

Keeping our Nation Safe-ish...



- **INSECURITY ATTRACTS LUCRATIVE VIEWERS** – Audiences are highly educated, high-income earning professionals

- University Post Grad Education – Index 135
- Earn high incomes (\$100,000 - \$124,999) – Index 141
- Stocks/Mutual Funds, Term Deposits and GIC's – Index 141
- Own their own home – Index 115

- **EXPERIENCED PRODUCTION TEAM** - Verite Films is an award-winning company and an internationally recognized creator/producer of high impact television & interactive productions that resonate with viewers



Reaching Canadian Viewers!

Of Canadians (A25-54) watching TV during this time period, approximately **1 in 6** of them were watching *InSecurity*



YOURS TO CELEBRATE

UN MONDE À CÉLÉBRER

Source: BBM Canada Infosys Total Canada Confirmed Data – Weeks 19-25, 2010/11 Base: A18+ CBC Com
Qualitative Profile: Weeks 19-25, January 1-February 15, 2010 Base: A18+ CBC Com

Call your CBC account manager today!