

Foodnetwork.ca Reaches Over 990 Thousand Canadians monthly (+117% YoY)

17.7 Million

Page Views
Monthly
(+16% YoY)

263 Thousand

Video Starts
Monthly
(+12% YoY)

8 Avg. Min.

Per Visitor
Monthly



145 Thousand+
facebook likes
To date



565 Thousand+
twitter followers
To date



38 Thousand+
Food Network Canada
Community members
To date



18+ Digital Audience Profile

36%

Index
70



64%

Index
131



Age	%	Index
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18-34	30%	96
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35-54	40%	105
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55+	30%	98
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Region	%	Index
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Atlantic	9.3%	143
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BC	18%	131
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Ontario	47%	125
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Prairies	21%	123
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Quebec	5.2%	21
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Audience Sweetspot

F25-54	41%	147
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Source: comScore Media Metrix, Multi-platform data, 3-month avg, ending November 2017, Base: Total Canada, All Locations, 18+ digital audience