

COSMO TV[®]

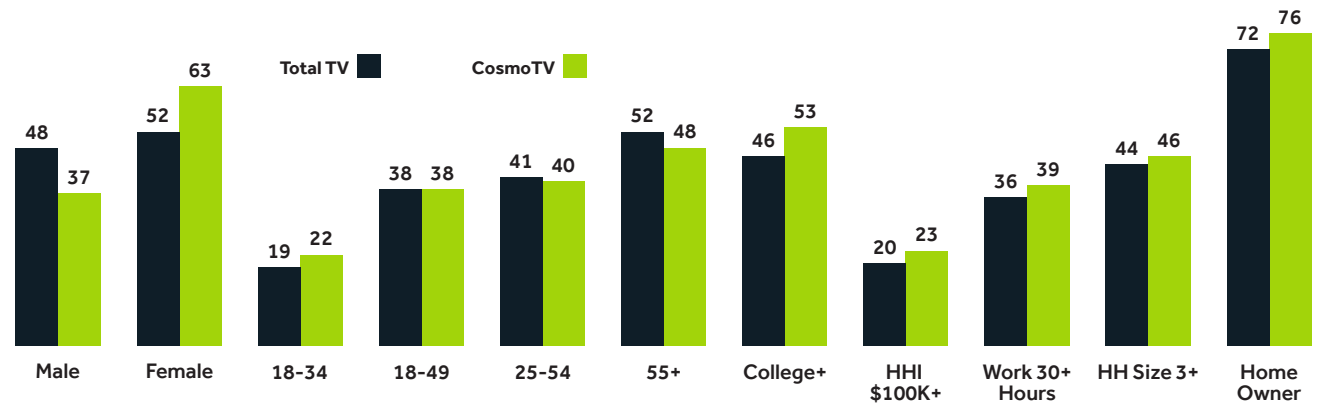
Cosmopolitan TV is the ultimate guide for the single girl. Launched in partnership with Hearst Corporation and inspired by one of the world's bestselling magazine, CosmoTV delivers on fun, flirty and irreverent entertainment for millennial women offering a line-up of guilty pleasure programs including the perennial fan favourites like Sex & the City and more.

Demographic Profile

% A18+ AMA/English Canada

Source:

Numeris PPM data, %A18+ AMA, English Canada, M-Su 2a-2a (Aug 29 – Dec 18/16)



Audience Profile

Source:

Vividata 2016 Q2 Product Database, English Canada, Index based on Comp% of A18-54 vs. population

Cosmo TV viewers spend at local attractions and live active social lives. They are more likely than the TV population to:

- Attend live events/ballet/opera/art/museum (Index 109)
- Enjoy aerobics (202), cycling (106) and individual/team sports (122)
- Go hiking/camping (119) and power boating/sailing/jet skiing (133) in season
- Visit the casino (106)

They keep a well maintained vehicle and are more likely than the population to:

- Take their vehicle to a specialty auto center for oil changes (130), muffler/exhaust replacements (128) and tire changes/replacements (120)
- Attempt to repair their windshield themselves (128)
- Spent \$20k+ on their newest vehicle (117)
- Own a domestic made vehicle (120)

Cosmo TV viewers are tech savvy. They are more likely than the TV population to:

- Spent \$1k+ on computer software/games (171) and electronics (152) in the past year
- Use their mobile device to download music (164), videos (110), watch/stream TV and apps (114)

Cosmo TV viewers spend in key advertising categories so they are more likely to:

- Spend \$500+ annually on women's clothing (128) and cosmetics (132)
- Spend \$500+ annually on children's clothing (103) and sporting goods (122)

Key Research Findings

Source:

Numeris PPM data, (Aug 29/16 – Jan 1/17), Total Canada, M-Su 2a-2a, profile stats based on English Canada, station rank based CDN SPEC DIG ENG A25-54 AMA(000); Mediatats November 2016

Average age - Ind. 2+: **47 years old**

Comp% of A25-54: **40%**

Average Weekly Reach (000) - Ind. 2+: **1117**

of Subscribers: **4.3 million**

Programming genre: **General Entertainment**

Rank among Canadian specialty stations: **49**

Key Programs: **Sex And The City, Ghost Whisperer, CSI: Miami, NCIS: LA**

Cosmo's top movies include: Bridget Jones's Diary, Pitch Perfect and Mr. & Mrs. Smith

COSMOTV.