

scrippsnetworksadsales.com

SCRIPPS NETWORKS

HGTV • DIY Network • Food Network • Cooking Channel • Travel Channel • Great American Country

Brands for Life. Any network group can boast a clever tagline, but in 2009, Scripps Networks backed up its motto with decisive action. It invested in new programming and new talent. It acquired Travel Channel. It set publishing records with Food Network Magazine. It announced plans for Cooking Channel, and it exploded on the international scene with channels introduced all over the globe.

Scripps seized the opportunity that often hides in an economic downturn and emerged in 2010 as the fastest-growing network group in cable.¹ Its core networks—HGTV, DIY Network, Food Network, Travel Channel, Great American Country and, coming in May, Cooking Channel—now dominate the three key lifestyle categories of home, food and travel. That dominance can be traced directly to the intense loyalty of fans. Consumers connect with Scripps Networks through virtually every media platform, and Scripps is able to leverage their passion for its networks to ignite a passion for advertisers' brands.

That paradigm has made Scripps Networks one of the most successful—and imitated—media groups in the industry. Advertisers are invited to join its momentum in the 2010-2011 upfront season.



Nan Kelley delivers the hits on GAC's "Top 20 Countdown."



Chuck Hughes preps for Cooking Channel's debut in May.



DIY Network's Amy Matthews delivers "Sweat Equity."

network profile

- Scripps Networks and its Web sites reach an unduplicated 150 million consumers every month.²
- Scripps Networks experienced 16 percent growth among adults 25 to 54 in prime time in 2009.³
- Scripps Networks experienced 37 percent growth among up-scale adults 25 to 54 (\$100,000-plus) in prime time in 2009.³

integrated media opportunities

- Convergent events
- Custom short form
- On-site visibility
- Reciprocal promotions
- Retail partnerships
- Sweepstakes
- Talent endorsements

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scrippsnetworks HIGHLIGHTS

HGTV

RETURNING HITS: "HGTV Design Star," "Divine Design," "Income Property," "My First Place," "Property Virgins," "HGTV Dream Home," "HGTV Green Home," "House Hunters"

NEW PROGRAMMING: "The Antonio Treatment," "Color Splash Miami," "Curb Appeal the Block," "Holmes on Homes," "Outdoor Room with Jamie Durie," "Tough as Nails," "Selling New York," "Urban Oasis"

DIY NETWORK

RETURNING HITS: "Kitchen Impossible," "BathTastic!," "10 Grand in Your Hand," "Blog Cabin," "Yard Crashers," "House Crashers," "Garage Mahal," "Man Caves"

NEW PROGRAMMING: "Run My Renovation," "Money Hunters," "Bath Crashers," "I Hate Your House," "Renovation Virgins"

FOOD NETWORK

RETURNING HITS: "Next Food Network Star," "Iron Chef America," "Worst Cooks," "Best Thing I Ever Ate," "Chopped," "Diners, Drive-Ins & Dives," "Secrets of a Restaurant Chef," "Ten Dollar Dinners," "Giada at Home"

NEW PROGRAMMING: "Cupcake Wars," "Spice & Easy," "Private Chefs of Beverly Hills," "Food Trucks Race Across America"

COOKING CHANNEL (Debuts May 31):

"Brunch at Bobby's," "Emeril's Fresh Food Fast," "Foodcrafters," "Drink Up!," "Chuck's Day Off," "Everyday Exotic," "A Week in a Day," "Chinese Food Made Easy," "Spice Goddess"

TRAVEL CHANNEL

RETURNING HITS: "Bizarre Foods," "Samantha Brown," "Ghost Adventures"

NEW PROGRAMMING: "Bert the Conqueror," "Three in a Bed," "Best Places Ever," "International Open House"

GREAT AMERICAN COUNTRY

RETURNING HITS: ACM Awards coverage, "Headline Country," "Top 20 Countdown," "Backstory"

NEW PROGRAMMING: "Conversations From the Road," "GAC Artist of the Decade"

Sources: ¹Scripps Networks composed of HGTV, DIY, Food Network, FLN, Travel Channel & GAC. Cable groups included A&E/Life, Comcast, Discovery, NBCU, Turner and Viacom. Turner. ²Nielsen Co. N-Power (P2+, 6 min qual, monthly avg)—SNI TV Nets plus SND Online Ad Network monthly avg reach less online—TV duplication. SND Online Ad Network and SNI TV Networks; Nielsen@Plan spring 2010 data. Travel Channel included in SNI/SND definitions. ³Nielsen Co. via Multitrak. Based on live data for prime M-Su 8 p.m.–11 p.m. 2009 (12/29/08–12/27/09) vs. 2008 (12/31/07–12/28/08).