



TSX group

TSX.com – Lists and Rankings

WHO WE ARE

TSX.com is the pre-eminent source for market activity, quotes, news and indices information for Toronto Stock Exchange (TSX) and TSX Venture Exchange. Viewed as a trusted and unbiased source of information about the Canadian capital markets, the website attracts high net worth individuals, with disposable income, who are interested in making sound investment decisions.

SITE FEATURES

- Stock quotes
- Market activity and news
- Indices and constituents
- Personalized portfolio tracking tools
- Latest new listings and listed company directory

SPONSORSHIPS

- Display media
- Advertorials
- Site & section sponsorships
- Customized campaigns

TARGET AUDIENCE

- 86% male, 14% female
- 74% between ages 36 and 65
- Affluent Canadians with disposable income
- 90% of site visitors are Canadian residents

Source: TSX.com user survey, June 2007

KEY MEASURES

- Over 1.2 million Unique Visitors per month
- Over 36 million Page Views per Month (User Log Files)

The screenshot shows the TSX website interface. At the top, there's a navigation bar with 'MARKET ACTIVITY', 'LISTINGS', 'TRADING', 'DATA', 'ABOUT TSX GROUP', 'NEWS & EVENTS', and 'INVESTOR RELATIONS'. Below this, there's a 'GET QUOTE' section with a search bar for 'New Symbol' and 'Symbol Lookup'. A 'SEARCH TSX.COM' bar is also present. The main content area is titled 'List & Rankings' and features several featured articles: 'CANADIAN BUSINESS MoneySense PROFIT', 'THE INVESTOR 500', 'THE TOP 200', 'CANADA'S BEST INVESTMENT INCOME TRUSTS', 'PROFIT 100', 'PROFIT HOT 50', and 'PROFIT W100'. A sidebar on the left contains navigation links like 'Current Market', 'Closing Summary', 'News & Updates', and 'Investor 500'. A right sidebar promotes 'NOW AVAILABLE ON DEMAND' services and 'REGISTER NOW!' for a management liability program.

This screenshot shows the 'MoneySense ADVISORY PANEL' section. It features a banner with the text 'It's free, it's easy and you could win some great prizes!'. Below the banner, there's a 'List & Rankings' section highlighting 'THE INVESTOR 500' and 'CANADA'S LEADING VOICES OFFER THEIR COMMENTS DAILY ON THE MAJOR ISSUES AS WE COVER THEM.' The 'THE INVESTOR 500' section includes a description of the ranking and a list of 'Standouts' such as 'ING Canada' and 'Murali Edwards and Allan Markin Canadian Natural Resources LTD.'. A sidebar on the left contains navigation links similar to the first screenshot. A right sidebar promotes 'MAGLEANS 50' and 'MAGLEANS.CA'.