

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



Baby Week

PREMIERE: Mon 12 April - Sun 18 April

This April, Discovery Home and Health is giving you the ultimate destination for families who are seeking inspirational and motivating stories. Discovery Home and Health's Baby Week features the most popular baby and parenting programmes back to back. Programming include: Surviving Motherhood, Bringing Home Baby, Deliver Me and Amazing Babies.



Little People Big World

PREMIERE: 18 March Thursdays 1930-2030

Little People Matt and Amy Roloff are only 4-feet-tall, but they are determined to make the world their own. Raising four children-a mix of Little and average-sized siblings-they deal with emotional and financial burdens on their farm in Portland, US.



Bridal March

PREMIERE: March 6 Saturday and Sundays from 1230-1430

This month Discovery Home & Health celebrates all things bridal with our wedding themed programming, including the Australian Premiere of 'A Day of Weddings'. A Day of Weddings is a highly charged, one-hour, special that interweaves the pressure, chaos and culture of three weddings happening at three different locations, on the same day! Colorful and entertaining, A Day of Weddings is a window into the world of three brides and grooms having three distinctly different wedding experiences. They will all share one thing! The same anniversary!

