

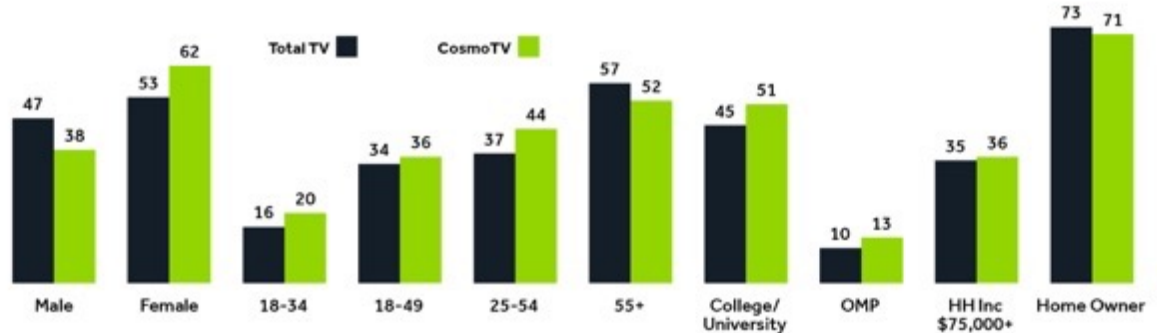


Cosmopolitan TV is the ultimate guide for the single girl. Launched in partnership with Hearst Corporation and inspired by one of the world's bestselling magazines, CosmoTV delivers on fun, flirty and irreverent entertainment for millennial women offering a line-up of guilty pleasure programs including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

## Demographic Profile

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

**CosmoTV viewers enjoy local attractions and live active social lives. They are more likely than the TV population to:**

- Dine at fine restaurants as often as possible (Index 109)
- Attend popular music (107), country (111), classical (124) and jazz (152) concerts
- Play team sports: basketball (148), softball (147), volleyball (126) and curling (163)
- Enjoy yoga/pilates (143), cross-country skiing (129), downhill skiing (134) and ice skating (112)

**Viewers of CosmoTV care about their appearance and are more likely to:**

- Like to stand out in a crowd (127) and keep up with the latest fashions (114)
- Be medium/heavy users of hand & body cream (110), facial cleansers (123) and facial moisturizers (130)
- Spend \$50+ on cosmetics (112) monthly and are medium/heavy users of lipstick/lipgloss/lip liner (131)
- Access a beauty or fashion website (193) monthly
- Spend \$250+ on footwear (122) annually

**CosmoTV viewers are tech savvy and more likely than the TV population to:**

- Spend \$100+ on their monthly mobile phone plan (142) and use a mobile wallet payment system monthly (124)
- Use mobile banking for a cheque deposit (107)
- Often post comments or reviews online (154)

**CosmoTV viewers love their cars and are more likely to:**

- Drive a compact SUV (121) and spent \$40,000+ on their most recently acquired vehicle (113)
- Choose a car mainly on the basis of looks (121) and feel their car should express their personality (113)

## 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/000; Mediastats November 2017

Average Weekly Reach (000) - Ind. 2+: **718**

# of Subscribers: **4,145,279**

Programming Genre: **General Entertainment**

Rank among Canadian Specialty Stations: **57**

Key Programs: **Sex and the City, Princess, Style By Jury, Elementary, Ghost Whisperer**