

Discovery Home and Health



Discovery Home & Health is a unique female-focused network that celebrates women's lives through entertainment and encouragement. It is a reflection of who they are with a blend of practical and aspirational programming that is refreshing, honest, uplifting and features relevant real-life experiences of diverse women.

Profile

Discovery Home & Health reaches on average 609,000 people each week

Discovery Home & Health viewers are twice as likely to have spent \$50,000 in the past year on renovations

51% of Home & Health viewers are Grocery Buyers

46% of Home & Health viewers are Women 25-54

Discovery Home & Health viewers are twice as likely to spend more when shopping with children

Source: OzTAM, National STV Homes, Wks 1-52 2009, 0600-2400. NMR Panorama, Nov 08 - Oct 09.

Key programs



Take Home Chef S2

PREMIERES FEBRUARY 15 - Mon-Fri 1900-1930

Internationally-renowned master chef, Curtis Stone, has left his native Australia and the restaurants of London to take on the grocery markets of America. Take Home Chef depicts the length that this Aussie will go to for a healthy meal! Setting out to pick up an unsuspecting shopper, Curtis offers to buy all of their groceries, then presents them with the chance to take him home and learn how to prepare an amazing and healthy meal to surprise someone special with. Once the shopper signs on for the adventure, Curtis shops and then hops into their car to visit their house for a look at where and how they cook in real life. He rolls up his sleeves, pulls out the knives and together they prepare a delicious and nutritious meal.



Jon & Kate Plus 8 S5

PREMIERES JANUARY 7 - Thurs 2030-2100

Towards the end of Season 4 Jon & Kate, were on different pages. Where are they now? In this series we will see Jon and Kate address what the future holds for them and their family. re their brood has a normal and happy childhood.



A Baby Story S11

PREMIERES: FEBRUARY 2 Tues 2000-2030

A Baby Story has amped up the drama and real-life excitement in this season. We meet the couples for the first time at that pivotal moment when labour begins - whether it's mum's water breaking, a severe contraction that jolts her from a sound sleep or the fast-moving trip to the ER for a caesarean section. We then follow the family from the nitty gritty of labour and delivery, through to the first weeks of their life with a newborn.

