

## The LifeStyle Channel [www.lifestylechannel.com.au](http://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 2.2 million different people each week

34% of Lifestyle viewers are women 25-54

18% of Lifestyle viewers are grocery buyers

Lifestyle fans are 30% more likely to renovate in the next 12 months, 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 views: 509,414  
Average Session Duration: 4m 00s

Unique browsers: 86,948  
E-newsletter: 112,435

Source: Nielsen Site Census April 2010



## Key programs

### Grand Designs Australia Premiering Spring 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

#### A New Exclusive Australian Production-Premieres June 6th

Matthew Hayden is an Australian cricketing legend. He was involved in the Australian side that won the 2003 World Cup, the Test side that achieved a record number of consecutive wins and is a winner of the Allan Border Medal. That all aside, he is also a dedicated family man, a passionate cook and lover of the outdoors. Matthews father, grand father and great grandfather were all farmers and Matthew has been yearning to reconnect with his roots and give his children the upbringing he had. This unique series sees Matthew swap his high-flying lifestyle for a more simple sustainable way of life cooking for his family, growing his own food and teaching his kids where food comes from. The outcome is a heart-warming and intimate series celebrating family and style. In one episode Matthew cooks the first dish his wife ever cooked for him. In another, he reminisces about the influence of his grandparents and reconnects with his grandmother by cooking her, her very own Shepherds Pie recipe. Viewers will be enthralled by Mathew Hayden's Home Ground.



### Come Dine With Me Australia S2

#### Exclusive LifeStyle Local Production

Loosen your belt, fix yourself a cocktail and settle down for the brand new reality show with bite, COME DINE WITH ME AUSTRALIA. This exclusive local production of the hot international format will air on The LifeStyle Channel over four weeks, with everyday Australians battling it out for the title of the ultimate dinner party host. Television and radio presenter is the narrator for the series, overseeing each episode with witty observations and his unique style of commentary.



The pressure of a week of dinner parties means we see who these people really are. The Australian series will take us into homes throughout the land and who doesn't like the chance of a sticky beak in somebody else's life. The unscripted show follows amateur chefs competing against each other in hosting a dinner party for the other contestants. Each week, over five nights, five total strangers take it in turns to cook up their idea of the perfect evening for the other four. Each believes they can cook up the perfect evening and hopes their unique style