

VICTORIA'S SECRET FASHION SHOW

Live from the Fontainebleau Miami Beach Hotel

The **sexiest** night on television is back and on **Global** with another edition of the world famous Victoria's Secret Fashion Show. This year's show will feature some of the biggest names in modeling from Marisa Miller to Alessandra Ambrosio. The show will be a fusion of holiday themes with beautiful lingerie, and will feature special musical guests and celebrities. Tune in to **Global** December 1st at 10pm to experience the **hottest** day of Winter!

NATIONAL GLOBAL NETWORK (NATL)

FL/09 Projections

Selling Option: SP: Victoria's Secret Fashion Show

MarketId	V2+	V1224	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2549	W2554	M18+	M1834	M1849	M2554	T1217	C211
VANCOUVER EM	3.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	5.0	2.0	2.0	2.0	3.0	3.0	1.0
OKANAGAN/KAMLOOPS EM	3.0	2.0	3.0	3.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0	2.0	2.0	2.0	2.0	2.0	1.0
PR. GEORGE + TERR. EM	2.0	2.0	2.0	2.0	2.0	3.0	3.0	3.0	3.0	3.0	4.0	1.0	1.0	1.0	2.0	2.0	1.0
DAWSON CREEK EM	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.3
EDMONTON EM	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.0	1.0	1.0	0.2
RED DEER EM	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	2.0	0.0
CALGARY/LETHBRIDGE EM	2.0	2.0	3.0	3.0	2.0	2.0	3.0	3.0	3.0	3.0	3.0	2.0	2.0	2.0	2.0	1.0	0.3
REGINA EM	2.0	2.0	2.0	3.0	2.0	2.0	3.0	3.0	2.0	2.0	3.0	2.0	3.0	2.0	2.0	2.0	0.0
SASKATOON EM	2.0	1.0	2.0	3.0	3.0	3.0	3.0	5.0	4.0	4.0	4.0	1.0	2.0	1.0	2.0	2.0	0.4
WINNIPEG EM	3.0	2.0	3.0	2.0	3.0	4.0	3.0	2.0	3.0	4.0	4.0	2.0	2.0	2.0	3.0	3.0	2.0
SUD-TIM-N BAY/SSM EM	2.0	2.0	3.0	3.0	3.0	3.0	3.0	4.0	4.0	4.0	4.0	2.0	2.0	2.0	3.0	2.0	1.0
WINDSOR EM	2.0	1.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	3.0	1.0	2.0	2.0	2.0	1.0	0.4
LONDON EM	3.0	2.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	3.0	3.0	3.0	3.0	2.0	1.0
KITCHENER EM	3.0	2.0	3.0	3.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0	3.0	3.0	3.0	3.0	2.0	1.0
BARRIE EM	3.0	2.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	5.0	5.0	3.0	3.0	3.0	4.0	2.0	1.0
TORONTO/HAMILTON EM	3.0	2.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	5.0	5.0	3.0	3.0	3.0	3.0	2.0	1.0
PETERBORO EM	2.0	2.0	3.0	3.0	3.0	3.0	3.0	4.0	3.0	4.0	4.0	2.0	2.0	2.0	3.0	2.0	1.0
KINGSTON EM	2.0	2.0	2.0	3.0	3.0	3.0	3.0	3.0	3.0	4.0	4.0	2.0	2.0	2.0	2.0	1.0	0.4
OTTAWA ANGLO EM	2.0	2.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	4.0	4.0	2.0	2.0	2.0	2.0	1.0	0.4
MONTREAL ANGLO EM	3.0	2.0	3.0	2.0	3.0	4.0	4.0	2.0	3.0	3.0	4.0	3.0	2.0	4.0	4.0	3.0	0.4
HALIFAX EM	3.0	4.0	4.0	6.0	3.0	3.0	4.0	6.0	4.0	3.0	4.0	3.0	5.0	3.0	3.0	0.2	0.0
SAINT JOHN/MONCTON EM	2.0	1.0	2.0	2.0	2.0	2.0	3.0	1.0	2.0	3.0	3.0	2.0	2.0	2.0	2.0	1.0	0.0
SYDNEY-GLACE BAY EM	2.0	1.0	2.0	1.0	2.0	2.0	3.0	1.0	3.0	3.0	3.0	1.0	0.5	1.0	2.0	2.0	0.5
CHARLOTTETOWN EM	1.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	0.0
Audience TC (000)	762	105	701	202	431	443	429	126.1	273.8	228	275.9	272	75.6	157.3	167.2	37.2	23.6

Note: Using Fall 09 Rate Card. Cost Sponsorship open to 2 non-competing sponsors Deadline: November 16th, 2009

Toronto - T 416.967.1174 F 416.593.1551 **Montréal** - T 514.525.1133 F 514.525.1355 **Vancouver** - T 604.605.2977 F 604.605.2944



Sponsorship Includes

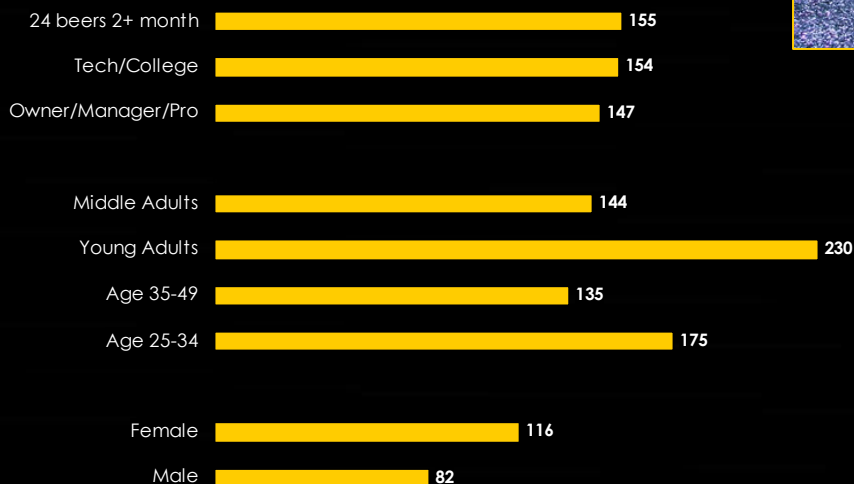
- 1 x :07 billboard
- 2 x :30 brand spots
- tag on Marketing promo (added value)
- **2 tickets** to the taping of the show in New York, including flight and accommodation (date: tbc)

Total Investment: Contact your Sales Representative for pricing details!

VICTORIA'S SECRET FASHION SHOW

Who's watching the Angels walk that runway?

Comp% of A18+ **Victoria's Secret** viewers on E!
Indexed to Total TV (Mo-Su 6a-2a)
Fall 2008 (Sept 8 - Dec 14/08)



Attend the Hottest event of the winter...
The **Victoria's Secret Fashion Show** live with **2 tickets** to the taping of the show in New York, including flight and accommodation included in the sponsorship package!

The **Victoria's Secret Fashion Show** special sees a heavily female audience with 62% female skew. The show indexes high with young and middle aged adults and beer drinkers.