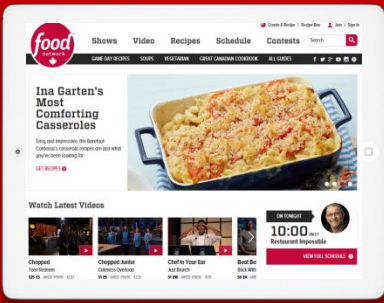


# Foodnetwork.ca Reaches Over 916 Thousand Canadians monthly (+57% YoY)

The home of irresistible recipes, how-to tips and full episodes from the network's celebrity chefs and hosts.

|   |   |   |
|---|---|---|
| <b>9.8 Million</b><br>Page Views<br>Monthly<br>(+97% YoY) | <b>575 Thousand</b><br>Video Segment Views<br>Monthly<br>(+44% YoY) | <b>14 Avg. Min.</b><br>Per Visitor<br>Monthly |
|---|---|---|



**67 Thousand+**  
facebook likes  
To date

**421 Thousand+**  
twitter followers  
To date

**10 Thousand+**  
Food Network Canada  
Community members  
To date



## 18+ Digital Audience Profile



| Age   | %   | Index |
|-------|-----|-------|
| 18-34 | 24% | 70    |
| 35-44 | 16% | 91    |
| 45-54 | 28% | 125   |
| 55+   | 32% | 124   |

| Region   | %   | Index |
|----------|-----|-------|
| Atlantic | 6%  | 79    |
| BC       | 23% | 159   |
| Ontario  | 40% | 109   |
| Prairies | 27% | 151   |
| Quebec   | 3%  | 14    |

| Audience <b>Sweetspot</b> |            |            |
|---------------------------|------------|------------|
| <b>F25-54</b>             | <b>40%</b> | <b>137</b> |

UV and Time Spent Source: comScore Media Metrix, Multi-platform data, 3-month avg. ending Nov. 2015. Base: Total Canada, All Locations, 2+ digital audience; Page Views and Video Segment Views source: Adobe Analytics, 3-month average ending November 2015. Facebook source: <https://www.facebook.com/foodnetworkcanada>. Twitter source: <https://twitter.com/foodnetworkca>

Source: comScore Media Metrix, Multi-platform data, 3-month avg. ending Nov.2015, Base: Total Canada, All Locations, 18+ digital audience



For More Information Contact Brett Pearson, Director, Digital Sales ( P: 416-934-7863 E: [brett.pearson@shawmedia.ca](mailto:brett.pearson@shawmedia.ca)) OR Lyna Sapijonis, Manager, Digital Sales (P: 416-967-3116 E: [lyna.sapijonis@shawmedia.ca](mailto:lyna.sapijonis@shawmedia.ca))