



FOOD NETWORK IS THE TASTIEST SPECIALTY CHANNEL, DEDICATED TO ENTERTAINMENT AND INDULGENCE

WHY CHOOSE FOOD NETWORK?

- **WE'RE BIG AND GROWING.** In over 5.4 million homes nationally, the network is delivering higher audiences than ever this broadcast year. *Source: Mediastats Subscriber data as at March 31, 2009, BBM-NMR meter data September 1, 2008 – May 31, 2009, Mon – Sun 6a-6a A25-54*
- **GRADE A AUDIENCE** (A25-54, skewing female) ranks above average for education, household income and professional occupations.
- **WOMEN & FAMILIES ADORE US.** Ranked in Top 2 for minutes viewed and Top 10 based on AMA for W25-54. Combined with growing popularity among men, Food Network is now the #1 lifestyle specialty station for minutes viewed among adults. *Source: BBM-NMR meter data January 5 – May 31, 2009, Mon – Sun 6a-6a A25-54*
- **HOME-GROWN PERSONALITIES** provide unique integration and promotional opportunities.
- **HOLIDAY SPECIALS & MARATHONS** featuring back-to-back episodes of hit series keep viewers tuned-in for hours. Delivers above-average audiences with growth of 10-20% leading up to and during the holiday season. *Source: BBM-NMR meter data; Season data using same TP as marathon; BBM-NMR meter data September 1 – January 4, 2009, Mon – Sun 6a-6a A25-54*
- **VIEWERS TRUST FOOD NETWORK** and advertisers benefit from our environment.



TOP CHEF: LAS VEGAS

NEW IN PRIME TIME:

- **TOP CHEF: LAS VEGAS** – Mondays (Special guests: Natalie Portman, Tyler Florence & Nigella Lawson)
- **THE F WORD** – Tuesdays (Gordon Ramsay)
- **CHOPPED** – Wednesdays (Ted Allen)
- **ACE OF CAKES** – Thursdays (Duff Goldman)
- **DINERS, DRIVE-INS & DIVES** – Fridays (Guy Fieri)
- **CHEF ABROAD** – Fridays (Michael Smith)

NEW FROM CELEBRITY CHEFS:

- **CHEF AT HOME** – Michael Smith
- **RICARDO & FRIENDS** – Ricardo Larrivé
- **FRENCH FOOD AT HOME** – Laura Calder
- **EAT, SHRINK & BE MERRY** – Janet & Greta Podleski
- **BAREFOOT CONTESSA** – Ina Garten
- **GIADA AT HOME** – Giada De Laurentiis

FOODNETWORK.CA

- **ENGAGING AUDIENCES.** Users are rapidly becoming Twitter followers, participating in monthly food challenges, and now have the chance to download the Food Network Recipe App for access on their phones. Average time spent per visit: 8.8 minutes
- **HIGH REACH.** Averaging 441,000 unique visitors per month.
- **STAR POWER.** Exclusive interviews & web videos with Food Network personalities attract users to foodnetwork.ca over other recipe sites.
- **NEW AND IMPROVED.** Website re-launching this fall. *Source: comScore, Inc, Total Canada, All Locations, Sept. 2008 – May 2009 average*



CHOPPED



THE F WORD



DINERS, DRIVE-INS & DIVES

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