

## Media Alert

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# CHART ATTACK

## WELCOME TO THE NEW CHARTATTACK.COM

*Leading Canadian Independent Music Site Offers Richer Responsive User Experience  
& Innovative Opportunities for Brand Integration and Sponsorship*

**(Toronto, ON)** Today Channel Zero Digital announced its continued commitment to discovering and fostering Canadian independent music through the new ChartAttack.com. The site has undergone a major overhaul and full-scale redesign offering a cleaner and easier-to-navigate user experience. Core to the relaunch and keeping the site's audience top of mind – ChartAttack.com's layout now responds to the size of the user's screen, optimizing the site for mobile and tablet browsing. A revolutionary new on-site music player will be unveiled in the coming months.

CHART began in 1990 as a print publication, and was deemed Canada's longest-running and most respected music magazine for nearly two decades. It was acquired in 2011 by ANDPOP, one of Canada's largest sources for multi-platform pop culture news and original video content. The people who run Chart Attack are identical to its audience: young, insightful, well-informed "indie-lectuals" with an aversion to pandering and a healthy addiction to consuming music content beyond traditional outlets. The new team has revitalized the online publication, ushering it into the 21<sup>st</sup> century by showcasing great music that pushes expectations of genre and digs below the surface of music getting to know the people who make it.

"The new website is a thrilling platform for us to present music journalism in different ways, and for our readers to discover and listen to music with us," says Editor-in-Chief Richard Trapunski, who joined Chart Attack in September. "My generation doesn't look for new bands and artists in the way the last one did, in magazines and on television. We're passionate about what's next, we want to be able to listen to what's new and exciting right this second, and we're carrying the medium around in our pockets."

Chart Attack's overhaul continues its momentum as one of the most trusted music publications in Canada by pushing the limits of what a music publication can be, increasing and highlighting original high-quality video and multimedia content that gives up-and-coming bands a stage to perform and an (often hilarious and offbeat) glimpse into the personalities of more established indie artists. It also provides incredible, innovative advertising opportunities through sponsorship and brand integration. Chart Attack offers turnkey solutions for brands, from ideation to production, distribution, and promotion, all handled in house.

Examples of customized advertising solutions created by the Channel Zero Digital team can be found at [www.channelzerodigital.com/solutions.html](http://www.channelzerodigital.com/solutions.html). Chart Attack reaches over 500,000 users a month.

Please visit [www.chartattack.com](http://www.chartattack.com) and [www.channelzerodigital.com](http://www.channelzerodigital.com).

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**About Channel Zero Digital**

Channel Zero Digital provides unique advertiser solutions that go beyond the banner. With a portfolio of high quality curated properties in the entertainment, news and music verticals, Channel Zero Digital brands appeal to a vast and varied audience. The company's destination sites include [Andpop](#), [Chart Attack](#) and the digital companion of its parent's television channel, [CHCH.com](#). The company is also the official representative for [Crackle](#) in Canada, Sony Entertainment's free ad-supported multi-platform VOD service, featuring full-length Hollywood movies, award-winning TV shows and bold new Original Series. Channel Zero Digital is a division of [Channel Zero Inc.](#) For more information, please visit [www.channelzerodigital.com](http://www.channelzerodigital.com).