



E! [www.eonline.com](http://www.eonline.com)

E! is the ultimate destination for everything entertainment, 24 hours a day, 7 days a week. With breaking celebrity news, live coverage of the biggest Hollywood events and fresh, original series, it's everything that our young, upscale, female audience craves. All on one unique TV channel.

Keep up to date with all your Hollywood goss, [Click here](#) to download our E! Online widget or [Click here](#) to subscribe to the E! Online RSS feed.

## Profile

E! reaches 1.1 million different people on average each week  
39% of E! viewers are women 25-54

E! audience is up 12% year on year  
59% of E! viewers are people 25-54  
E! fans are 66% more likely to spend more for quality goods, compared to the general population

Source: OzTAM, National STV Homes, Wks 1-13 2010, 0600-2400, Reach, Profile. NMR, Panorama, Jan-Dec 2009.

## Online statistics

Page Impressions: 3,724,503  
Average Session Duration: 3m 30s

Unique Browsers: 329,981

Source: Google Analytics April 2010



## Key programs

### Keeping Up With The Kardashians - Season 5

Tuesdays @ 8:30pm

"Keeping up with the Kardashians" is one of E!'s top rating series and the girls are bringing it back in September 2010 for a fifth season of laughs, love and catfights!



### The Spin Crowd

Tuesdays @ 10pm

All the excitement, fun and foibles of life on the Red Carpet are played out in this new reality series "The Spin Crowd" from executive producer Kim Kardashian. Throughout the eight half hour episodes, PR guru Jonathan Cheban and Simon Huck pull back the velvet rope to show viewers the manic world of A-List celebrity publicity, from red carpet meltdowns, to nightmare event logistics and behind the scenes blow ups - "The Spin Crowd" reveals all.



### The Soup

Sundays @ 7pm

Ultra stylish, Joel McHale is the king of cool, poking fun at reality TV, vacuous daytime talk and overheated soap operas, delivering an entertaining pop-culture show not to be missed by those in the know.

