



MEDIA KIT

2021



IMPRESSIONS WORTH MORE

Cineplex Media is a solution-based media & digital experience company that unlocks exclusive access to premium entertainment & leisure audiences. From the height of engagement to the end of their physical or digital customer journeys, we deliver measurable engagement with the right audiences at the right time.

When you want to make an impact, no other medium compares to the big screen, big sound advantage of Cinema advertising. Moviegoers are relaxed, engaged, and view your message as a part of the experience.

Our Shopping Network features some of the busiest & most prestigious Shopping Malls in Canada, reaching more than 440 million shoppers annually that are in the spending mindset, and as close as it gets to the point of purchase.

ONroute service stations found along the 400 and 401 corridors turn Southern Ontario's highways into buy-ways so you can get your message across to on-the-go consumers making a

stop along the way.

Want to give your campaign the business-class treatment? An ad in our Concourse Network reaches busy professionals and urbanites on the move in high-traffic office towers, and out and about via Toronto's PATH network.

Our Rec Room and Playdium entertainment centres help you reach young professionals and families looking to let loose after a long day or week.

With coverage from coast to coast, Cineplex Media connects your message to Canadians at key stages of their consumer journey — from awareness to consideration to conversion, we make impressions worth more, do more, and deliver more.



THE BIGGER PICTURE:

No matter the occasion or day, Cineplex Media's premium media solutions help your brand connect with millions of Canadians at work, rest and play.

WORKS:



SHOPPING MALL



SHOPPING
CONCOURSE
(PATH/OFFICE TOWERS)



ONROUTE



REC ROOM/
PLAYDIUM

More information is available at cineplexmedia.com or by contacting sales@cineplex.com.

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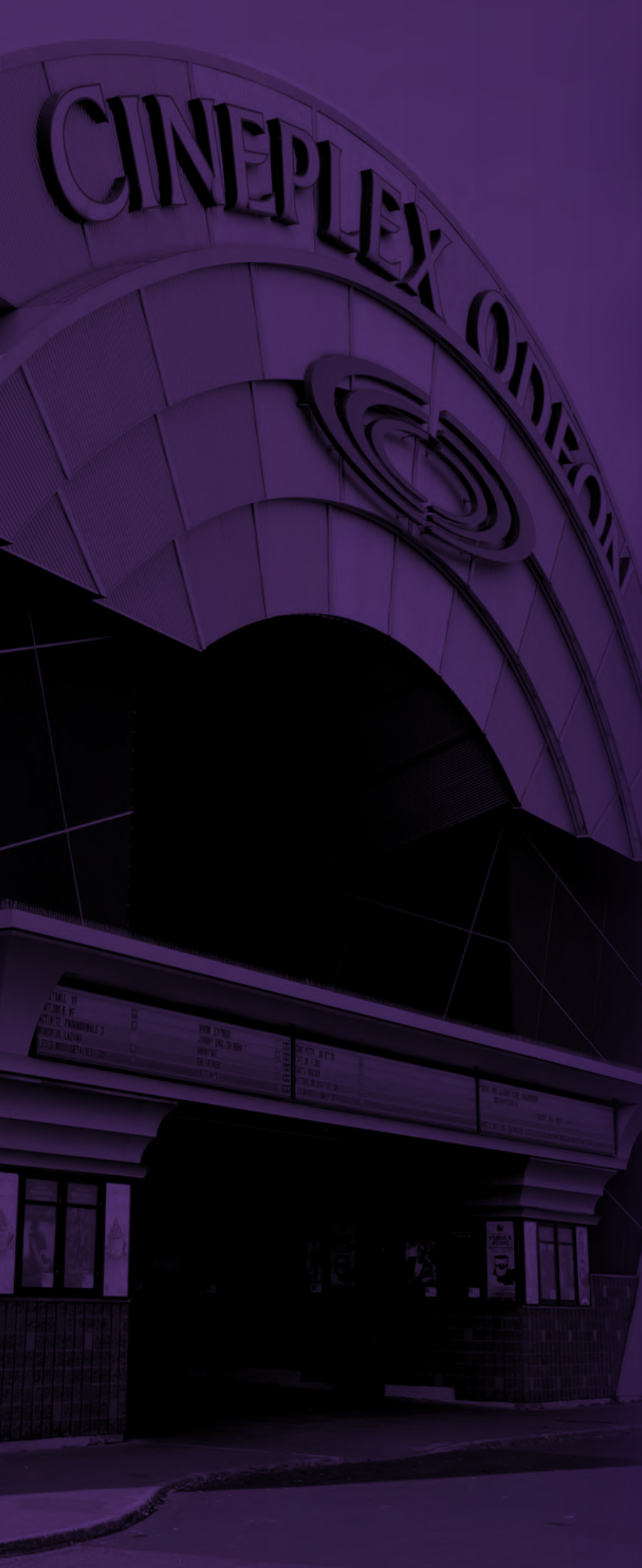
Catch consumers at work and play with Cineplex's extensive Concourse Network



50

THE REC ROOM & PLAYDIUM

Canada's newest social playground and one-stop entertainment destination



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THE POWER OF CINEMA

There's something for everyone at the movies, and Cineplex Media has access to the largest moviegoing audience in Canada, with effective solutions to help your brand stand out and develop deeper connections with consumers at every stage of the moviegoing journey, from the moment they start planning their visit.

Cineplex.com and the **Cineplex Mobile App** deliver targeted, relevant audiences each week — as the movies change, our guests return to check showtimes and upcoming releases. Our high-impact **Digital Posters** and **Lobby Signage** deliver your brand message to guests as they enter and exit our lobbies.

Once settled into their seats, our guests are now in a distraction-free zone, ready to enjoy the **Pre-Show**, which entertains with movie news, interviews, and custom-developed content. As the lights dim and it's time for the main event, **Show-Time** advertising is featured on the big screen, delivering unparalleled impact for your brand.

Happy and relaxed after the show, guests have the chance to interact with your brand once more with **Digital Signage** and **Experiential** opportunities as they exit the cinema, excited to plan their next trip to the movies!

WHY CINEMA WORKS

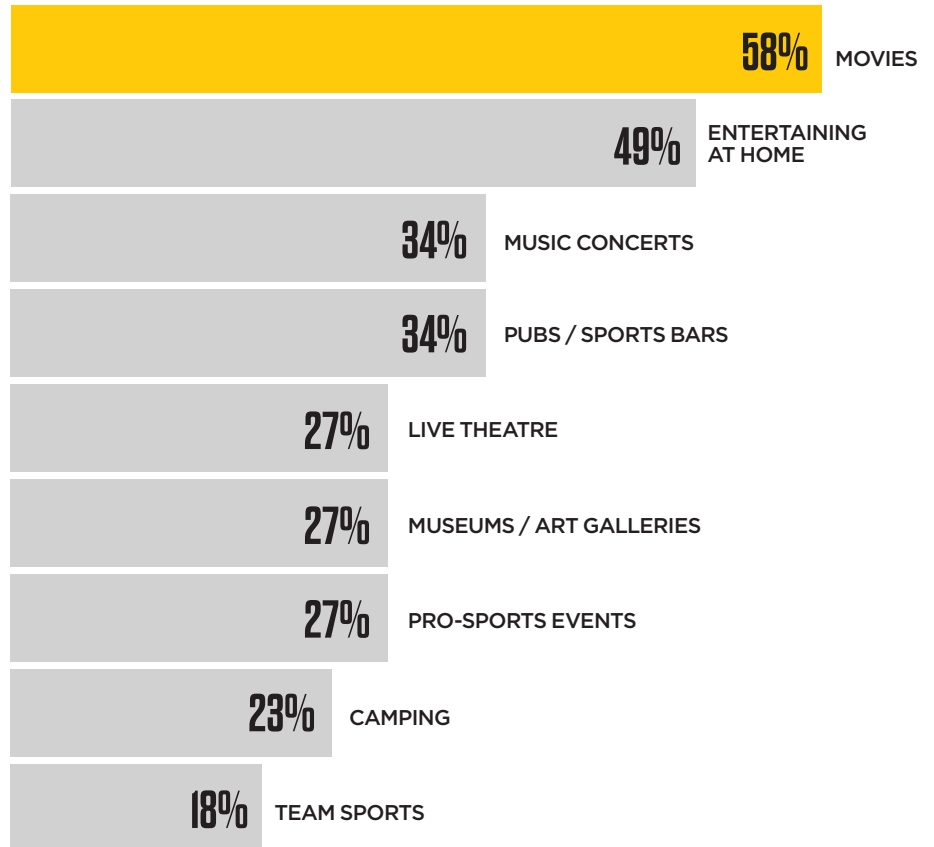
A driving force behind culture, movies will always shape, inform and entertain. Movies hold a special place in everyone's hearts, and a trip to the cinema remains one of Canada's favourite pastimes. Movies are fresh, engaging and leave lasting effects on audiences. What better environment in which to talk, one on one, with your consumers?

CINEMA BENEFITS

- Attentive and captivated audiences
- Sought after demographics
- Uncluttered media environment
- Lowest ad avoidance, highest viewability
- Relaxed, excited and engaged audiences
- Big Screen = Bigger Impact

Going to the movies is the top leisure activity among Canadians

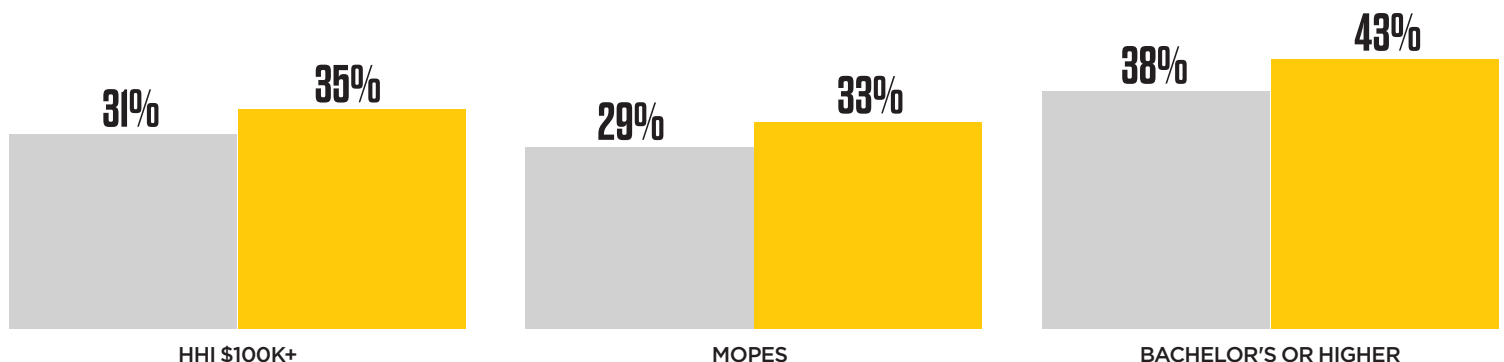
LEISURE ACTIVITIES PARTICIPATED/ATTENDED IN PAST 12 MONTHS (% OF POPULATION)



Source: Vividata Fall 2020, Total Canada

The movies reach affluent, highly educated and well-employed Canadians efficiently and effectively

■ POPULATION (COMP%) ■ MOVIEGOERS (COMP%)



Source: Vividata Fall 2020 Based on 18+, Total Canada, Moviegoers in the past month, Index based on population

CINEMA OVERVIEW

Target audience by movie genre with unique compositional strength

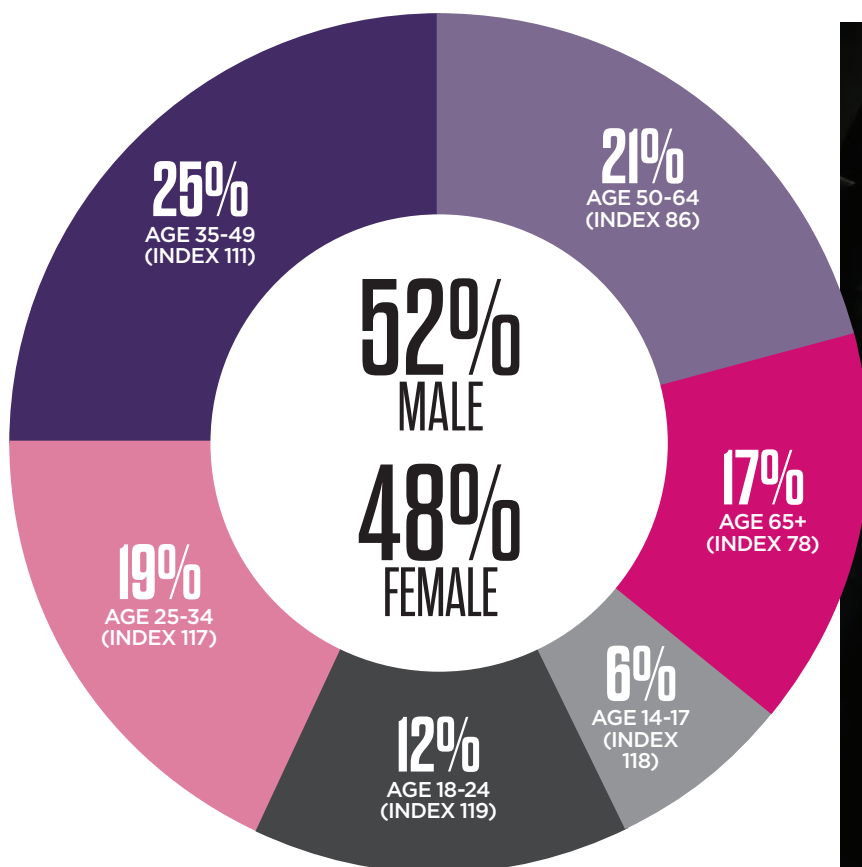
AVERAGE DEMO COMPOSITION BY MOVIE GENRE (INDEXED TO POPULATION)

	ACTION/ ADVENTURE	ANIMATED	COMEDY	DRAMA	FAMILY/ CHILDREN	FOREIGN	HORROR	SCIENCE FICTION
MALE	113	102	99	92	87	105	105	126
FEMALE	88	99	101	108	112	95	95	75
AGES 14-17	127	142	121	91	141	92	174	120
AGES 18-24	137	132	122	111	94	109	199	139
AGES 18-34	129	135	125	111	117	124	174	136
AGES 18-49	121	133	118	105	133	113	140	126
AGES 25-54	114	128	114	103	134	111	117	119
FAMILIES	112	139	112	97	175	92	95	115

Source: Vividata Fall 2020, Total Canada, Moviegoers composition (seen any genre in past year) Indexed to population, Families based on A25-54 with kids under 18

Moviegoer composition by age group

The movies deliver audiences of all age groups with a balanced male/female split.



Source: Vividata Fall 2020, Total Canada, Moviegoers in the past month, Index based on population





MOVIE HIGHLIGHTS

As many may agree, we can't say goodbye to 2020 fast enough. After delay after delay to the film slate in 2020, we are so excited to welcome the bounty that is expected to come with the year 2021. A combination of 2020 holdovers and flicks that were always slated for the upcoming year, the next 12 months promise a veritable buffet of theatrical delights and blockbuster hits. **Bring. It. On.**

2021 MOVIE HIGHLIGHTS



CRUELLA

DIRECTOR: **Craig Gillespie**

STARS: **Emma Stone, Mark Strong, Emma Thompson**

A live-action prequel feature film following a young Cruella de Vil.



F9: THE FAST SAGA

DIRECTOR: **Justin Lin**

STARS: **Vin Diesel, Michelle Rodriguez, Nathalie Emmanuel**

Cypher enlists the help of Jakob, Dom's younger brother to take revenge on Dom and his team.



THE KING'S MAN

DIRECTOR: **Matthew Vaughn**

STARS: **Ralph Fiennes, Gemma Arterton, Matthew Goode, Djimon Hounsou**

As a collection of history's worst tyrants and criminal masterminds gather to plot a war to wipe out millions, one man must race against time to stop them.



NO TIME TO DIE

DIRECTOR: Cary Joji Fukunaga

STARS: Daniel Craig, Ana de Armas, Christoph Waltz, Rami Malek, Lashana Lynch, Ralph Fiennes

Bond has left active service. His peace is short-lived when his old friend Felix Leiter from the CIA turns up asking for help, leading Bond onto the trail of a mysterious villain armed with dangerous new technology.



A QUIET PLACE PART II

DIRECTOR: John Krasinski

STARS: Emily Blunt, Millicent Simmonds

Following the events at home, the Abbott family now face the terrors of the outside world. Forced to venture into the unknown, they realize the creatures that hunt by sound are not the only threats lurking beyond the sand path.



BLACK WIDOW

DIRECTOR: Cate Shortland

STARS: Florence Pugh, Robert Downey Jr., Scarlett Johansson

A film about Natasha Romanoff in her quests between the films Civil War and Infinity War.

TOP GUN: MAVERICK

DIRECTOR: **Joseph Kosinski**

STARS: **Jennifer Connelly, Tom Cruise, Val Kilmer**

After more than thirty years of service as one of the Navy's top aviators, Pete Mitchell is where he belongs, pushing the envelope as a courageous test pilot and dodging the advancement in rank that would ground him.



VENOM: LET THERE BE CARNAGE

DIRECTOR: **Andy Serkis**

STARS: **Tom Hardy,
Michelle Williams,
Woody Harrelson**

Another Spider-Man baddie returns to the big screen in *Venom: Let There Be Carnage*. The sequel to 2018's *Venom* is set to arrive next summer with the always watchable Tom Hardy returning as Eddie Brock, the human host to a violent alien being, and Woody Harrelson as a serial killer infected with a bad-tempered alien named Carnage.



THE SUICIDE SQUAD

DIRECTOR: **James Gunn**

STARS: **Joel Kinnaman,
Margot Robbie,
Taika Waititi**

The further adventures of Harley Quinn, Rick Flag and their team of assembled supervillains.



DUNE

DIRECTOR:

Denis Villeneuve

STARS: **Timothée Chalamet, Zendaya, Jason Momoa, Rebecca Ferguson**

Feature adaptation of Frank Herbert's science fiction novel, about the son of a noble family entrusted with the protection of the most valuable asset and most vital element in the galaxy that would ground him.



RESPECT

DIRECTOR: **Liesl Tommy**

STARS: **Jennifer Hudson, Forest Whitaker, Audra McDonald**

The life story of legendary R&B singer, Aretha Franklin.



SPIDER-MAN: NO WAY HOME

DIRECTOR: **Jon Watts**

STARS: **Zendaya, Tom Holland, Marisa Tomei**

A continuation of *Spider-Man: Far From Home*



IT DOESN'T GET BIGGER THAN THIS

Blockbuster movies, huge screens and sound that rocks your seats. There is no better, bigger or more effective place to talk to your consumers than in our cinemas.

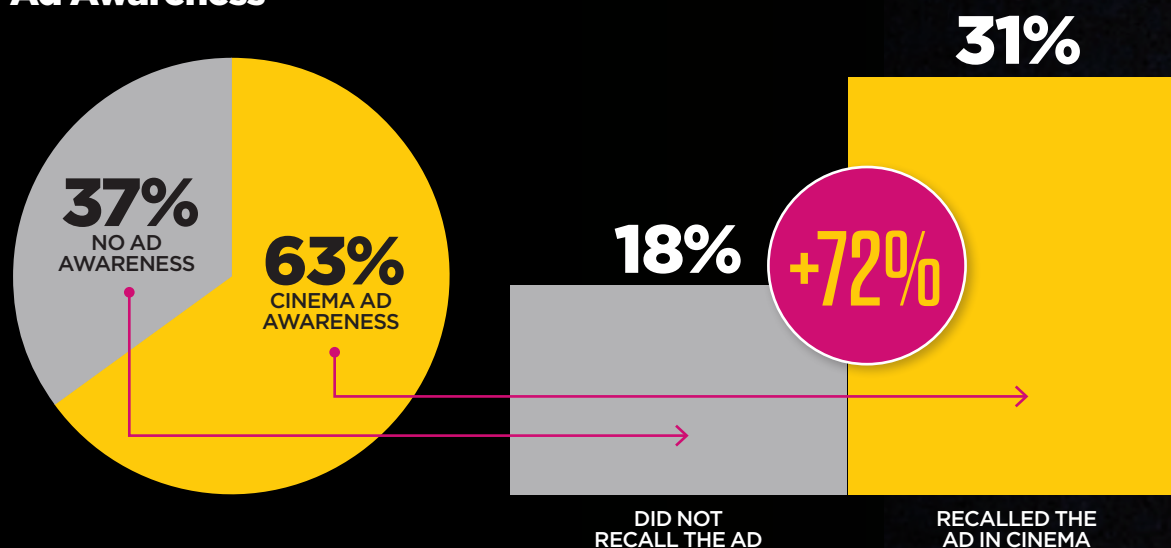
With a Show-Time ad, your message appears just prior to (or part of), the big, bold movie trailers our guests look forward to and enjoy.

There are zero distractions (no second screens competing for consumers' attention here), just our guests watching your commercial the way it was meant to be seen.

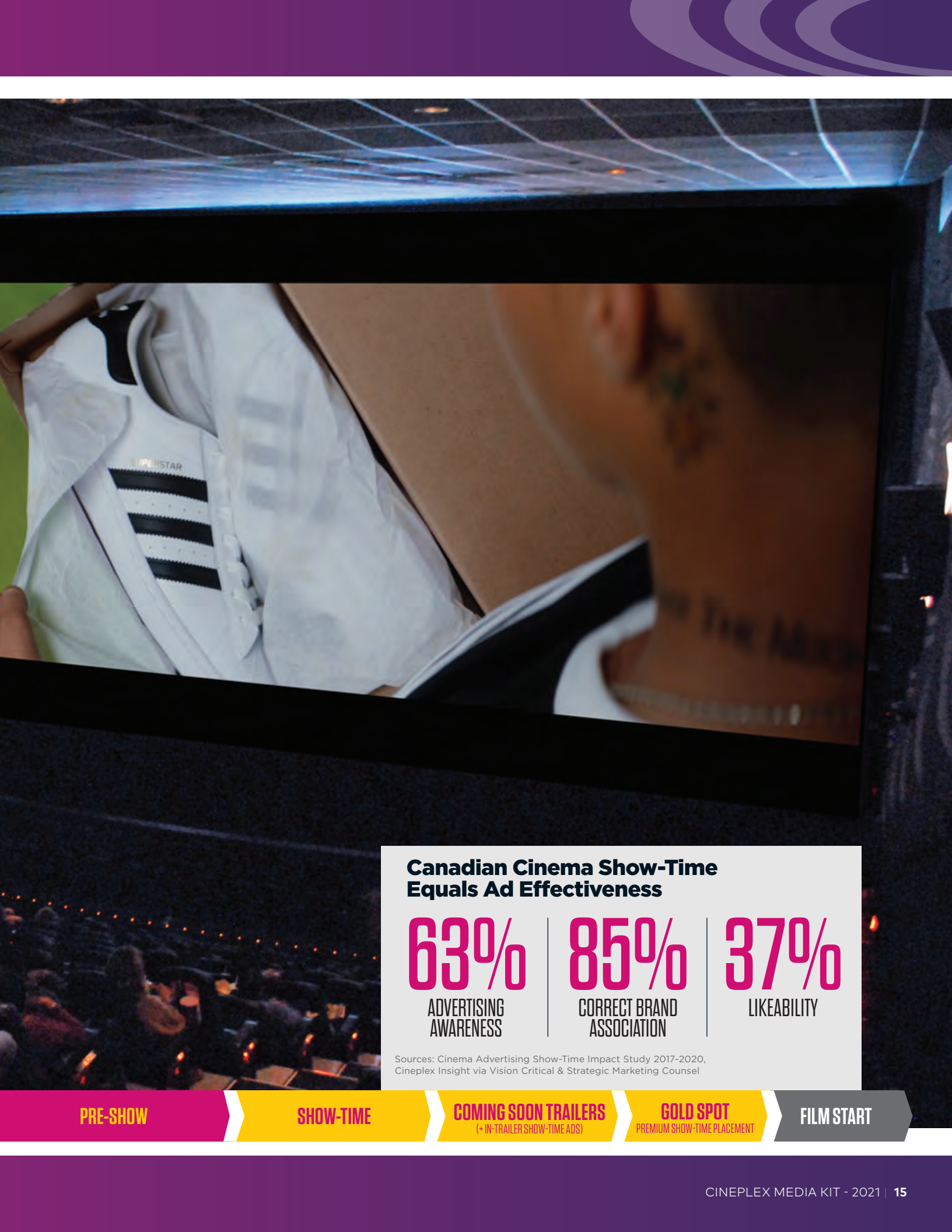
The results? Larger than life Viewability, Impact & Engagement.

Cinema Show-Time Ad Awareness

PURCHASE INTENT (ACROSS ALL CATEGORIES)



Sources: Cinema Advertising Show-Time Impact Study 2017-2020, Cineplex Insight via Vision Critical & Strategic Marketing Counsel



Canadian Cinema Show-Time Equals Ad Effectiveness

63%

ADVERTISING
AWARENESS

85%

CORRECT BRAND
ASSOCIATION

37%

LIKEABILITY

Sources: Cinema Advertising Show-Time Impact Study 2017-2020,
Cineplex Insight via Vision Critical & Strategic Marketing Counsel

PRE-SHOW

SHOW-TIME

COMING SOON TRAILERS
(+ IN-TRAILER SHOW-TIME ADS)

GOLD SPOT
PREMIUM SHOW-TIME PLACEMENT

FILM START

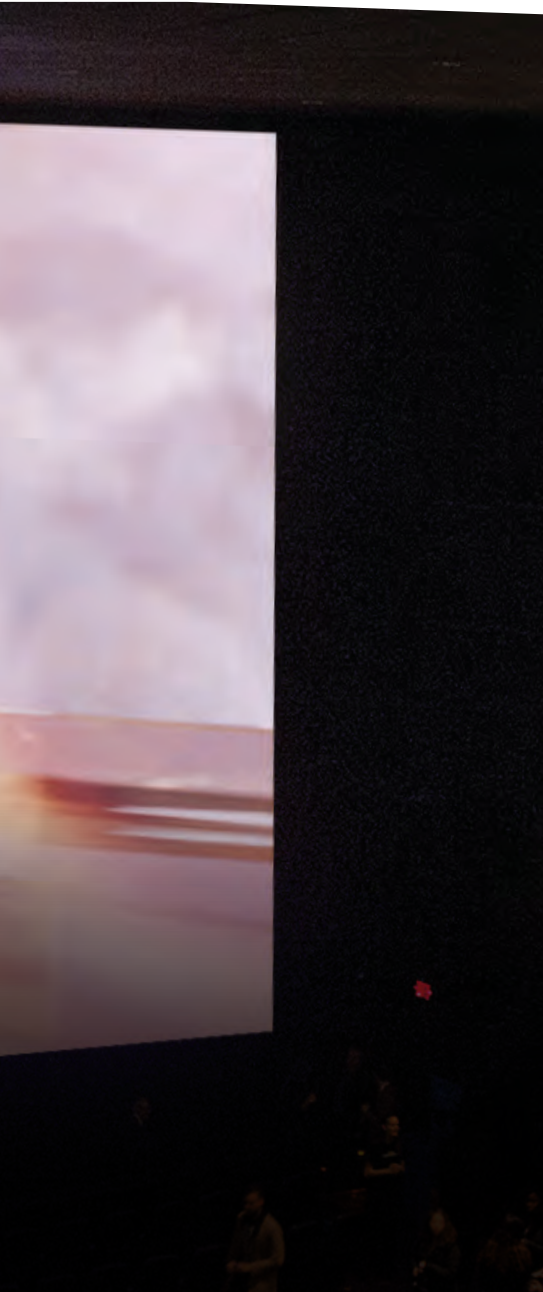


BIG SCREEN. BIGGER IMPACT.

Imagine your brand up on the big screen as guests settle in to enjoy their movie. The Pre-Show greets moviegoers with a combination of well-placed advertisements and exclusive content that ranges from interviews with the biggest movie stars to

behind-the-scenes footage from the years biggest upcoming releases.

Pre-Show is the most efficient and cost-effective platform to get your message seen on the big screen, placing your ad in the build up to the ticketed show-time!



THE PRE-SHOW IS PERFECT FOR YOUR LOCAL MARKET!

- The Pre-Show puts your message amongst the biggest titles from Hollywood at an affordable cost of entry!
- This big-screen opportunity is designed to drive local market sales for clients. Select your province, city, market(s), theatre(s), movie(s) or genre(s) to reach your target.
- Speed to Screen: Short lead-times for booking and creative allows for flexibility and scale on the fly
- In-house creative team available to help you stand out.
- Measurable: Audience numbers based on actual ticket sales and measured auditorium traffic by show-time.



Canadian Cinema Pre-Show Equals Ad Effectiveness

59%

ADVERTISING
AWARENESS

84%

CORRECT BRAND
ASSOCIATION

41%

LIKEABILITY

Sources: Cinema Advertising Pre-Show Impact Study 2017-2020, Cineplex Insight via Vision Critical & Strategic Marketing Counsel



VIP

GREAT NIGHTS HAPPEN HERE

From handcrafted cocktails in our licensed VIP lounge to apps, dinner and dessert served right to your comfortable seats, VIP is the ultimate place to get together.

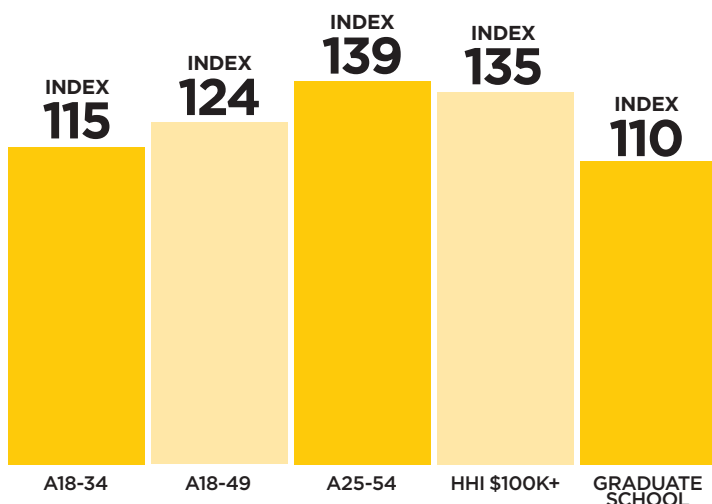
FEATURING:

- Fully Licensed age gated environment
- Luxurious reserved seating
- In seat food and drink service and full restaurant style menu

MEDIA OPTIONS:

- Pre-Show
(national and regional targeting)
- Show-Time (national)
- Digital Posters (available only with Show-Time campaign)

SCENE visitors to VIP indexed to total SCENE visits



Source: SCENE data, 2020



PREMIUM EXPERIENCE. PREMIUM AUDIENCE.

Target lovers of luxury across the country in our 22 Cineplex VIP Cinemas. Our upscale lounges provide the perfect setting for experiential campaigns like wine tastings, to more traditional advertising on our VIP-exclusive digital posters. With only Pre-Show and limited Show-Time media available on screen, your message will truly stand out and reach a highly targeted, affluent adult audience.

BIG SCREEN EXPERIENCE



CHOOSE YOUR OWN MOVIEGOING ADVENTURE!

With AVX, IMAX, D-BOX and ScreenX, Cineplex has the alphabet of immersive big-screen experiences covered from A to Z. And with the rise of these elevated experiences for moviegoers comes the opportunity for advertisers to engage and connect with our audiences like never before. Here's a guide to help you understand each format* has to offer for both guests and brands.

*EXPERIENCES AVAILABLE AT SELECT LOCATIONS.
PLEASE SEE WWW.CINEPLEX.COM FOR AVAILABILITY.

IMMERSIVE EXPERIENCES

ULTRA~~AVX~~

UltraAVX delivers the most powerful picture quality with stunningly crisp, lifelike detail and audio. With comfortable reserved seats with extended leg room, this is a premium environment ideal for delivering larger-than-life storylines and stunning visuals.

IMAX[®]

If you want an experience that draws you right into every scene, IMAX is the ultimate choice offering an outstanding audio experience and a larger curved screen with expanded aspect ratio for select films.

ScreenX

It doesn't get more immersive than the new and exciting ScreenX, which offers a 270-degree wraparound screen. By creatively using three sides of the theatre, advertisers can create new and amazing brand experiences that truly stand out with guests.

GET IN THE ACTION

D-BOX

D-Box offers full-motion seats that move in sync with the on-screen adventure and are reservable for a guaranteed unbeatable view of the on-screen action.

4DX[®]

4DX is a one-of-a-kind multi-sensory 3D viewing experience with full-motion seating and environmental effects like wind, rain, mist, snow, scents, lightning and more. All the action and in-seat effects are timed with the big screen for a seamless adventure.

DIGITAL SIGNAGE CINEMA LOBBY



LIGHT UP OUR LOBBIES

Larger than life and located in the highest-traffic areas, big, bold digital signage dominates our theatre lobbies and greets guests both before and after their movies, giving your message the star treatment in our cinemas.





Digital Posters

DIGITAL POSTERS

Our 84" Digital Posters are dynamic screens that display full-motion ads in bright, impactful HD quality. The five minute loop keeps the content fresh and timely, ensuring as many eyes as possible see your ad, whether it runs from coast to coast or in a local execution.

DIGITAL LOBBY SCREENS

Our network of in-lobby digital signage surrounds guests with movie content and ads running in a 10-minute loop at all angles throughout the lobby to ensure maximum visibility. When our lobby screens change colour, the entire lobby changes colour. They make your brand hard to miss!

450+ POSTERS
1100+ LOBBY SCREENS



Digital Lobby Screens

MAXIMIZE YOUR REACH WITH CINEPLEX DIGITAL

Cineplex.com: The First Stop For Moviegoers

Often the first step in our guests' moviegoing experiences, Cineplex.com can also be the first opportunity for you to interact with our guests.

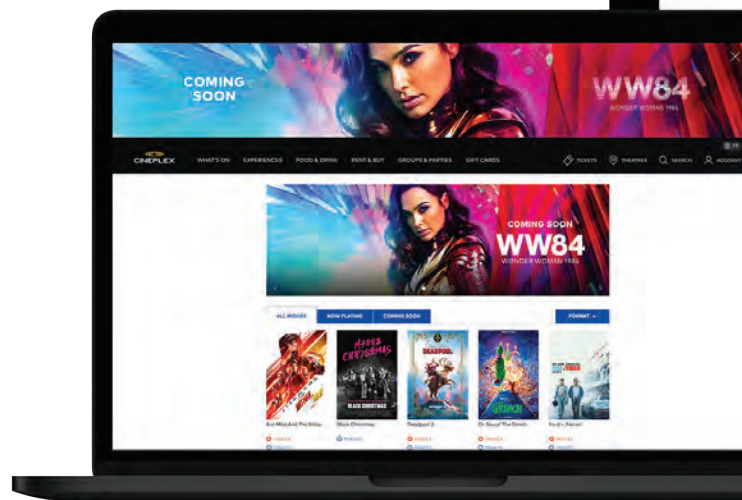
Cineplex.com has up-to-date times and dates for screenings across the country, movie trailers, custom content and, more often than not, a great contest or two! Given the movie industry's weekly rotation, our guests come back time and time again to research a big night out.

We offer unique domination and targeting capabilities that allow you to reach exactly who you want.

Cineplex Mobile: On The Go? We're With You!

Cineplex patrons are people on the go, and Cineplex Mobile lets you keep up with them.

Our Top-20 app keeps pace with our busy guests, and allows our advertising partners to engage moviegoers by the millions.



CINEPLEX ONLINE — WEB + APP

Cineplex.com - A top entertainment website

8 MILLION
AVERAGE MONTHLY
UNIQUE VISITORS

25% A14+ REACH

41.6 MILLION
AVERAGE MONTHLY
PAGE VIEWS

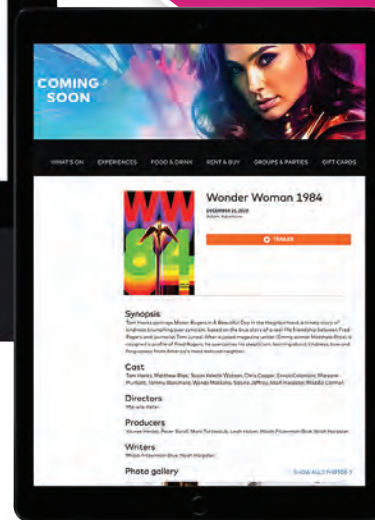
Cineplex Mobile - A Top Mobile App in Canada!

1.1 MILLION IOS & ANDROID
AVERAGE MONTHLY
UNIQUE VISITORS

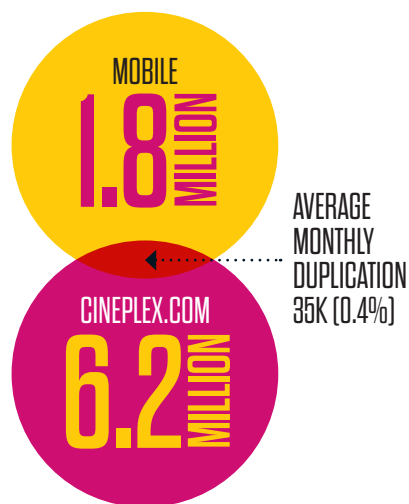
3% A14+ REACH

23 MILLION
AVERAGE MONTHLY
PAGE VIEWS

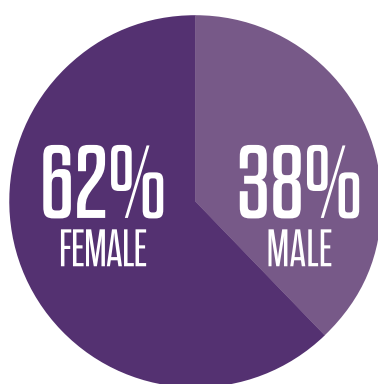
Source: Adobe Analytics, Cineplex.com web, any device, January to December 2019.
Reach based on Total Canada A14+



Cineplex Web - Most web visitors are mobile



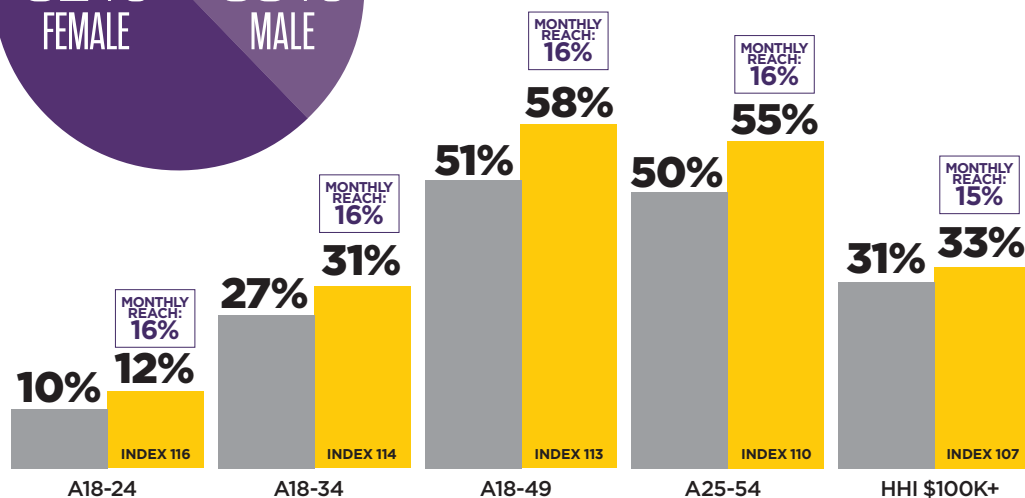
Source: Adobe Analytics, Cineplex.com web,
any device, January to December 2019
Reach based on Total Canada A14+



Cineplex Digital Unique Visitor Composition

INDEXED TO POPULATION

■ POPULATION ■ CINEPLEX DIGITAL



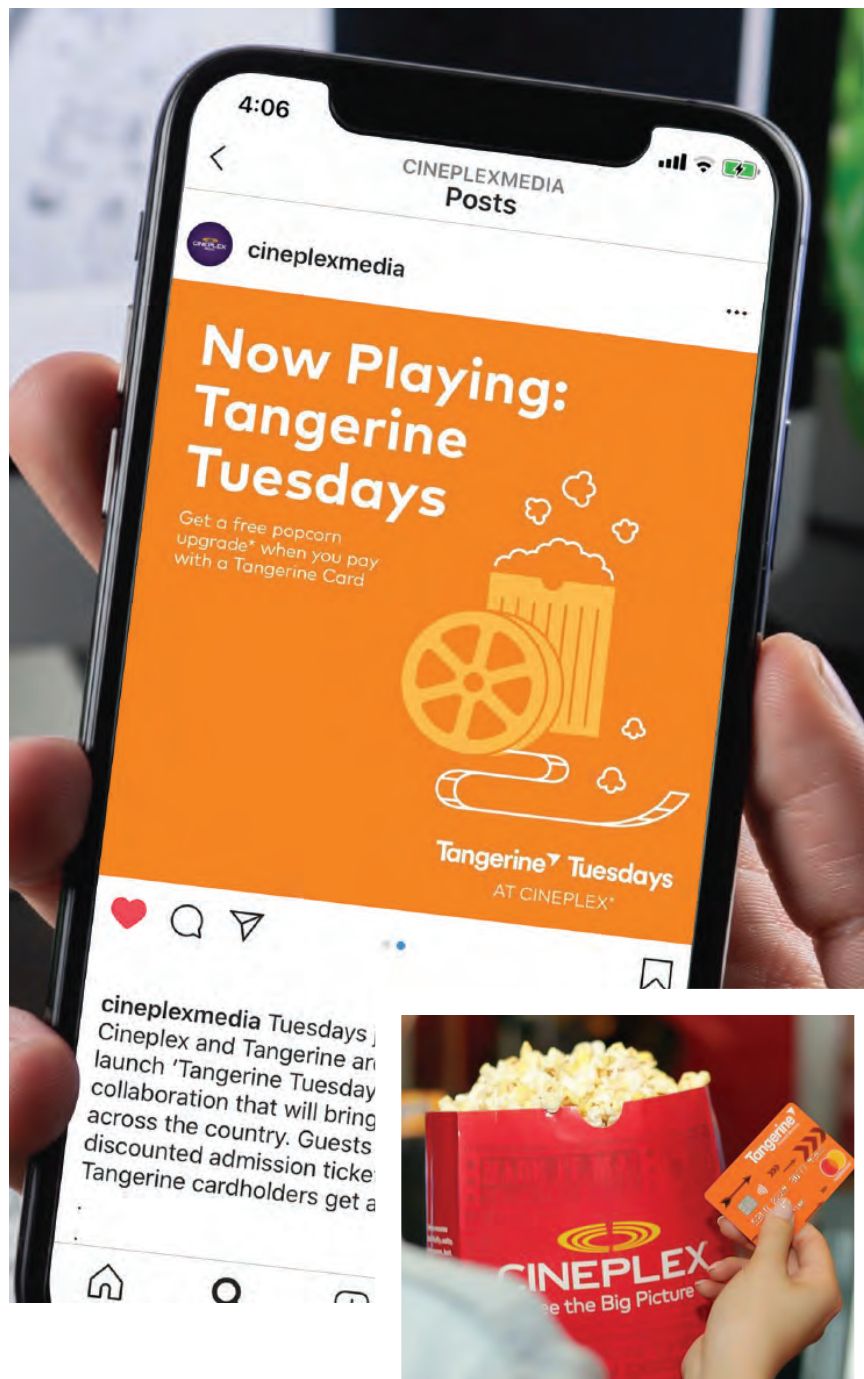
Source: Vividata Metrica Fusion, Spring 2020, Total Canada, Cineplex web or app unique visitors in the past 28 days,
Index based on population

BUILDING BLOCKS

Bring your brand to life in our cinemas with customized media solutions. From branded content on the big screen to experiential pop-ups, Cineplex Media provides the locations, platforms and solutions to give your brand a starring role.



MASTER BRANDS



CUSTOM BIG-SCREEN CONTENT

Work with our content production team to craft original custom content our guests find engaging, relevant and entertaining. Whether it's a specially scripted segment in Cineplex's national Pre-Show, or a unique branded experience, Cineplex's in-house media solutions team will see your project through from creative concept to final edit.

PRODUCTION SERVICES

Want to take advantage of our blockbuster audiences, but need a little help crafting your message? Cineplex Media's in-house Digital Production Services team will help you bring your creative vision to life. We offer production packages at reasonable rates that will help your brand be seen on screen!

EXPERIENTIAL OPPORTUNITIES & STATIC MEDIA DOMINATIONS

From kiosks and pop-ups to custom signage dominations, and everything in-between, let us connect you directly with the most engaged audiences in the country.

CINEMA THEATRE LISTINGS

ID#	LOCATION NAME	MARKET	SHOW-TIME DIGITAL	VIP	PRE-SHOW	DIGITAL SIGNAGE CINEMA LOBBY	DIGITAL POSTERS
NEWFOUNDLAND							
8124	Cineplex Cinemas Millbrook	Cornerbrook	2		2		
8122	Cineplex Cinemas Mount Pearl	St. John's	6		6		
8126	Scotiabank Theatre St. John's	St. John's	12		12	6	3
TOTAL NEWFOUNDLAND			20		20	6	3

NOVA SCOTIA							
Halifax							
5145	Cineplex Cinemas Dartmouth Crossing ●	Dartmouth	12		12	13	2
5130	Scotiabank Theatre Halifax	Halifax	17		17	15	5
5143	Cineplex Cinemas Park Lane	Halifax	8		8	6	2
5119	Cineplex Cinemas Lower Sackville	Lower Sackville	7		7	5	1
Total Halifax			44		44	39	10

Balance of Nova Scotia							
5141	Cineplex Cinemas Amherst	Amherst	3		3		
5133	Cineplex Cinemas Antigonish	Antigonish	1		1		
5104	Cineplex Cinemas Bridgewater	Bridgewater	7		7	6	1
5114	Cineplex Cinemas New Glasgow	New Glasgow	7		7	8	2
5132	Cineplex Cinemas New Minas	New Minas	7		7	7	1
5103	Cineplex Cinemas Sydney	Sydney	10		10	3	2
5140	Cineplex Cinemas Truro	Truro	7		7	5	1
5134	Cineplex Cinemas Yarmouth	Yarmouth	5		5	5	1
Total Balance of Nova Scotia			47		47	34	8
TOTAL NOVA SCOTIA			91		91	73	18

PRINCE EDWARD ISLAND							
6160	Cineplex Cinemas Summerside	Summerside	5		5	5	1
6161	Cineplex Cinemas Charlottetown	West Royalty	8		8	4	2
TOTAL PRINCE EDWARD ISLAND			13		13	9	3

Drive-In locations not included – open seasonally from approximately May to October. Contact your account manager for more information.

ID#	LOCATION NAME	MARKET	SHOW-TIME DIGITAL	VIP	PRE-SHOW	DIGITAL SIGNAGE CINEMA LOBBY	DIGITAL POSTERS
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NEW BRUNSWICK

Saint John/Moncton

6110	Cineplex Cinemas Dieppe	Dieppe	8		8	7	2
6109	Cineplex Cinemas Trinity Drive	Moncton	8		8	8	2
6107	Cineplex Cinemas Saint John	Saint John	10		10	8	2
Total Saint John/Moncton			26		26	23	6

Balance of New Brunswick

6111	Cineplex Cinemas Fredericton	Fredericton	10		10	10	1
6112	Cineplex Cinemas Miramichi	Miramichi	5		5	5	1
Total Balance of New Brunswick			15		15	15	2
TOTAL NEW BRUNSWICK			41		41	38	8

QUEBEC

Montreal EMA

CE03	Elysee	Granby	8				
Q8	Cinema Pine	Sainte-Adèle	8				
Total Montreal EMA			16				

Montreal GMA

Q5	Cinéma Beloeil	Beloeil	10				
9153	Cinéma Cineplex Odeon Carrefour Dorion	Dorion	8		8	4	
9190	Cinéma Capitol St-Jean	St-Jean	6		6		
Q2	Galeries St-Hyacinthe	St-Hyacinthe	8				
9185	Cineplex Brossard & VIP ●	Brossard	16	4	16	11	5
9407	Cineplex Cinemas Kirkland ●	Kirkland	12		12	12	4
9195	Famous Players Carrefour Angrignon	LaSalle	10		10		2
9408	Cineplex Cinema Laval ●	Laval	18		18	11	6
9109	Cineplex Cinemas Forum & IMAX ●	Montreal	22		17		
9172	Cineplex Cinemas Quartier Latin	Montreal	17		17	10	4
9401	StarCité Montreal ●	Montreal	17		17	12	5
9406	Cinéma Banque Scotia Montreal ●	Montreal	13		13	19	8
9143	Cineplex Saint-Bruno	Saint-Bruno	11		11	1	2
CE06	Triomphe	Terrebonne	10				
Total Montreal GMA			178	4	145	80	36

Quebec City

9181	Cineplex Beauport ●	Beauport	16		16	8	4
9196	Cineplex Cinemas IMAX Theatre aux Galeries de la Capitale	Quebec City	1		1	5	
9177	Cineplex Ste-Foy ●	Sainte-Foy	14		14	8	4
Total Quebec City			31		31	21	8

THEATRE LISTINGS

ID#	LOCATION NAME	MARKET	SHOW-TIME DIGITAL	VIP	PRE-SHOW	DIGITAL SIGNAGE CINEMA LOBBY	DIGITAL POSTERS
Balance of Quebec							
CE04	Odyssée	Chicoutimi	8				
Q7	Cinema Gatineau 9	Gatineau	9				
9268	StarCité Gatineau ●	Hull	16		16	6	4
CE05	Jonquière (18+ only)	Jonquière	2				
9188	Galaxy Sherbrooke	Rock Forest	12		12	9	2
CE01	Fleur de Lys	Trois Rivières	9				
CE02	Cinéma au Cap	Trois-Rivières	7				
9186	Galaxy Victoriaville	Victoriaville	7		7	2	3
Total Balance of Quebec			70		35	17	9
TOTAL QUEBEC			295	4	211	118	53

ONTARIO							
Ottawa							
7286	Cineplex Barrhaven	Barrhaven	7		7	7	2
7428	Scotiabank Theatre Ottawa	Gloucester	15		15	6	6
7311	Cineplex Cinemas Lansdowne & VIP ●	Ottawa	6	4	6	6	6
7247	Cineplex South Keys	Ottawa	12		12	4	3
7424	Cineplex Cinemas Ottawa ●	Ottawa	12		12	11	4
O12	Algonquin Cinemas	Pembroke	4				
Total Ottawa			56	4	52	34	21

Toronto EMA							
7248	Cineplex Ajax	Ajax	10		10	3	2
7415	Cineplex Cinemas Ancaster (formerly SilverCity Ancaster)	Ancaster	10		10	6	4
7135	Cineplex Cinemas North Barrie ●	Barrie	8		8	6	2
7249	Galaxy Barrie	Barrie	12		12	9	2
7409	Galaxy Cinemas Belleville	Belleville	8		8	7	2
7411	SilverCity Brampton ●	Brampton	16		16	6	5
7413	SilverCity Burlington	Burlington	12		12	4	4
7269	Galaxy Cambridge	Cambridge	9		9	10	2
7241	Cineplex Clarington Place	Clarington	11		11	5	
ML18	Rainbow Cinemas Cobourg	Cobourg	3				
7272	Galaxy Guelph ●	Guelph	10		10	12	3
7296	Cineplex Cinemas Kitchener & VIP ●	Kitchener	7	4	7	5	2
7285	Cineplex Cinemas Milton ●	Milton	8		8	8	2
7256	Cineplex Niagara Square ●	Niagara Falls	10		10	7	3
209	Film.ca Cinemas	Oakville	5				
7123	Cineplex Cinemas Winston Churchill & IMAX ●	Oakville	17	5	17	23	4

Drive-In locations not included – open seasonally from approximately May to October. Contact your account manager for more information.

ID#	LOCATION NAME	MARKET	SHOW-TIME DIGITAL	VIP	PRE-SHOW	DIGITAL SIGNAGE CINEMA LOBBY	DIGITAL POSTERS
7273	Cineplex Cinemas Oakville & VIP	Oakville	9	3	9	4	3
7270	Galaxy Orangeville	Orangeville	7		7	5	2
7274	Galaxy Orillia	Orillia	6		6	7	2
7289	Cineplex Oshawa ●	Oshawa	10		10	8	4
7263	Galaxy Peterborough ●	Peterborough	11		11	12	3
7117	Galaxy Pergola Commons	South Guelph	8		8	16	
7290	SilverCity Hamilton Mountain Cinemas ●	Stoney Creek	10		10	13	3
7268	Galaxy Waterloo ●	Waterloo	10		10	11	2
7206	Cineplex Odeon Seaway Mall Cinemas	Welland	7		7		
Total Toronto EMA			234	12	226	187	56

Toronto GTA							
7284	Cineplex Aurora ●	Aurora	10		10	9	4
7407	SilverCity Newmarket ●	East Gwillimbury	13		13	7	6
202	Albion	Etobicoke	2				
7213	Cineplex Cinemas Markham & VIP	Markham	10	3	10	7	2
7122	Cineplex Cinemas Courtney Park Mississauga & IMAX	Mississauga	16		16	11	2
7420	Cineplex Cinemas Mississauga & IMAX ●	Mississauga	13		13	13	4
205	York Cinemas	Richmond Hill	6				
7405	SilverCity Richmond Hill ●	Richmond Hill	14		14	6	7
7240	Cineplex Morningside	Scarborough	11		11	5	3
7404	Cineplex Cinemas Scarborough ●	Scarborough	12		12	11	6
201	Woodside	Toronto	3				
7293	The Beach Cinemas	Toronto	6		6		
7115	Cineplex Fairview Mall ●	Toronto	9		9	14	4
7130	Cineplex Cinemas Yonge-Dundas VIP & IMAX ●	Toronto	18	5	18	17	5
7298	Cineplex Cinemas Empress Walk & IMAX	Toronto	10		10	6	2
7139	Cineplex Don Mills VIP	Toronto		5			
7403	FP Canada Square	Toronto	8		8		3
7400	Cineplex Yonge-Eglinton VIP ●	Toronto	9	3	9	14	5
7406	Cineplex Yorkdale	Toronto	10		10	5	5
7260	Cineplex Queensway & VIP ●	Toronto	15	5	15	9	6
7199	Cineplex Varsity & VIP	Toronto	8	3	8	10	4
7253	Cineplex Eglinton T.C. ●	Toronto	16		16	8	4
7402	Scotiabank Theatre Toronto	Toronto	14		14	21	8
7408	Cineplex Cinemas Vaughan & IMAX ●	Vaughan	19		19	14	8
7312	Cineplex Cinemas Pickering & VIP	Toronto	6	4	6	4	3
Total Toronto GTA			258	28	247	191	91

THEATRE LISTINGS

ID#	LOCATION NAME	MARKET	SHOW-TIME DIGITAL	VIP	PRE-SHOW	DIGITAL SIGNAGE CINEMA LOBBY	DIGITAL POSTERS
Balance of Ontario							
7291	Galaxy Brantford	Brantford	8		8	9	3
7283	Galaxy Brockville	Brockville	6		6	7	2
7297	Galaxy Chatham	Chatham	7		7	8	2
7288	Galaxy Collingwood	Collingwood	7		7	10	2
7262	Galaxy Cornwall	Cornwall	7		7	7	2
7259	Cineplex Gardiner's Road ●	Kingston	10		10	8	3
7112	Cineplex Westmount London & VIP ●	London	8	3	8	13	3
7422	SilverCity London & IMAX	London	12		12	7	5
7271	Galaxy Midland	Midland	7		7	6	2
7265	Galaxy North Bay Mall	North Bay	7		7	10	2
7264	Galaxy Owen Sound	Owen Sound	7		7	4	2
7138	Galaxy Cinemas Sarnia ●	Sarnia	8		8	7	2
7266	Galaxy Sault Ste Marie	Sault Ste. Marie	7		7	9	2
7267	Galaxy St. Thomas	St. Thomas	6		6	7	2
7429	SilverCity Sudbury ●	Sudbury	12		12	6	4
7430	SilverCity Thunder Bay ●	Thunder Bay	12		12	6	4
7431	SilverCity Windsor & IMAX	Windsor	12		12	6	3
7257	Cineplex Devonshire Mall	Windsor	12		12	7	3
257	Gallery - Woodstock	Woodstock	7				
Total Balance of Ontario			162	3	155	137	48
TOTAL ONTARIO			710	47	680	549	216
MANITOBA							
2402	SilverCity St. Vital ●	Winnipeg	10		10	9	2
2112	Northgate	Winnipeg	8		8		
2403	Famous Players Kildonan Place 6	Winnipeg	6		6		2
2111	Cineplex McGillivray Cinema & VIP	Winnipeg	8	3	8	4	2
2401	Scotiabank Theatre Winnipeg	Winnipeg	14		14	10	6
TOTAL MANITOBA			46	3	46	23	12

Drive-In locations not included - open seasonally from approximately May to October. Contact your account manager for more information.

ID#	LOCATION NAME	MARKET	SHOW-TIME DIGITAL	VIP	PRE-SHOW	DIGITAL SIGNAGE CINEMA LOBBY	DIGITAL POSTERS
SASKATCHEWAN							
4113	Galaxy Moose Jaw	Moose Jaw	6		6	7	2
ML19	The Capitol Theatre, North Battleford	North Battleford	5				
4112	Galaxy Prince Albert	Prince Albert	6		6	7	2
4114	Cineplex Normanview ●	Regina	10		10	12	4
4108	Cineplex Southland Mall Regina	Regina	10		10	5	1
ML07	Golden Mile Cinema - Regina	Regina	8				
4403	Scotiabank Theatre Saskatoon & VIP ●	Saskatoon	12	3	12	13	6
ML06	Roxy Theatre - Saskatoon	Saskatoon	2				
350	Twin - Swift Current	Swift Current	2				
ML20	Aurora Cinemas	Saskatchewan	2				
4115	Centre Cinemas	Saskatchewan	6		6	6	3
TOTAL SASKATCHEWAN			69	3	50	51	18

ALBERTA							
Calgary							
BC1	Lux Cinema Centre - Banff	Banff	4				
3150	SilverCity CrossIron Mills & Escape	Calgary	7		7	6	2
3142	Cineplex Sunridge Spectrum ●	Calgary	14		14	11	4
3401	Scotiabank Theatre Chinook ●	Calgary	17		17	11	8
3409	Cineplex Westhills 10 ●	Calgary	10		10	10	4
3138	Cineplex Crowfoot Crossing	Calgary	10		10	7	3
3134	Cineplex Eau Claire Market	Calgary	6		6	5	2
3152	Cineplex Cinemas East Hills	Calgary	6		6	4	3
3103	Cineplex Cinemas Seton & VIP	Calgary	7	4	7	6	3
Total Calgary			83	4	79	60	29

Edmonton							
3149	Cineplex Windermere & VIP ●	Edmonton	8	3	8	10	3
3151	Cineplex Manning Towne Centre ●	Edmonton	10		10	11	1
3147	Movies 12 Edmonton	Edmonton	12		12	7	
3403	Scotiabank Theatre Edmonton & IMAX ●	Edmonton	13		13	15	5
3143	Cineplex North Edmonton ●	Edmonton	9	4	9	8	3
3144	Cineplex South Edmonton ●	Edmonton	15		15	8	4
ML16	Fort Cinema - Fort Saskatchewan	Fort Saskatchewan	3				
3146	Cineplex Sherwood Park ●	Sherwood Park	10		10	12	2
Total Edmonton			80	7	77	71	18

THEATRE LISTINGS

ID#	LOCATION NAME	MARKET	SHOW-TIME DIGITAL	VIP	PRE-SHOW	DIGITAL SIGNAGE CINEMA LOBBY	DIGITAL POSTERS
Balance of Alberta							
ML02	Duggan Cinemas	Camrose	5				
3141	Cineplex Grande Prairie	Grande Prairie	10		10	2	2
H11	Park Theatre	High Prairie	2		2		
H20	Wales Theatre	High River	1		1		
H12	Lacombe City Cinemas	Lacombe	3		3		
3101	Galaxy Lethbridge	Lethbridge	10		10	10	3
3140	Galaxy Medicine Hat	Medicine Hat	10		10	6	3
ML01	River City Cinema	Peace River	4				
455	Carnival	Red Deer	6				
3132	Galaxy Red Deer ●	Red Deer	11		11	6	3
H22	Rocky Mountain Cinemas, Rocky Mountain House	Rocky Mountain House	2		2		
ML03	Elite Theatre	St. Paul	3				
H23	Rex Theatre	Balance Alberta	1				
Total Balance of Alberta			68		49	24	11
TOTAL ALBERTA			231	11	205	155	58

BRITISH COLUMBIA/TERRITORIES							
Vancouver EMA							
1148	Cineplex Abbotsford & VIP ●	Abbotsford	8	3	8	6	
1408	Cineplex Metropolis ●	Burnaby	10		10	10	6
500	Cottonwood 4	Chilliwack	4				
1144	Galaxy Cinemas Chilliwack ●	Chilliwack	8		8	8	2
1412	Cineplex Coquitlam & VIP ●	Coquitlam	15	5	15	6	5
504	Hollywood 3	Delta	3				
1146	Cineplex Westshore ●	Langford	7		7	8	2
1405	Cineplex Langley & IMAX ●	Langley	19		19	17	6
1407	SilverCity Mission	Mission	12		12	6	2
1141	Galaxy Nanaimo	Nanaimo	8		8	5	2
505	Hollywood 3	Pitt Meadows	3				
1142	Cineplex Pitt Meadows ●	Pitt Meadows	10		10	14	2
1409	SilverCity Riverport & IMAX ●	Richmond	19		19	13	6
1136	Cineplex Strawberry Hill ●	Surrey	12		12	9	4
1149	Cineplex Fifth Avenue Cinemas	Vancouver	5		5	1	
1145	Cineplex Marine Gateway & VIP ●	Vancouver	8	3	8	5	2
1147	Cineplex International Village	Vancouver	12		12	11	3

Drive-In locations not included – open seasonally from approximately May to October. Contact your account manager for more information.

ID#	LOCATION NAME	MARKET	SHOW-TIME DIGITAL	VIP	PRE-SHOW	DIGITAL SIGNAGE CINEMA LOBBY	DIGITAL POSTERS
1422	Scotiabank Theatre Vancouver ●	Vancouver	9		9	22	6
1417	SilverCity Victoria & IMAX	Victoria	10		10	6	5
1129	Cineplex Odeon Victoria	Victoria	7		7	5	2
501	Hollywood Caprice - White Rock	White Rock	4				
1150	Park Cinemas	Vancouver EMA	1		1		
1151	Cineplex Cinemas Park Royal & VIP	Vancouver EMA	7	4	7	1	3
Total Vancouver EMA			201	15	187	153	58

Balance of British Columbia/Territories							
H9	Gem Theatre	Grand Forks	1		1		
H18	Vogue Theatre	Fernie	2		2		
H3	Golden Theatre	Golden	1		1		
1137	CPX Aberdeen Mall ●	Kamloops	8		8	5	
1410	CPX Orchard Plaza	Kelowna	5		5	2	1
1415	FP Prince George 6	Prince George	6		6	5	2
1414	FP Prince Rupert 3	Prince Rupert	3				
H5	Salmar Theatres	Salmon Arm	5		5		
H6	Tillicum Theatres	Terrace	2		1		
H7	Royal Theatre	Trail	1		1		
1413	GLX Cinemas Vernon	Vernon	7		7	2	
H14	Towne Cinemas	Vernon	1		1		
H24	Oliver Theatre	Balance BC/ Yukon	1				
Total Balance British Columbia/Territories			44		38	14	3
TOTAL BRITISH COLUMBIA/TERRITORIES			245	15	225	167	61

GRAND TOTAL NATIONAL			1780	83	1663	1188	450
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Cineplex Media Represents: Cineplex Entertainment, Alliance Cinemas, Ontario Cinemas, Quebec Independents, FilmAds, Magic Lantern



PROPERTIES OVERVIEW

Media Type	STATIC DIGITAL	MOTION	AUDIO	PRINT	INTERACTIVE	Materials Deadline
Show-Time (DCinema/4K/4DX/3D/ D-Box/ScreenX)						Speed to screen: <ul style="list-style-type: none"> • DCP Basic Service - on-screen following 3 full business days of receipt of creative file • DCP Full Service - on-screen following up to 2 weeks receipt of creative file • Represented cinemas - 2-3 weeks following receipt of creative file • Specialty screens (4DX, 3D, D-Box, Screen X) contact your rep
Pre-Show: Cineplex						■■■■■■ 5 business days before start date
Pre-Show: Chains						■■■■■■■■ 7 business days before start date
Pre-Show Content Sponsorship						Due dates vary depending on content required
Cinema Lobby: Cineplex						■■■■■■ 5 business days before start date
Cineplex.com Online & Mobile						■■■■■■ 5 business days before start date
Digital Posters: Cinema & VIP						■■■■■■ 5 business days before start date
Event Cinema (Met Opera, Stage Events)						■■■■■■■■ Live: 7 business days ■■■■■■■■■■■■■■■■■■■■ Encore: 20 bus. days
Digital Posters: The Rec Room/Playdium						■■■■■■ 5 business days before start date

DIGITAL
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REACHING CANADIANS AT WORK, REST, AND PLAY

Cineplex Media offers Out of Home media solutions in high traffic, highly desirable consumer-focused locations across the country.

Our network of **Shopping Mall** properties features some of the most prestigious in Canada and gets your message to more than 440+ million shoppers annually who are in the spending mindset and as close as it gets to the point of purchase.

Want to give your campaign the business-class treatment? An ad in our **Concourse Network** reaches busy professionals on the move, heading to and from work, and out at lunch.

Our **Rec Room** and **Playdium** entertainment centres help you reach consumers looking to let loose after a long day or week.

With screens located from coast to coast, Cineplex Media delivers your message to Canadians at key stages of their consumer journey — shopping, eating, taking a break from work, and even when heading out for a night on the town.



SHOPPING CENTRES

WE DELIVER OVER
440+ MILLION
VISITORS ANNUALLY!

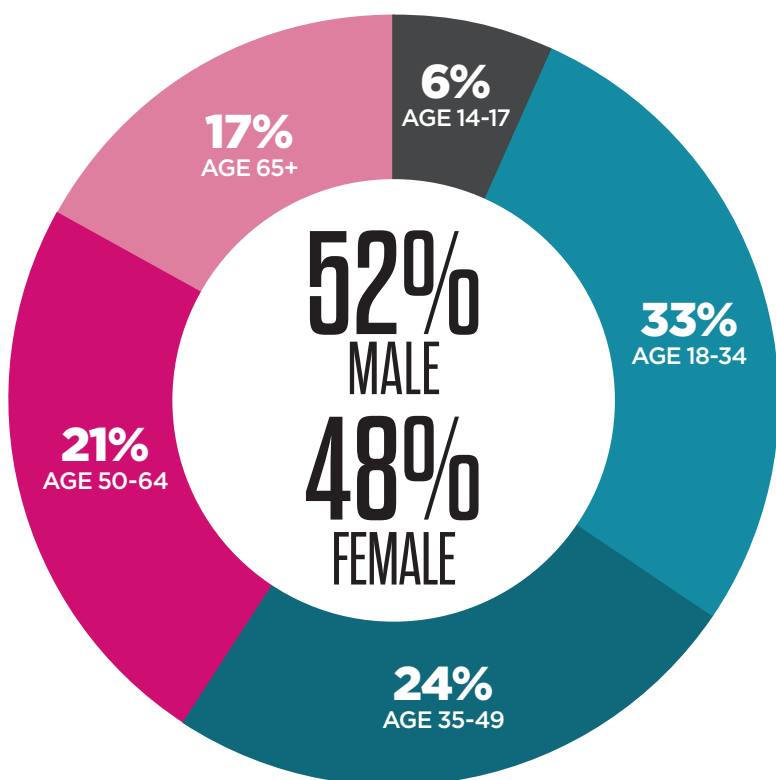


LET'S GO SHOPPING!

Mall visitors are in the Shopping state of mind. Our 53 Shopping Malls, located coast to coast, deliver a huge opportunity to talk to your consumers within moments of their purchase decision. There's no better way to get your ads closer to the point of purchase and reach receptive consumers.

With eye catching Digital Posters and massive stop-in-your-tracks Digital Hero Walls, our Digital Shopping Network offers the flexibility, impact and measurability. Looking to make a splash? We offer custom high-impact solutions ranging from larger-than-life banners to escalator wraps and experiential pop-ups.

Composition of Shopping Centre Visitors by Age Group



37% of Canadians recalled seeing OOH Advertising in Shopping Malls in the past week.

55% of Cineplex Media Mall visitors recalled seeing OOH Advertising in Shopping Malls in the past week.

Source: Vividata Fall 2020, Total Canada; Reach for 41 Cineplex Media represented malls available in Vividata

CINEPLEX MEDIA REPRESENTS:

5 OF THE 10 BUSIEST MALLS IN CANADA
Retail Council of Canada Canadian Shopping Centre Study, 2019

7.6 MILLION CANADIANS* VISIT CINEPLEX SHOPPING MALLS EVERY 4 WEEKS
*UNDUPLICATED/UNIQUE VISITORS

47% REACH OF TOTAL CANADIAN POPULATION EACH YEAR

Source: Vividata Fall 2020, Total Canada; Reach for 41 Cineplex Media represented malls available in Vividata

SHOPPING CENTRES



Hero Wall



Activation Zone



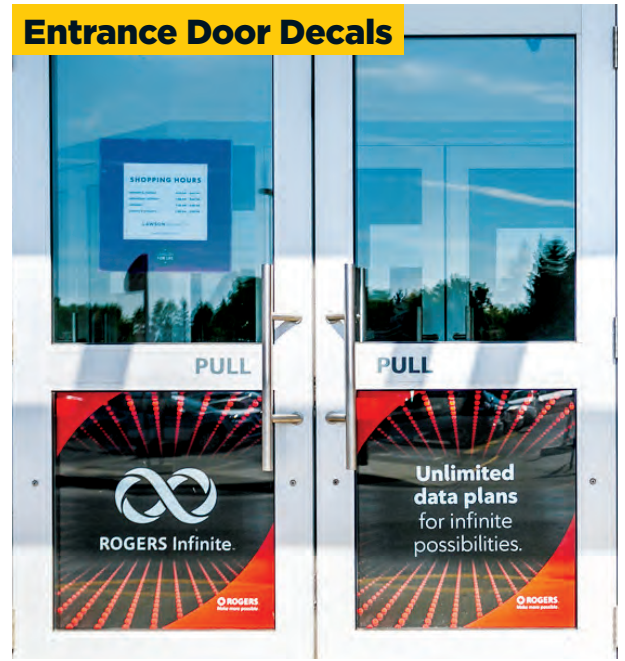
Digital Poster



Hanging Banner



Valet Area



Entrance Door Decals



Interior Vehicle Display



Media Banner



Wall Banner



Escalator Wrap



Elevator Wrap

SHOPPING CENTRES OVERVIEW

BRITISH COLUMBIA

	Guildford Town Centre (Surrey)	Mayfair Shopping Centre (Victoria)	Metropolis at Metrotown (Burnaby)	The Bay Centre (Victoria)	Tsawwassen Mills (Delta)
ANNUAL TRAFFIC	14.6M	4.5M	28.2M	7M	4.4M
NO. OF RETAILERS	205	112	330	93	189
ANCHOR STORES	Hudson's Bay H&M Walmart Sport Chek	Toys R Us Bed Bath & Beyond Hudson's Bay Indigo Sport Chek	Hudson's Bay Sport Chek Zara Silver City Walmart	Passport Canada Hudson's Bay Sport Chek Urban Planet	H&M Marshalls Sport Chek Saks Off 5th DSW

ALBERTA

	CrossIron Mills (Rocky View)	Kingsway Mall (Edmonton)	Southcentre Mall (Calgary)	Southgate Centre (Edmonton)	Outlet Collection Edmonton (Edmonton)
ANNUAL TRAFFIC	9.4M	8M	7M	8.3M	2.1M
NO. OF RETAILERS	191	174	143	158	101
ANCHOR STORES	Bed Bath & Beyond Bass Pro Shops Saks Off 5th Sport Chek	Hudson's Bay H&M Sephora	Hudson's Bay Crate & Barrel Sporting Life Roots	Crate & Barrel Hudson's Bay Safeway Apple	H&M Nike Factory Outlet Old Navy DSW

ONTARIO

	Bayshore Shopping Centre (Ottawa)	Conestoga Mall (Waterloo)	Hillcrest Mall (Richmond Hill)	Mapleview Shopping Centre (Burlington)	Oshawa Centre (Oshawa)
ANNUAL TRAFFIC	7.7M	6.6M	5M	4.5M	10M
NO. OF RETAILERS	181	132	118	149	215
ANCHOR STORE	Zara H&M Winners Hudson's Bay Walmart	Apple H&M Hudson's Bay Indigo Sport Chek	Hudson's Bay Sport Chek Sporting Life H&M	Zara Hudson's Bay H&M Apple	H&M Indigo Sport Chek Roots
	Bramalea City Centre (Brampton)	Cambridge Centre (Cambridge)	Centerpoint Mall (North York)	East York Town Centre (Toronto)	Holt Renfrew Centre (Toronto)
ANNUAL TRAFFIC	16M	6.4M	7.4M	4.1M	7.2M
NO. OF RETAILERS	323	137	141	108	37
ANCHOR STORE	Hudson's Bay Metro Saks Off Fifth Best Buy Sport Chek	Hudson's Bay H&M Marshalls Sport Chek Galaxy Cinemas	Hudson's Bay No Frills Canadian Tire	Food Basics Shoppers Drug Mart LCBO	Holt Renfrew Zara

SHOPPING CENTRES

Woodgrove Centre (Nanaimo)	Pine Centre Mall (Prince George)	Coquitlam Centre (Coquitlam)	Sevenoaks Shopping Centre (Abbotsford)	Park Royal (West Vancouver)	Cottonwood Mall (Chilliwack)
5.7M	3.8M	12M	4.5M	N/A	3.3M
126	111	195	116	213	77
Hudson's Bay Old Navy Winners Sport Chek Walmart	Lowe's Shoppers Drug Mart Sport Chek	H&M Best Buy Sport Chek Hudson's Bay T & T Supermarket	Best Buy Hudson's Bay CIBC Sport Chek	Hudson's Bay Saks OFF 5th Steve Nash Sports Club Loblaws City Market London Drugs	London Drugs Dollarama

Bonnie Doon Centre (Edmonton)	Prairie Mall Shopping Centre (Grand Prairie)	Parkland Mall (Red Deer)	Edmonton City Centre
3.1M	2.3M	2.4M	11M
103	101	101	130
Safeway Shoppers Drug Mart Dollarama Stitches Factory Outlet	Shoppers Drug Mart Dollarama Ardene Marshall's Urban Planet	Staples Goodlife Fitness Walmart The Keg Winners	Hudson's Bay Winners Shoppers Drug Mart Paramount Fine Foods Dollarama

Outlet Collection at Niagara (Niagara-on-the-Lake)	Scarborough Town Centre (Scarborough)	Square One Shopping Centre (Mississauga)	Upper Canada Mall (Newmarket)	Vaughan Mills (Vaughan)	Yorkdale Shopping Centre (Toronto)
5.1M	23M	22.4M	8M	14.6M	18M
109	250	240	210	217	270
Bass Pro Shops Saks Off 5th Polo Ralph Lauren Marshalls	Hudson's Bay Zara Sephora H&M	Hudson's Bay Zara Holt Renfrew Simons Birks	Hudson's Bay Market & Co. H&M Roots ZARA	DSW Bass Pro Shops Saks Off Fifth Nike Factory Legoland H&M	Hudson's Bay Holt Renfrew Nordstrom Harry Rosen Apple

Northgate Shopping Centre (North Bay)	St. Laurent Centre (Ottawa)	New Sudbury Centre (Sudbury)	Intercity Shopping Centre (Thunder Bay)
2.8M	13M	4.2M	4.7M
110	186	117	107
Best Buy Walmart Urban Planet	Hudson's Bay Sport Chek Goodlife Fitness Toys"R"Us	Walmart Shoppers Drug Mart Sport Chek	Sport Chek Marshalls Urban Planet Lowe's

SHOPPING CENTRES OVERVIEW CONT'D

QUEBEC

	Galeries de la Capitale (Québec City)	Les Promenades Gatineau (Gatineau)	Place Rosemère (Rosemère)	Place Montréal Trust (Montréal)	Place Ste-Foy (Québec City)
ANNUAL TRAFFIC	10M	9M	7.5	16.9M	8.3M
NO. OF RETAILERS	280	150	193	68	124
ANCHOR STORES	La Baie D'Hudson Sephora Simons H&M	Costco Sports Experts La Baie D'Hudson Simons H&M	Best Buy La Baie D'Hudson Walmart H&M	Indigo Winners Zara Nautilus Plus	Zara Simons Archambault Saks Off 5th Atmosphere

	Laurier Québec (Québec City)	Le Centre Eaton de Montréal (Montréal)
ANNUAL TRAFFIC	10.7M	21.3M
NO. OF RETAILERS	213	129
ANCHOR STORES	Best Buy La Baie D'Hudson Walmart H&M	Decathlon Sephora

SASKATCHEWAN

	The Centre Mall (Saskatoon)	The Mall at Lawson Heights (Saskatoon)
ANNUAL TRAFFIC	3.5M	2.7M
NO. OF RETAILERS	104	96
ANCHOR STORES	Best Buy Indigo Sport Chek Cineplex	London Drugs Safeway Motion Fitness



MANITOBA

	Outlet Collection Winnipeg (Winnipeg)	Shoppers Mall (Brandon)
ANNUAL TRAFFIC	5.1M	4.1M
NO. OF RETAILERS	109	101
ANCHOR STORES	Bass Pro Shops Outpost Marshalls Polo Ralph Lauren Saks Off 5th Tommy Hilfiger Outlet	Sport Chek Landmark Cinemas Goodlife Fitness Sobeys Extra Shoppers Drug Mart

NOVA SCOTIA

Mic Mac Mall (Dartmouth)
5M
124
Hudson's Bay H&M Winners Chapters

SHOPPING CENTRES LOCATIONS LISTINGS

LOCATION NAME	DIGITAL POSTERS	LARGE FORMAT HERO WALL	FOOD COURT	BANNERS	ELEVATOR WRAPS	ACTIVATIONS	SPECTACULAR DECALS	STANDARD CLINGS	BACKLITS	ENTRANCES	ESCALATOR WRAPS
BRITISH COLUMBIA											
Guildford Town Centre	14	2		4	2	1	1	1		10	3
Mayfair Shopping Centre	6			2	1	1		3		3	
Metropolis at Metrotown	24	3		3	2	5		1		7	7
Park Royal	10	2		6	5	3		4	2	3	2
Tsawwassen Mills	8	1		2		1		1		6	
Woodgrove Centre	6			4		1		2		4	
Coquitlam Centre	10			3	3	1	1	3		6	4
Sevenoaks Shopping Centre	4			6	1	1		2	3	5	
Pine Centre	2										
Cottonwood Mall	4										
The Bay Centre	3		4	1	3	1	2	11	5	4	3

ALBERTA											
CrossIron Mills	8	1		6			4	13		6	
Kingsway Mall	11	4		5	2	2		8	4	7	3
Southcentre Mall	9	2		1		5		3		2	4
Southgate Centre	14	1		6	2			2		5	
Outlet Collection Edmonton	4			4				4		6	
Bonnie Doon Centre	3			3	1			7		5	
Parkland Mall	2				1			2		5	
Prairie Mall	3			1				2		7	
Edmonton City Centre	11	2									

ONTARIO											
Bayshore Shopping Centre	14	1		8	2	1		4		7	6
Conestoga Mall	6			2		1		3		4	
Hillcrest Mall	4	1		1	1	2		3		6	
Mapleview Shopping Centre	8	1		1	1	1		1		6	
Oshawa Centre	6			4	2	1		1		8	1
Outlet Collection at Niagara	2					1		1		2	
Scarborough Town Centre	16	8		3	2	2	2			2	4
Square One Shopping Centre	20	5		5	5	3	5			8	7
Upper Canada Mall	5	2		4	1	3		5		3	3
Vaughan Mills	12	2		4		1		1	12	5	
Yorkdale Shopping Centre	14	3		2	7	4	1	4		4	1
Bramalea City Centre	14				3			2		8	6
Cambridge Centre	5							2		5	
Centerpoint Mall	5				1			3		4	
East York Town Centre	2										
Northgate Shopping Centre	3							2			
St. Laurent Centre	5			1	3	1		7	2	8	3
New Sudbury Centre	3			4	1	1		1		5	
Intercity Shopping Centre	4			1	1	1		4		5	

QUEBEC											
Galeries de la Capitale	10	1		5		4	3	14		5	2
Laurier Québec	4	1		2	3	1					2
Le Centre Eaton de Montréal	13	2			2	1	2	1	3	7	
Les Promenades Gatineau	9	2								8	
Place Montréal Trust	4			2		1	1	3		2	2
Place Ste-Foy	4	1			3						
Place Rosemere	4			4						5	

NOVA SCOTIA											
Mic Mac Mall	4			5	1	1			4	3	

MANITOBA											
Outlet Collection Winnipeg	4			2				2			
Shoppers Mall	4							3			

SASKATCHEWAN											
The Mall at Lawson Heights	2			3				3			
The Centre	4							2			

TOTAL	380	50		125	64	56	22	151	35	214	71
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SHOPPING CONCOURSE



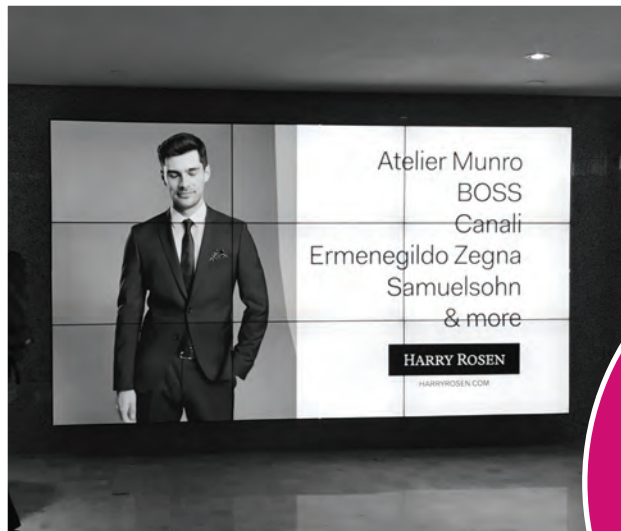
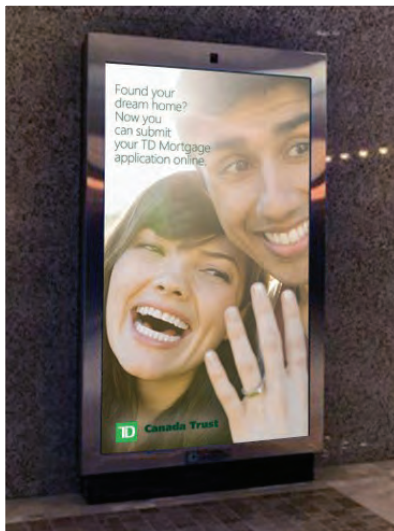
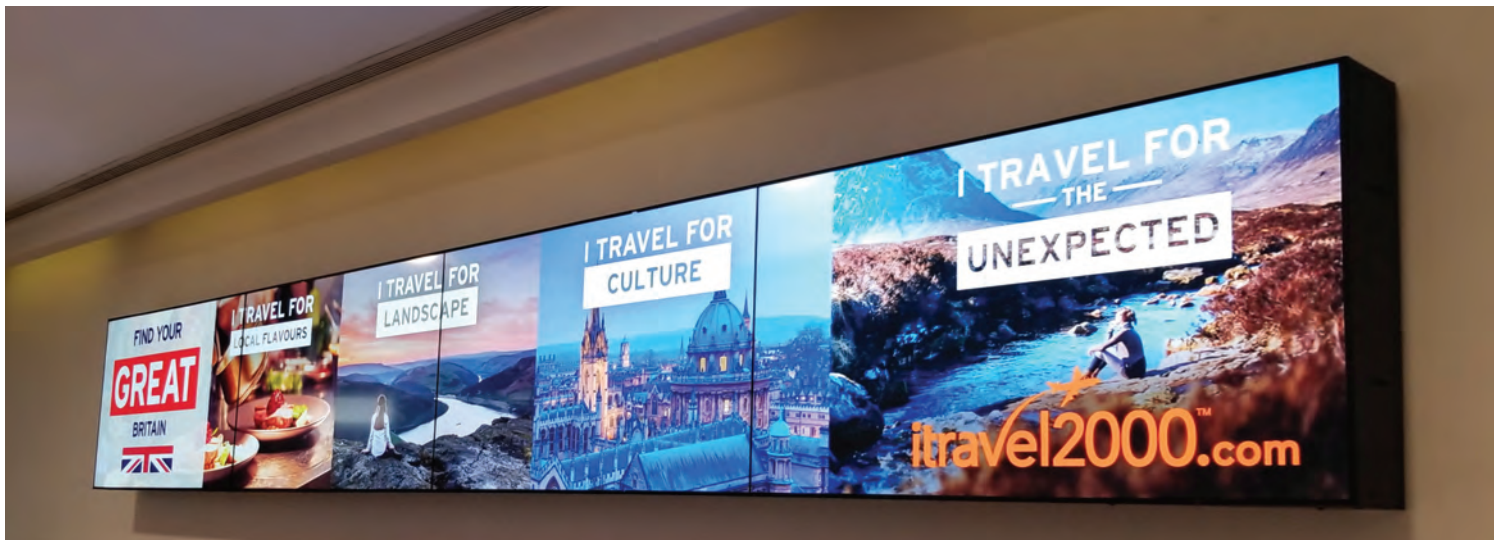
REACH CONSUMERS AT WORK AND PLAY

Cineplex Media's Concourse Network delivers your consumers on their way to and from work, and even when they're heading out for a night on the town.

Your ad will be seamlessly incorporated into both our Digital Poster (vertical) and Food court (landscape) loops. And to stay as relevant as the information around them, your messages can be refreshed weekly, daily or even by day-part.

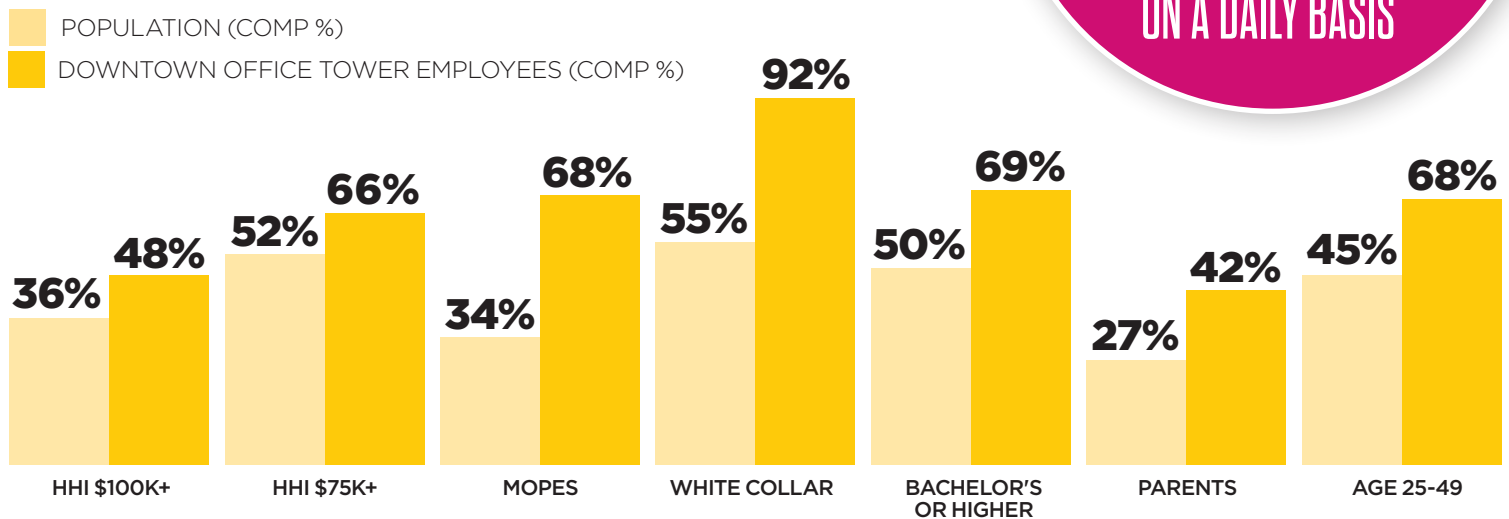
The Cineplex Media HD screens located throughout these busy thoroughfares provide the perfect opportunity to reach out and serve your message to these consumers.

The Cineplex Concourse Network includes Toronto, Ottawa and Calgary.



MORE THAN
884K
CONSUMERS ARE EXPOSED
TO OUR SCREENS
ON A DAILY BASIS

Concourse Network Demographic Profile



Source: Vividata Fall 2020, Based on Census Metropolitan Areas of Toronto, Vancouver, Ottawa-Gatineau, and Calgary, Based on A18+, Workplace-Downtown Office Tower Comp % Index to Population Comp %

SHOPPING CONCOURSE

CONCOURSE NETWORK: OVERVIEW

OTTAWA

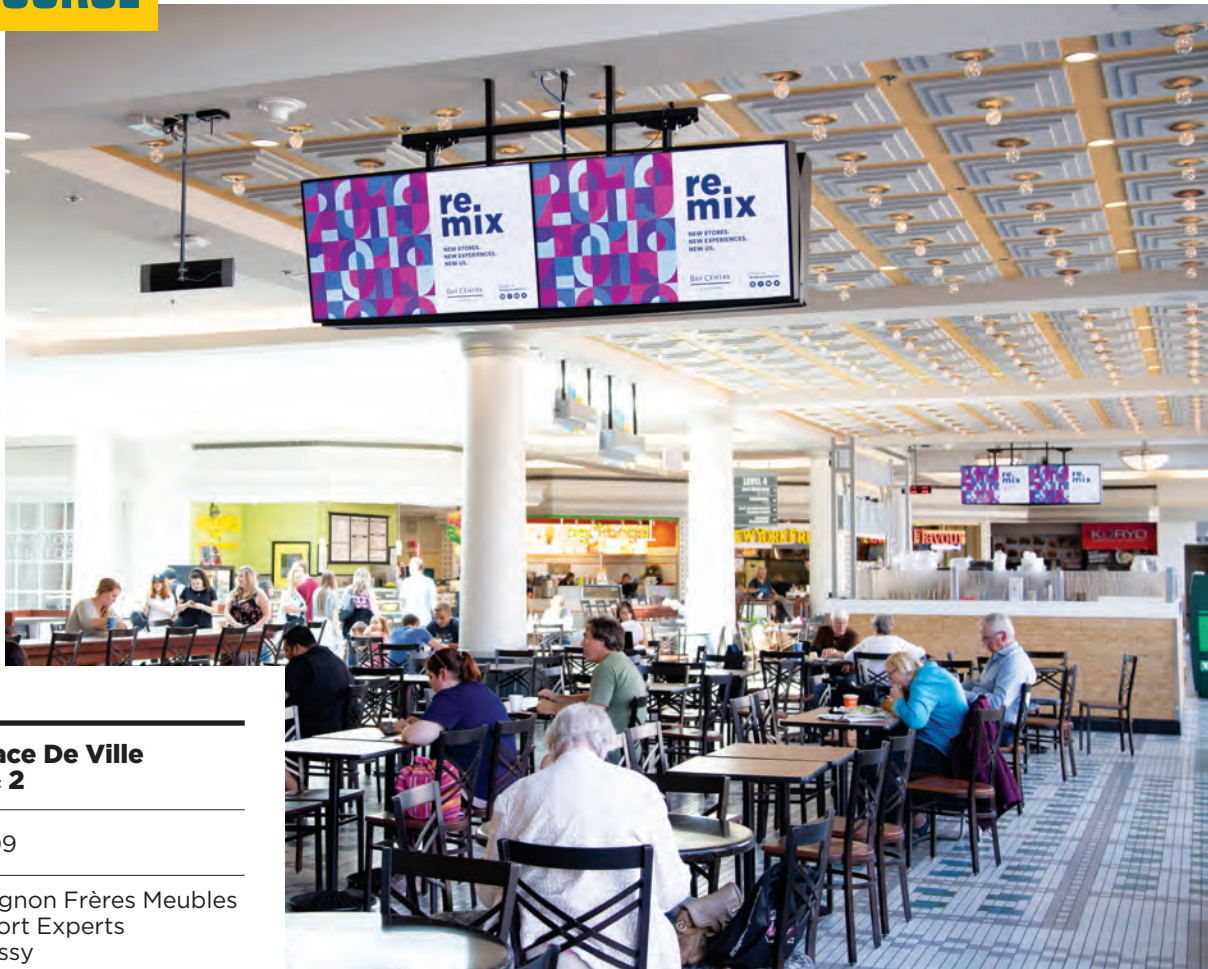
Place De Ville 1 & 2

ESTIMATED AVERAGE WEEKLY
AD IMPRESSIONS (000)

5.09

ANCHOR STORES

Gagnon Frères Meubles
Sport Experts
Rossy



CALGARY

Bankers Hall

Suncor Energy Centre

Fifth Avenue Place

Bankers Court

Gulf Canada Square

ESTIMATED AVERAGE WEEKLY
AD IMPRESSIONS (000)

29.56

22.04

23.91

0.96

25.61

ANCHOR STORES

McDonalds
Starbucks
Tim Hortons
Rexall
Staples

Wendy's
Starbucks
Subway
Jugo Juice

Second Cup
Wendy's
BMO
Subway

Subway
Starbucks
Earls
RBC

BMO
Tim Hortons
Second Cup
Wendy's

TORONTO

Holt Renfrew Centre

145 King St.

First Canadian Place

Exchange Tower

Brookfield Place

ESTIMATED AVERAGE WEEKLY
AD IMPRESSIONS (000)

59.82

39.6

70.31

44

3.8

ANCHOR STORES

Holt Renfrew
Aritzia
Zara
Starbucks

Home Capital
GMP Richardson
Minden Gross
Lax O'Sullivan

BMO
King Taps
Harry Rosen
Starbucks

BMO
Rexall
Longos
Harry Rosen

Hockey Hall of Fame
Shoppers Drug Mart
McDonalds
Starbucks

CONCOURSE NETWORK: LOCATIONS

LOCATION NAME	DIGITAL POSTER	FOOD COURT	VIDEO WALL	VIDEO BANNER
CALGARY				
Bankers Hall	3	4		
Suncor Energy Centre	5	2		
Fifth Avenue Place	3	4		
Bankers Court	1			
Gulf Canada Square	4	2		
OTTAWA				
Place De Ville 1 & 2	2	1		
TORONTO				
Holt Renfrew Centre	6			
145 King St.	4	4		
First Canadian Place	3	4		
Exchange Tower	2	2	1	
Brookfield Place	1	5		
Hudson Bay Centre	7	2		1
2 Queens St. E	1			
Bay Adelaide Centre			1	
TOTAL	42	37	2	1

Hudson Bay Centre

237.72

Hudson's Bay
Marriot Hotel
Longos
LCBO

2 Queens St. E

39.39

Toronto PATH
TTC Queen St.
Subway Station

Bay Adelaide Centre

7.68

Toronto PATH
Shoppers Drug Mart
Tim Horton's

EXPERIENCE FUN!



Canada's premier dining and entertainment destination, The Rec Room offers three unique pillars that, in combination, create the ideal social experience; Food and Beverage, Gaming, and Entertainment all under one roof. With Canadian-inspired cuisine, virtual reality, video and redemption games, live entertainment, and more, The Rec Room is the ultimate gathering place to grab a drink, host an event, or just play.



Digital Posters



Rec Room Locations:

Toronto, London, Mississauga, West Edmonton, South Edmonton, Calgary, St. John's, Winnipeg, Burnaby (Opening Soon), Barrie (Opening Soon)

Primary Target:

Gen Z & Millennials (18-35 Years Old)

Secondary Target:

Adults (35-49 years of age)



PLAY WITHOUT LIMITS

The ultimate playground, Playdium 2.0 offers thousands of square feet of pure fun for teens, their friends and family to play without limits. Playdium is the affordable entertainment choice for everyday play or to celebrate that special occasion. Whether it's a little friendly competition, winning great prizes or just hanging out, Playdium offers the best games and attractions for everyone.



Digital Posters



Playdium 2.0 Locations:

- Brampton
- Whitby
- Dartmouth

Primary Target:

Teens 14-18 Years Old

Secondary Target:

Parents (35-49) with kids aged 7-13

THE CINEPLEX MEDIA ADVANTAGE

CINEMA PROPERTIES

Show-Time
Pre-Show
Cinema Lobby
Online & Mobile

SIGNAGE PROPERTIES

Cinema Lobby
Rec Room / Playdium
Shopping Mall
Shopping Concourse

CINEPLEX MEDIA CENTRAL SALES OFFICE

1303 YONGE STREET, TORONTO ON | M4T2Y9 | SALES@CINEPLEX.COM

PHONE: 416-539-8800 TOLL-FREE: 1-844-870-1112

CINEPLEXMEDIA.COM