

Reach the women who want to **BE** Erica!



• BEING ERICA DOES VERY WELL WITH AUDIENCES JUST LIKE “ERICA”-

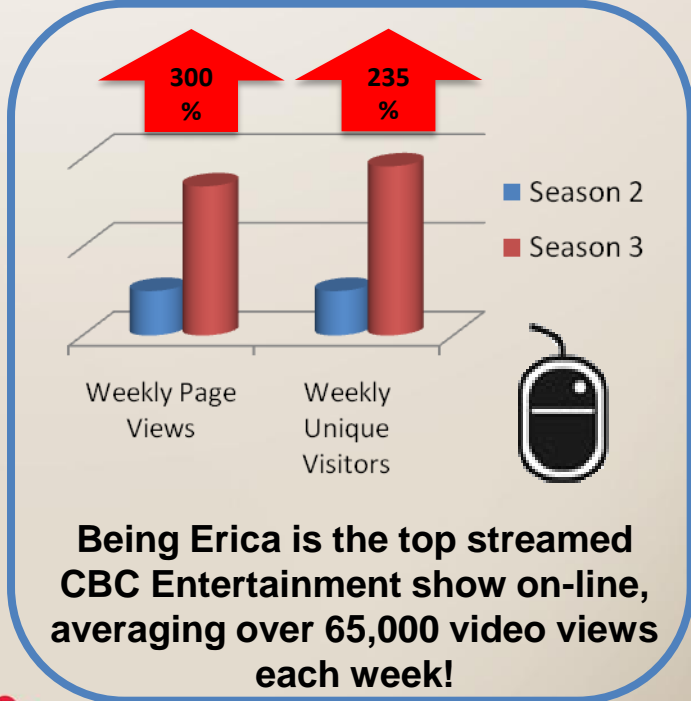
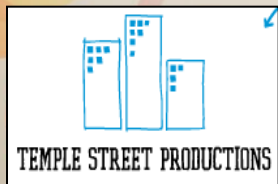
- Reaches W25-54 (Index 140)
- Highly Educated, Professionals, Mid-High Income Earners
- 17% of viewers are A25-34 (Index 117)

• BEING ERICA IS AN INTERNATIONAL HIT

- Sold to 160 countries
- 3rd Best-selling program for BBC World

• BEING ERICA’S PRODUCTION TEAM IS AN ASSET TO ADVERTISERS – Temple Street Productions

has developed top-notch executions for brands, including custom webisodes, and successful in-show integrations that were a hit with audiences.



Being Erica is the top streamed CBC Entertainment show on-line, averaging over 65,000 video views each week!



YOURS TO CELEBRATE
UN MONDE À CÉLÉBRER

Call your CBC account manager today!

Source: AMA 000, Share %, Avg. Weekly Reach (000), Cume Reach 000): Weeks 4-16, 2010/11