



HGTV.com





At HGTV, home is more than a house with four walls and a roof. Home is our communities, workplaces and shared spaces. As the leading lifestyle television network, HGTV invites every viewer to imagine, create and enjoy where they live. Its wide variety of programming features expert information, practical advice and human drama, so whether it's decorating, designing, landscaping or buying a house, HGTV tells the stories that start at home! Viewers can find even more of what they love about HGTV at HGTV.com, with thousands of photos and decorating ideas, interactive design tools, easy-to-make projects, videos and more. Now in more than 95 million homes, HGTV is part of the Scripps Networks port-folio of lifestyle oriented cable networks including Food Network, DIY, FINE LIVING, and GAC-Great American Country.

HGTV's real estate programming genre will be very strong, but the network continues to air new programming in several genres. The reality competition show *HGTV Design Star* set net viewing records for the second year in a row. New primetime series include the diverse *Carter Can*, *Deserving Design with Vern Yip*, *Desperate Spaces* and *Sleep On It*. Ever-popular make-over shows returning in 2008 include: *Color Splash*, *Designed to Sell*, *Design on a Dime*, *Divine Design* and *Find Your Style*. Saturday mornings shows such as *Rip + Renew*, *Don't Sweat It*, *Hammer Heads* and *Over Your Head* continue to shine with entertaining twists on "do it yourself."

### NETWORK PROGRAM FORMAT

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<b>Local Avails:</b>	2 minutes per hour
<b>Times:</b>	:08 - :23 :38 - :53
<b>Insertion Hours:</b>	7am - 4am

### NETWORK INFORMATION

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<b>Subscribers:</b>	95 million (as of November 2007) <small>Source: Nielsen People Meter Install Sample</small>
<b>Service Type:</b>	Basic, VOD
<b>Satellite Feed:</b>	Dual
<b>Launch Date:</b>	December 1994
<b>Ownership:</b>	The E.W. Scripps Company

### BENEFITS TO ADVERTISERS

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- HGTV ranks #2 among Women as a channel on which they pay more attention to commercials and #1 as one of their favorite channels.  
Source: 2007 Beta Brand Identity Study. Top box- % very much describes. Ranked among 54 Broadcast and Cable Networks.
  - HGTV ranks #2 among Women as a network where they are more likely to buy the products advertised and #2 for having hosts/on-air personalities that viewers like.  
Source: 2007 Beta Brand Identity Study. Top box- % very much describes. Ranked among 54 Broadcast and Cable Networks.
  - HGTV delivers engaged viewers! In the most recent Viewer Engagement Study, HGTV delivered top rankings among 76 broadcast and cable networks, including:
    - #2 for "this channel inspires to buy things"
    - #2 for "this channel is a way to learn about new products"
    - #2T for "the advertisement I see on this channel helps me make purchase decisions"
    - #3 for "more likely to purchase products advertised on this channel"
    - #3 for "you get valuable information from the advertising on this channel"
    - #3 for "this channel is one of your favorites"Source: Simmons Multi-Media Engagement Study: W3 9 Months (4Q06-2Q07). Scripps Networks Custom Average (Past 7 Days/Top 2 Box) scores of 9 Ad Receptivity attributes. Base: Adults 25-54; Ranked among 76 National, Ad-Supported, English Language. Non-Kids networks. Indexed to 76 broadcast and cable network average.
  - [HGTV.com](http://HGTV.com) attracted nearly 4 million unique visitors in October 2007. The site averaged more than 4.4 million unique visitors during August 07-October 07.
  - [HGTV.com](http://HGTV.com) received over 70 million page views during October 2007, an increase of 9% over October 2006. The site averaged over 80 million page views during August 07-October 07.
  - [HGTV.com](http://HGTV.com) was the #1 ranked content destination in the Home & Garden category based on unique visitors.



# HGTV

## RESEARCH

### VIEWER TARGETED

Persons: 18-49, 25-54

Women: 18-49, 25-54

### VIEWER PROFILE

#### Upper Demos

Median Household Income: \$69,921 Ranked #2  
Home Ownership: 84% Ranked #2T

Source: MRI Doublebase 2007. Ranked among 69 basic cable networks. Base: Adults 18+

#### HHI 75K+

	Primetime		Total Day		Weekend	
	% Comp	Rank	%Comp	Rank	% Comp	Rank
A25-54	49%	#2T	43%	#4	46%	#1
W25-54	49%	#1T	44%	#3	45%	#3

#### HHI 100K+

A25-54	28%	#3T	24%	#4	25%	#2T
W25-54	28%	#2	25%	#1T	26%	#1

Source: Nielsen via MarketBreaks, 06-07 Season (9/25/06-9/30/07). Audience Composition Base: A25-54, W25-54, WW25-54; Total Day: M-Su 6A-6A; Prime Time: M-Su 8P-11P; Weekend: Sa-Su 6A-8P. Ranked among 54 networks with 60+ million subscribers. Standard minimums applied.

### VIEWER LIFESTYLE

Base: Adults 25-54

	HGTV Viewers			HGTV Viewers	
	Index	Rank		Index	Rank
<b>Financial</b>			<b>Travel</b>		
Used money management counsel	131	#2	Spent \$5,000+ on domestic vacations	149	#4
Own \$75K+ or any other market instrument	121	#10T	Spent \$500+ on travelers checks	134	#3
Monthly Credit card expenditures: \$1,000+	121	#5T	Spent \$6,000+ on foreign vacations	133	#6
Intent to purchase stocks	114	#6T	Used a travel agent	117	10T
<b>Computers/Internet</b>			<b>Home Remodeling/Past 12 Months</b>		
Spent on personal computer \$3,000+	149	#1	Amount spent \$7,500+	146	#2
Connect to the internet via broadband	132	#4	Who did work: outside contractor	132	#4
Computer system decision maker	115	#5	Intent to remodel kitchen	131	#2
<b>Automotive-Net Any Vehicle</b>			Intent to remodel bathroom	131	#2
Spent \$40k+ on automobile	141	#2	Who did work: yourself/other HH member	129	#2
Domestic vehicle bought new	126	#4	Any home remodeling	124	#1
Automobile decision maker	123	#2	<b>Home Improvement/Past 12 Months</b>		
Imported vehicle bought new	121	#5T	Who did work: outside contractor	134	#4
<b>Electronics/Past 12 Months</b>			Who did work: yourself/other HH member	128	#2
LCD	129	#5T	Used home decorating service	127	#2
Plasma television	124	#4T	Any home improvement	124	#1
Digital camera	119	#3	<b>Leisure Activities</b>		
<b>Retail Expenditure/Purchased Last 12 Months</b>			Engaged in home decorating & furnishing	168	#1T
Costume jewelry-\$200+	138	#3T	Engaged in outdoor gardening	127	#1
Clothing expenditures-\$1,000+	133	#1			
Sunglasses \$100+	133	#9			
Fine jewelry-\$1,500+	119	#13			

Source: MRI Doublebase 2007. Ranked among 69 basic cable networks. Base: Adults 25-54.

### DAYPART VIEWING

Day	Time	Composition %			
		P25-54	W25-54	P18-49	W18-49
Mon-Sun	7a-4a	48.4%	36.4%	38.4%	28.1%
Mon-Sun	8p-11p	49.0%	36.3%	38.1%	27.8%
Sat/Sun	7a-8p	50.1%	35.7%	38.0%	26.0%

Source: Nielsen Media Research via StarTrak (09/25.06-09/30/07)



## PROGRAMMING

**PROGRAMMING GENRES:** Home/How-To, Lifestyle

### VIEWER TARGETED PROGRAMMING

**Adults:** *Design Star, Hidden Potential, My House Is Worth What?, Bought & Sold, Property Virgins, Curb Appeal, Secrets That Sell*

**Women:** *Deserving Design, Color Splash, 24 Hour Design, Fun Shui, Divine Design, Design on a Dime*

**Men:** *Over Your Head, Don't Sweat It, Hammer Heads, Rip + Renew, Ground Breakers*

### NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

**HGTV Dream Home Giveaway 2008** - HGTV will broadcast live to reveal the lucky winner of the 2008 HGTV Dream Home. Host Clive Pearse and a few surprise guests will keep viewers on the edge of their seats as everyone waits to find out who will get the key to the custom-built home located in The Shore at Islamorada, Florida.

**Myles of Style** - Kim's incredible design talent and charm made her the winner of *HGTV Design Star* season two. Now, Kim is claiming her prize and bringing her skills to her own HGTV show, *Myles of Style*. In each episode, viewers will see Kim transform rooms for homeowners who love the luxurious look, but don't have the funds for it. With Kim's brand of sophisticated design, viewers will always get great take-away techniques and ideas.

**HGTV Green Home 2008** - In this one hour special, lifestyle expert and craftsman—and one of *People* magazine's "sexiest men alive"—Carter Oosterhouse will give viewers the first peek inside the eco-friendly *HGTV Green Home*, a spectacular low country cottage located near Hilton Head, South Carolina. House Planner Jack Thomasson and interior designer Linda Woodrum will take viewers through each room of the home which features construction and design elements that contribute to an eco-friendly living environment.

**HGTV Green Home Giveaway 2008** - Broadcast live from the *HGTV Green Home* location near Hilton Head, South Carolina, Carter Oosterhouse, host of *Carter Can*, will be on-hand as the name of lucky winner of the home is revealed. The home package, valued at approximately \$850,000, was constructed and designed using eco-friendly building materials.

**HGTV Design Star 3** - By summer 2008, viewers will be able to experience all the fun and great design drama when the next season of *HGTV Design Star 3* premieres. As in the past, fans can expect more devilishly clever design challenges that inspire creativity and ingenuity as well as incredible designs that feature real people, in real situations, in real homes. After a final viewer vote, one designer will be selected to host his or her own show on HGTV.

**Red Hot and Green** - Each episode of *Red Hot and Green* dispels the myth that going green has to be bland and boring. Rather, viewers will have the opportunity to see room makeovers that prove a green home can be hip, stylish, affordable and easy to achieve. Host Carter Oosterhouse and his design and construction team will tackle one room in a home and give it a whole new look using eco-friendly materials. Along the way, viewers will get the latest information on green home products, as well as great takeaway tips to help them be more environmentally responsible at home.

**Rate My Space** - In this new series based on the HGTV.com phenomenon of the same name, host and designer Angelo Surmelis and his team will locate a *Rate My Space* user who has posted pictures of a problem room and arrive in person to provide a beautiful room makeover. In each episode, Angelo will determine the room's potential while his team reaches out to the *Rate My Space* web site community to find room designs and décor ideas that will suit the homeowner's style. Each week, the results of the redesign and the advice provided by the online *Rate My Space*-ers give the homeowners a great new space.



# HGTV

## LEADING NATIONAL ADVERTISERS

HGTV attracts a host of top national advertisers. Lists are available to HGTV affiliates on the affiliate website [www.affiliate.scrippsnetworks.com](http://www.affiliate.scrippsnetworks.com) and upon request as part of the Scripps Networks' Local Ad Sales support.

## NETWORK CONTACTS

### HGTV HEADQUARTERS

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## WEBSITE INFORMATION

Consumer Website: [www.hgtv.com](http://www.hgtv.com)  
Affiliate Website: [www.affiliate.scrippsnetworks.com](http://www.affiliate.scrippsnetworks.com)  
National Ad Sales Website: [www.hgtvadsales.com](http://www.hgtvadsales.com)