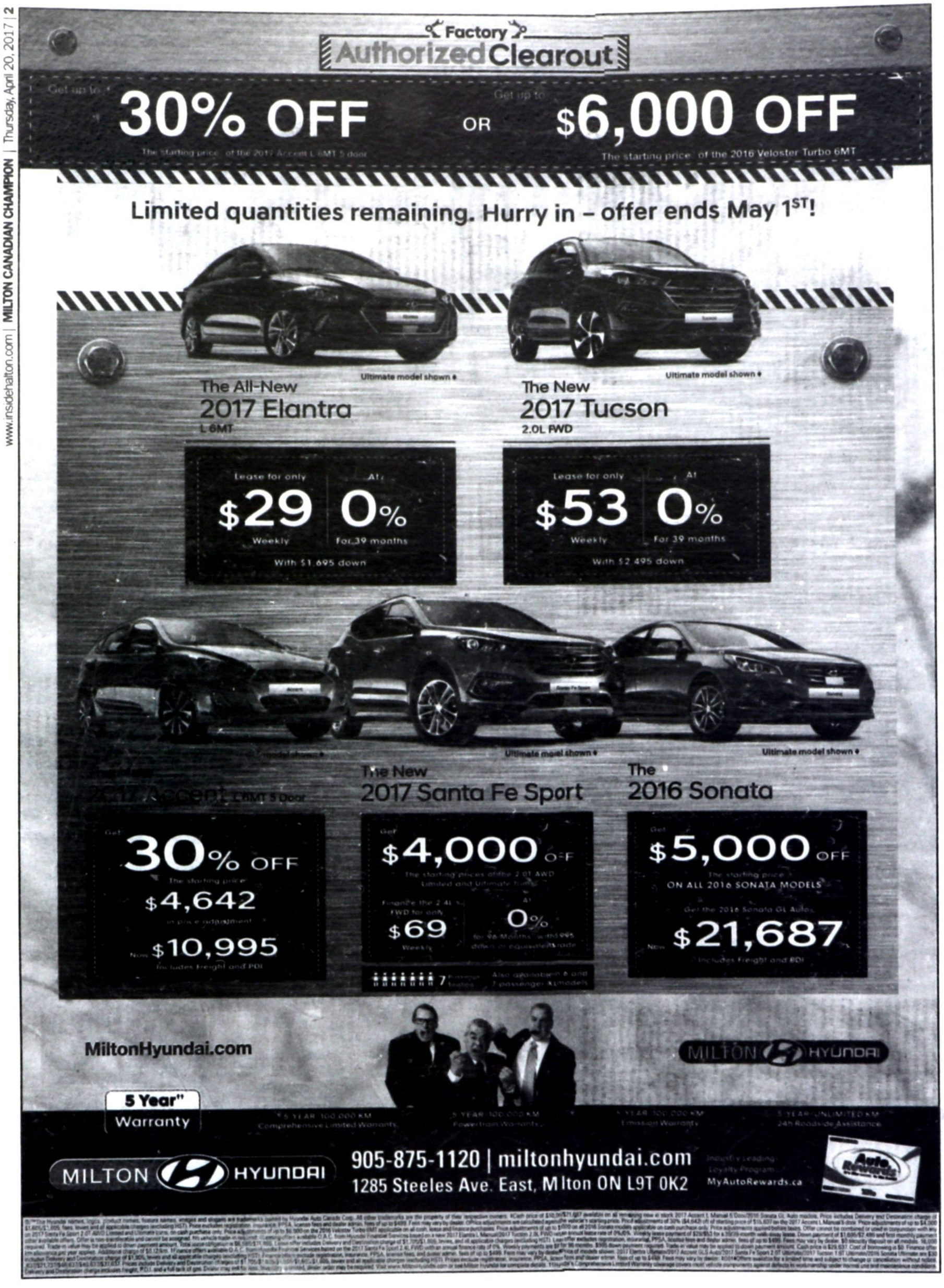

Champion website sports a new look

InsideHalton.com takes on responsive design approach

Readers of the *Milton Canadian Champion* online will notice a brand new look when they visit InsideHalton.com.

In addition to a more modern page design, the *Champion* has reworked its main navigation menu, and repositioned some content on both the home page and pages within the site, based on user preferences and most-frequently read items.

"We have updated the headline typeface and the design of each page," said Kelly Montague, Regional General Manager of Metroland's Halton Division. "We are excited about the changes and are eager to hear what our readers think of the new design."

Frequently updated local news and event information will remain the most prominent content on the website, accessible from both mobile web browsers and desktop computers.

InsideHalton.com has adopted a 'responsive' design approach, in concert with current web publishing best practices. A responsive website displays the same content at the same web page addresses regardless of whether a user visits from a desktop computer, tablet device or smartphone.

The site also includes a local business directory, automotive and classified listings, and local deals and flyers. Visitors can also register and submit local events for free.

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INSERTS : Home Outfitters, Fortino's, Home Hardware, Metro, Barbecues Galore, Lastman's Bad Boy, Vanark Furniture, Lowes Canada, Rona, Real Canadian Superstore, Sobey's, No Frills, Food Basics, Subway, Dell, M&M Meat Shops, Team Honda, Halton Window & Door, Kanda Optical, Shoppers Drug Mart, Water Store, 2001 Audio Video, ICI Dulux, TSC Stores, The Brick, Leons Furniture, Sears, Home Depot, Toys R Us, JYSK Bed & Bath, Golftown, Rexal Pharma Plus, Michaels, Longo's, Ontario Heritage, Walmart, Brick Mattress, Staples, Bet Boy Canada, Reliance, Canadian Tire. ** *All flyers not necessarily delivered to all homes* **