



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



Mike Holmes

WHY CHOOSE HGTV?

- Canwest's #1 specialty channel for W25-54.
- Ranked #2 for W25-54 and #7 for A25-54 among all Canadian specialty channels.
- 14% increase in Average Minute Audience from fall '07 to fall '08.
- In 7 million homes across Canada.

Source: BBM-NMR meter data Sept. 1 - Dec. 28, 2008 M-Su 6a-6a

WHO'S WATCHING?

- Primary target is A25-54, skewing female (60% women /40% men).
- HGTV viewers are university educated and have a HHI of \$75K+.
- HGTV viewers are 23% more likely to own their home than other TV viewers.

TOP 5 PROGRAMS THIS FALL

- 1 *Sarah's House*
- 2 *The Unsellables*
- 3 *Property Virgins*
- 4 *Buy Me*
- 5 *House Hunters*

WHAT'S ON THIS WINTER

First-Timer Mondays *For Rent, Petal Pushers, Property Virgins, The Decorating Adventures of Ambrose Price*

Design Tuesdays *Sarah's House, Pure Design, Colin & Justin's Home Heist*

Real Estate Wednesdays *The Unsellables, Mansions, The Really Big Flip*

Reno Thursdays *Holmes in New Orleans, Disaster DIY, Home to Flip, Real Renos*

Getaway Fridays *Extreme Living, Around the World in 80 Gardens*



Sarah Richardson

HOSTS

Our credible, trustworthy and popular hosts are accessible for marketing initiatives, including

- Mike Holmes
- Bryan Baeumler
- Samantha Pynn
- Peter Fallico
- Sarah Richardson
- Sandra Rinomato
- Jim Caruk
- Jodi Gilmour

HGTV.ca

- Web site boasts approximately 150,000 unique Canadian visitors per month.
- Average time spent/visit = 7:00.
- Most popular sections: show sites, decorating content, photo galleries, resource lists, DIY projects, video.

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
 - display ad media
 - video pre-roll
 - contests.



For more visit www.canwest.com

Contact your Specialty Television Account Executive for proposals and customized opportunities.