



Our Green Home set for spring distribution to environmentally motivated households in Toronto, Guelph, Hamilton, and Kitchener Waterloo

(March 8, 2008) Our Green Home (OGH) is a quarterly publication designed to inform Ontario homeowners about making choices involving green products, and services that will make their homes healthier and reduce their environmental impact.

A joint venture of the Green Group and Metroland Media Group. The first issue of OGH distributed with Metroland newspapers last fall, was met with a positive response from advertisers and readers.

The 2008 publishing schedule includes: a spring edition with circulation of 250,000 copies distributing through the Toronto Star, Hamilton Spectator, Kitchener Waterloo Record, Guelph Mercury, Metroland community newspapers. GO and TTC station boxes and at the Green Living Show (Toronto April 25-27); and two provincial editions (summer and fall) with circulation of 1.9 million copies.

OGH editor Don Huff, with decades of involvement with Ontario environmental issues from Kenora to Cornwall is drawing on network of leaders in the environmental and conservation community to develop content.

The editorial content for the 2008 spring issue includes:

- A look inside “Green for Life” author Gill Deacon’s green home
- Eco-friendly flooring options
- Indoor and outdoor air pollution and asthma
- Energy efficient fridge and freezers - what to look for
- Tips on recycled paints
- And more great green topics

There will be two version of the Spring edition of OGH the core version will have 16 pages, and a GTA edition will consist of 24 pages. The content is information useful for to homeowners considering changing their habits and embracing environmental, health and energy efficiency aspects of their home related purchases and practices.

Our Green Home distribution has been carefully calibrated to reach neighbourhoods of homes averaging over 10 years of age with combined family incomes over \$80,000 and exhibiting an interest and concern for environment and conservation issues.

Distribution Publication dates for 2008 OGH editions: March 30-April 5, May 15-18, September 22-28

Total circulation breakdown by region of 250,000 copies units broken out

GTA (150,000)

Hamilton (40,000)

Kitchener Waterloo (30,000)

Guelph (10,000)

Green Living Show, GO and TTC gateway boxes (20,000)

Advertisers in the premier issue included: Bullfrog Power, Roxul Insulation, Go Solar, York Heating and Air Conditioning, Minto Gardens, Firefly Energy and the Ontario Power Authority.

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Our Green Home media kit can be viewed at www.ourgreenhome.ca.

Green Group combines the environmental and communication expertise of Environmental Communication Options, Up Marketing, Oraclepoll Research and Petryna Group. The Green Group is a one-stop-shop for comprehensive environmental relations (www.greengrp.com).

Metroland, Ontario's largest and most successful community newspaper publisher provides local news and advertising media/info in Canada's heartland. Metroland currently publishes 100 community newspapers with a total of 132 editions that are concentrated in southern Ontario and Toronto (www.metroland.com)