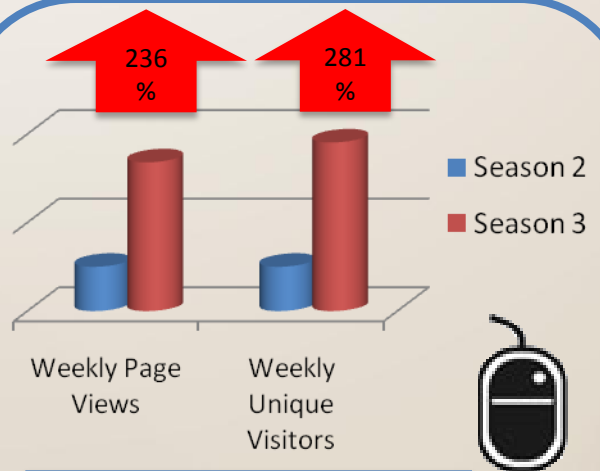


# #1 Canadian Family Drama!

**NEW - Online Heartland Social Game!**  
Advertisers can integrate their products and brands directly into the new on-line Heartland Social Game



- **HEARTLAND VIEWERS ARE SUPERFANS!**
- Active and engaged followers join the Heartland Community on-line. The show site has the most visited/used discussion forum on CBC.ca and is one of CBC's top-streamed shows!
- **HEARTLAND HAS A LARGE FOLLOWING**
- Heartland reached 1 in 3 adult Canadians over the course of Fall 2010
- Average weekly reach of almost 800,000 A25-54 and just under 2.1 million A2+
- Almost half of viewers fall into the A18-49 demographic
- **NOW AIRING IN 94% OF US MARKETS**
- Now running in syndication in the USA on most major networks.



**Active Social Media Community**  
Almost 56,000 "Likes" on Facebook, and 1000+ Twitter followers



YOURS TO CELEBRATE  
UN MONDE À CÉLÉBRER