



WHO IS ABCSPARK.CA?

Visitor Data

- Monthly Page Views 94,000
- Monthly Unique Visitors 31,525
- Average Page Views/Visit 2.1
- Average Time Spent 5.2 min

Demographics

- 67% Female / 33% Male

WHAT IS ABCSPARK.CA?

- ABC Family's international brand
- Quality and compelling entertainment for the millennial generation (video and behind the scenes)
- Authentic storytelling told with optimism, heart and humor
- Innovative technology that drives deeper viewer engagement

WHY ABCSPARK.CA?

- Reach a broad female millennial audience (18-49) that is optimistic, family-oriented, highly connected and tech savvy within a warm and inclusive environment

