



is every woman's guilty pleasure.

WHY BUY SLICE™?

- **On the rise:** Now available in over 7.3 million homes nationally, Slice's A25-54 audience has grown 48% between Winter 2009 and 2010, and recently reached a new single day high (averaging 51.8 on March 20).

Sources: Mediastats subscriber data as at Nov. 2009; BBM Canada PPM meter data Jan. 4-Mar. 28, 2010, M-Su 6a-6a; BBM Canada PPM meter data Mar. 20, 2010

- **Everything women love to hate and secretly love to love:** Highly addictive, unapologetic and entertaining environment, built around larger than life characters.
- **Perfect accessory to any female buy:** A cost-effective way to reach younger women on-air and online, with shows that are relevant to their daily lives.
- **Award-winning product integrations:** Leading advertisers seamlessly integrate products in relevant environments with demonstration and product placement in Slice's Canadian original productions.

SLICE VIEWERS ARE...

- Fashion-forward, health conscious women-on-the-go with active social and family lives.
Source: FL09 BBM Extended Diary data/English Canada /M-Su 6a-2a/W18-54)
- The youngest Lifestyle TV audience with an average viewer age of 43.
Source: Fall 2009 BBM PPM Data
- More likely to reside in higher-income households with an average income of over \$79K.
Source: Fall 2009 BBM PPM Data
- More likely to consider the channel one of their favourites.
Source: Specialty Engagement Study, SRG/Canwest, Nov. 2009 W25-54
- More likely to find the advertising on Slice relevant and purchase advertised products.
Source: Specialty Engagement Study, SRG/Canwest, Nov. 2009 W25-54

WHAT VIEWERS WILL BE WATCHING...

- **Themed weeknights:** Weddings, Relationships, Weight Loss, Finances, Fashion & Style.
- **Buzz-worthy weekends:** Packed with back-to-back hit series, featuring the most watched and talked about reality shows.

This season's juiciest programs include:

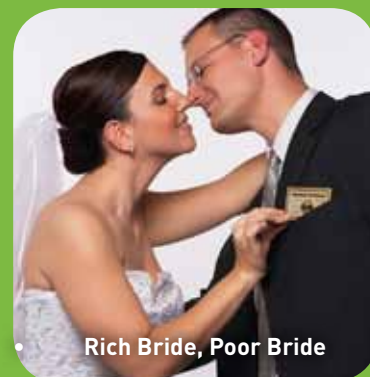
- **The Millionaire Matchmaker** New Season
- **Shear Genius** New Season
- **Rich Bride, Poor Bride** New Season
- **Wedding SOS** New Season
- **Bulging Brides** New Season

Marathons satisfy cravings for more faves:

- **Party Mamas** Mother's Day
- **Bulging Brides & The Last 10 Pounds Bootcamp** Victoria Day
- **The Millionaire Matchmaker** Father's Day
- **Til Debt Do Us Part** Canada Day
- **The Real Housewives of Orange County** Civic Holiday



The Millionaire Matchmaker



Rich Bride, Poor Bride

SLICE.CA

- Average unique visitors per month: **150,000**
- Average time spent per visit: **8.9 minutes**
- Averages over 500,000 video views per month streaming programs such as *Rich Bride, Poor Bride, Til Debt Do Us Part* and *X-Weighted*.
- Over half of the audience is F18-49.
- Female visitors are more likely to be in households earning more than \$75K, indexing at 133 vs. total internet; and 4+ person households, indexing at 218 vs. total internet.
- New microsites for Weddings and the Slice.ca original web-series *Jaclife* bring audiences online for exclusive content.

Source: comScore Inc., Total Canada, All Locations, 18+ audience, January 2010



Shear Genius



For more visit www.canwest.com

Contact your Specialty Television Account Executive for proposals and customized opportunities.