



Launched  
Monday  
October 19<sup>th</sup>



**DIY NETWORK  
NOW  
AVAILABLE IN  
CANADA!**

Canada's only destination dedicated to showing viewers how to take on their own home improvement projects.

**Hammer Extra Viewers Into Your DIY Buy – Without The Extra Cost!**

Get extended reach in November on Canada's new specialty channel devoted to giving "do-it-yourselfers" a helping hand from the professionals.

Contact your Canwest Sales Representative for proposals and customized opportunities on this all new station!

**DIY Network Canada's Free Preview Subscriber Numbers:**

- November 2<sup>nd</sup> to 12<sup>th</sup>  
4.1 million subscribers  
(Bell and Shaw Direct)
- November 13<sup>th</sup> to 23<sup>rd</sup>  
5.4 million subscribers  
(Bell, Shaw Direct & Rogers)
- November 23<sup>rd</sup> to 29<sup>th</sup>  
4.1 million subscribers  
(Bell and Shaw Direct)
- December 1<sup>st</sup> to February 28<sup>th</sup>  
2.6 million subscribers  
(Shaw Direct)



**From the people who brought you HGTV and Food Network comes DIY Network**

Toronto - T 416.967.1174 F 416.593.1551

Montréal - T 514.525.1133 F 514.525.1355

Vancouver - T 604.422.6422 F 604.422.6521

