to the launch issue is a testament to the appreciation of the Quebec market for high-quality design and lifestyle publications.

With the addition of *Maison & Demeure*, House & Home Media is now able to provide Canadians with a comprehensive package covering the best of our country's style, design and cuisine, in our two official languages.





## **About House & Home Media**

House & Home Media is Canada's leading home design brand which publishes *Canadian House & Home* magazine; designs the House & Home: Style for Living line of merchandise available at the Bay and Home Outfitters, and the NEST: Style for Casual Living line of merchandise sold at Zellers; and produces the television program *House & Home with Lynda Reeves* which completed its ninth season and airs on the Global National Network and Canwest specialty channels, and is distributed internationally. For over 20 years, *Canadian House & Home* magazine has been a recognized authority on style and design in Canada. Published 12 times a year, in addition to special newsstand-only issues, it is the most widely read home and style magazine in Canada, reaching over 2.5 million readers across Canada (Source: PMB 2008).

H&H Media's newest publication, *Maison & Demeure*, launches with the February 2009 issue.

**For additional information or to arrange interviews with Lynda Reeves, Suzanne Dimma, Kirby Miller or Anne Côté, please call Yasmin Grothé at NATA Productions at (514) 524-1471.**

