

The LifeStyle Channel www.lifestylechannel.com.au



Inspirational, informative and always entertaining - from the best in home and garden to the latest in food and wine plus travel, leisure and never before seen real life stories, see what's possible with The LifeStyle Channel

Profile

The Lifestyle Channel reaches on average 2.3 million different people each week

Lifestyle viewers are 36% more likely to love to cook

49% of Lifestyle viewers are People 25-54

55% of Lifestyle viewers are Grocery Buyers

71% more likely to spend \$5,000+ on their credit card each month.

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

Online statistics

Page views: 374,741

Average Session Duration: 3m 39s

Unique browsers: 70,743

E-newsletter: 63,000

Source: Nielsen Site Census October 2009

Key programs



Come Dine With Me Australia

PREMIERE: Weeknights 2030-2100 from 18th January (20X30)

5 Strangers, 5 Dinner Parties, 1 Winner

The unscripted format will follow amateur chefs competing against each other in hosting a dinner party for the other contestants. Each week, five total strangers meet and compete for the title of the ultimate dinner party host. Over five nights they take it in turns to cook up their idea of the perfect evening. There's also a large helping of reality on the menu as each contestant goes to great lengths to win the competition.



At the end of evening, the host is judged by their guests and scored out of ten. The contestant with the most points at the end of the week wins a \$2000 cash prize.

Selling Houses Australia S3

PREMIERES: 24th March Wed 1930-2030 (10x60)

This incredibly popular program helps Australian homeowners having major problems selling their properties. Australian's have an insatiable appetite for all things property and Selling Houses Australia continues to be the ultimate guide for the new property generation. Whether it's how to market your property for maximum impact, or design hints to add instant value, this series has solid information about what's happening in the Australian property market right now and shows you how to sell your home quickly for the best possible price.



Grand Designs Australia

PREMIERE: September 2010

Grand Designs has always been a chance for viewers to see how ambitious home design concepts work in practice and for the first time ever, an Australian version of the hugely successful series is being produced.



The series will follow 10 elaborate projects from the initial blueprints through to turning the designs into a practical living space. The end results are sure to be groundbreaking for Australian design and inspirational for viewers.

Mathew Hayden's Home Ground