



# FOOD NETWORK IS THE TASTIEST SPECIALTY CHANNEL, DEDICATED TO ENTERTAINMENT AND INDULGENCE

## WHY CHOOSE FOOD NETWORK?

- **WE'RE BIG AND GROWING.** In over 5.5 million homes nationally, the network keeps serving up more viewers! (We whipped up 11% more A25-54 viewers, 7% more W25-54 and 45% more A18-34 versus last Fall.)  
Source: Mediastats Subscriber data as at Nov, 2009; BBM Canada PPM (Aug 31/09 – Jan 31/10)/F08 BBM Canada Mark II (Sept 1 – Dec 28/08)
- **SPECIALS & MARATHONS.** Back-to-back episodes of hit series consistently deliver above-average audience viewership. Food Network achieved its highest single day audience ever due to the impressive *Top Chef* Marathon and *Top Chef: Las Vegas* premiere last Fall.
- **GRADE A AUDIENCE.** Skewing female, our audience ranks above average for household income and is more likely to care about fashion, entertainment and health. Source: FLO9 BBM Extended Diary Data/English Canada/ M-Su 6a-2a/A18-54
- **PASSIONATE & ENGAGED FEMALE AUDIENCE.** 67% of viewers rank Food Network among their favourite channels—more than any other specialty channel! We also rank #1 for audience's attention to ads. Source: Specialty Engagement Study, SRG/Canwest, Nov. 2009 W25-54
- **TRUSTED ENVIRONMENT.** Food Network audiences are more likely to care about the advertising, find it personally relevant, and be inspired to make purchases, than audiences of any other specialty channel. Source: Specialty Engagement Study, SRG/Canwest, Nov. 2009 W25-54
- **HOME-GROWN PERSONALITIES.** Original Canadian content provides unique integration and promotional opportunities.



THE HEAT

## NEW PRIME TIME HITS FOR SPRING/SUMMER 2010:

- **TOP CHEF MASTERS** — Canadian Susur Lee competes.
- **CHEFS VS. CITY** — Aaron Sánchez & Chris Cosentino
- **ACE OF CAKES** — Duff Goldman
- **DINERS, DRIVE-INS & DIVES** — Guy Fieri
- **BITCHIN' KITCHEN** — Nadia G.
- **THE HEAT** — Mark McEwan
- **THE NEXT FOOD NETWORK STAR** — Bobby Flay
- **CHEF\*OFF** — Kevin Brauch

## THE NEW FOODNETWORK.CA

- **STRONG COMMUNITY.** Brand new community with 10,000+ members and growing.
- **STAR POWER.** 10,000+ trusted recipes from Food Network Chefs.
- **HIGH REACH & ENGAGEMENT.** Currently averaging 534,000 unique visitors per month, 9.3 minutes per visitor (up 64% since the re-launch), and 20% year over year growth among women.
- **FULL ACCESS.** Audiences can watch full episodes of their favourite shows online and video views are up 71% since the re-launch, averaging 225,000 video plays per month.
- **HOW-TO TIPS.** Users can watch and learn along with the pros as they prepare their favourite dishes.

Source: comScore Inc. Media Metrix based on three month average December 2009 to February 2010.  
\*Video based on Omniture Site Catalyst. Since re-launch compares to September to November 2009.

## NEW IN THE KITCHEN:

- **BAREFOOT CONTESSA** — Ina Garten
- **GIADA AT HOME** — Giada De Laurentiis
- **TYLER'S ULTIMATE** — Tyler Florence
- **COOKING FOR REAL** — Sunny Anderson



GIADA AT HOME



BITCHIN' KITCHEN



DINERS, DRIVE-INS & DIVES

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