



WHO IS TELETOON.COM?

Visitor Data

- Monthly Unique Visitors: 28,000
- Monthly Page Views: 140,000
- Average Page Views/Visit: 4.5
- Average Monthly Minutes Per Visitor: 5.6 min.

Demographics

- Target Age: 6-11 years
- 64% male / 36% female

WHAT IS TELETOON.COM?

- The premium destination where our audience (young and old) can interact with their favorite cartoon characters (new and the classics), play games, enter contests, watch shows, and extend their TV experience
- Micro sites dedicated to Teletoon Retro (Family- All ages) and Teletoon at Night (Adults 18-49) are accessed through Teletoon.com. (Young Adult Demos)

WHY TELETOON.COM?

- "Kidfluence", in addition to spending decisions using their own money, Canadian tweens have a major impact in influencing household purchases

