

WHY BUY NATIONAL GEOGRAPHIC CHANNEL

GROWTH

- YOY growth of +22% for A25-54 and +35% for M25-54*
- 3,841,610 subscribers – largest subscriber base of all Canwest digital stations

AUDIENCE PROFILE

- National Geographic Channel is #1 for A25-54 with HH income \$100K+, by a large margin**
- Gender and Age profile skews M25-49 years of age
- Nat Geo viewers are Owners/Managers and Blue Collar, skewing to working groups

CLIENT BENEFITS

- Associate your brand with awe-inspiring sights, world famous photography and film footage on Canada's only source for entertaining information about the exotic, natural world we live in
- Superior, flexible service offering customizable opportunities including scheduling specials and unique marathons
- A complement buy with other Canwest Specialty networks

Source: *BBM NMR W08 vs. W09; ** Source Spring 2009 STD

FALL 2009 HIGHLIGHTS

- Brand new series such as *Rescue Ink*, *Bite Me with Dr. Mike Leahy* and *Monster Fish*
- Returning new seasons of *Dog Whisperer* (season 5), *Dogtown* (season 3), Best of Nat Geo weekend marathons, and *World's Toughest Fixes*

DOG WHISPERER



RESCUE INK



BITE ME



MONSTER FISH



WORLD'S TOUGHEST FIXES

