

Hgtv.ca: Reaching Over 240 Thousand Canadians monthly (+97% YoY)

5.5 Million
Page Views
Monthly

314 Thousand
Video Starts
Monthly
(+52% YoY)

19 Avg. Min.
Per Visitor
Monthly



• From décor to real estate, HGTV.ca is a top destination for home related inspiration

186 Thousand+
facebook likes
To date

180 Thousand
twitter followers
To date

UV and Time Spent Source: comScore Media Metrix, Multi-platform data, 3-month avg. ending November 2017, Base: Total Canada, All Locations, 2+ digital audience; Page Views and Video Segment Views source: Adobe Analytics, 3-month average ending November 2017. Facebook source: <https://www.facebook.com/hgtv.ca>. Twitter source: <https://twitter.com/HGTVCANADA>



18+ Audience Profile



Age %

18-34	16%
35-54	42%
55+	42%

Region %

Atlantic	13%
BC	18%
Ontario	41%
Prairies	22%
Quebec	6%

Audience Sweetspot

F25-54	37%	133
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