



HGTV is Canada's most inspiring and entertaining source for home ideas, offering design, real estate and renovation-related programming.

## WHY CHOOSE HGTV?

- Canwest's #1 specialty channel for W25-54
- Ranked #2 for W25-54 and #6 for A25-54 among all Canadian specialty channels
- 12% increase in W25-54 from Spring '08 to Spring '09
- In 7.2 million homes across Canada

Source: BBM-NMR meter data March 30 – June 28, 2009 M-Su 6a-6a.

## WHO'S WATCHING?

- Primary target is A25-54, skewing female
- University educated with a HHI of \$75K+
- 83% of HGTV viewers own their home



Mike Holmes

## ALL NEW EPISODES THIS FALL

- **First-Timer Mondays:** *For Rent, Income Property, House Poor\**
- **Design Tuesdays:** *HGTV's Top 10, Pure Design, Dear Genevieve*
- **Real Estate Wednesdays:** *Realtor vs. Realtor\*, Real Estate Intervention\*, Property Virgins, The Unsellables UK*
- **Reno Thursdays:** *Holmes Inspection\*, Family Renovation\**
- **Getaway Fridays:** *House Hunters International, Relocation, Relocation*

\* brand new series

## COMING THIS WINTER

- **Sarah's Holiday Party & Sarah's House III**
- **House of Bryan**
- **Home to Flip II**
- **The Unsellables II**
- **Marriage Under Construction III**



Samantha Pynn

## HOSTS

HGTV's credible, trustworthy and popular hosts are accessible for marketing initiatives.

- Mike Holmes
- Bryan Baeumler
- Scott McGillivray
- Peter Fallico
- Sarah Richardson
- Samantha Pynn
- Sandra Rinomato
- Jodi Gilmour

## HGTV.ca

- Web site boasts approximately 183,000 unique Canadian visitors per month (Source: based on an average from March - May 2009; comScore Inc., Total Canada, All locations, 2+ audience).
- Average time spent/visit = 7:00
- Most popular sections: show sites, video, photo galleries, resource lists, DIY projects, decorating content
- Fall initiatives: new show sites for *Holmes Inspection, Income Property*; updated show sites with new content for *Pure Design, HGTV's Top 10, Property Virgins*

## CLIENT BENEFITS

- Creative multiplatform advertising solutions on HGTV may include:
  - campaign integration
  - contests/promotions
  - sponsored events/stunts
  - brandsell ads/billboards
- HGTV.ca online opportunities include:
  - integrated sponsorships of show sites
  - content verticals or original content microsites
  - display ad media
  - video pre-roll
  - contests



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