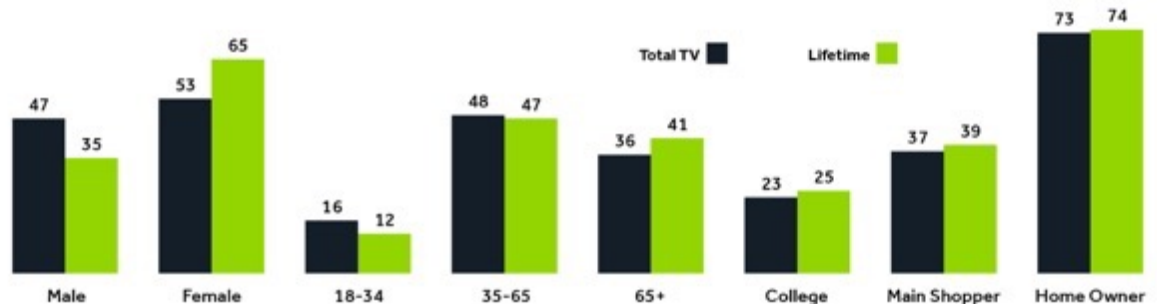




Lifetime is the ultimate women's channel, with stories for women, made by women. With exclusive movies, award-winning dramas and exciting reality series, Lifetime empowers women to find their strength through the transformative power and attraction of entertainment.

## Demographic Profile

Source:  
Numeris PPM data, %A18+ AMA, English Canada, M-Su 2a-2a (Aug 28 - Dec 24/17)



## Audience Profile

Source:  
Vividata 2017 Q2 Product Database, English Canada, Index based on Comp% of A18-54 vs. population

### Lifetime viewers embrace an active lifestyle, they are more likely to:

- Enjoy yoga/pilates (Index 135), aerobics (126), swimming (112), tennis (136) and cross-country (141) / downhill (113) skiing
- Go to concerts with popular (114), country (127), jazz (169) and classical (125) music

### Lifetime viewers like looking their best, so they are more likely to:

- Visit a beauty/fashion website monthly (170) and visit a spa (126)
- Spend \$500+ annually on women's clothes (123) and purchase a bracelet (145), necklace (135) or pair of earrings (123)
- Take great pleasure in looking after their appearance (115)

### They like to travel and are more likely to:

- Have spent \$2,000+ on a vacation outside of Canada (139) in the last year
- Use a travel agent to book a vacation package (120) and enjoyed a cruise (126) in the past 3 years
- Prefer to take holidays that are off the beaten path (109)

### They enjoy food and drink and are more likely to:

- Spend \$250+ on food (130) weekly and visit a food/recipe website (162) weekly
- Purchase baking ingredients (110), chocolate milk (119) cream cheese (126), hot cereals (128), flavoured & seasoned rice (128) and frozen pizza (116) for the household
- Drink tea (116), fruit juice (112), wine (110) or beer from a microbrewery (111)

## Key Research Facts

Source:  
Numeris PPM Data, (Aug 28 - Dec 31/17), Total Canada, Mo-Su 2a-2a; station rank based on CDN SPEC COM ENG/CDN DIG ENG - excludes non-commercial stations, A25-54 AMA/0001; Mediasats November 2017

Average Weekly Reach (000) - Ind. 2+: **1,817**

# of Subscribers: **2,721,707**

Programming Genre: **General Entertainment**

Rank among Canadian Specialty Stations: **34**

Key Programs: **Dance Moms, NCIS, NCIS: New Orleans, So Sharp, NCIS: Los Angeles, Weekend afternoon Movie**