

National Network Cable Television Buy



						Total		Total	Unit	Total	нн	W25-54		Total W25-54
Network ARC Family	Subscribers 42,787,000	Daypart/Program Daytime	Day/Time M-F 9-930a, 11a-3p	18	Households 313,000	Households 5,634,000	W 25-54 88,000	W 25-54 1,584,000	\$1,408	\$25,344	\$4.50	\$16.00	\$10 CPM \$880	\$10 CPM \$15,840
ABC Family	42,787,000	Fringe	M-F 3-5p M-F 3-5p	4	742,000	2,968,000	134,000	536,000	\$3,143	\$25,344	\$4.50	\$23.46	\$1,340	\$15,840
		Gilmore Girls	M-F 5-6p	2	1,046,000	2,092,000	262,000	524,000	\$6,753	\$13,506	\$6.46	\$25.77	\$2,620	\$5,240
		Late Night	M-SA 12A-1a	10	286,000	2,860,000	89,000	890,000	\$1,967	\$19,670	\$6.88	\$22.10	\$890	\$8,900
		Prime/Big Screen Movie	M-F 8-10p	2	849,000	1,698,000	289,000	578,000	\$6,323	\$12,646	\$7.45	\$21.88	\$2,890	\$5,780
		Prime/7th Heaven/Smallville	M-F 6-8p	4	885,000	3,540,000	274,000	1,096,000	\$6,033	\$24,132	\$6.82	\$22.02	\$2,740	
		Prime/Sat/Sun Double Feature	Sat/Sun 6-10p	2	751,000	1,502,000	278,000	556,000	\$5,780	\$11,560	\$7.70	\$20.79	\$2,780	\$5,560
		Prime/Weekend Hits	Sat/Sunday 10p-12m	4	688,000	2,752,000	241,000	964,000	\$6,163	\$24,652	\$8.96	\$25.57	\$2,410	\$9,640
		Original Reality Series	Varies	1	787,000	787,000	260,000	260,000	\$5,755	\$5,755	\$7.31	\$22.13	\$2,600	\$2,600
		Prime/Full House	Sat 6-7p	1	751,000	751,000	278,000	278,000	\$5,780	\$5,780	\$7.70	\$20.79	\$2,780	\$2,780
		Prime/Gilmore Girls	Sat 7-8p	1	751,000	751,000	278,000	278,000	\$5,780	\$5,780	\$7.70	\$20.79	\$2,780	\$2,780
		Prime/Gilmore Girls	Sat 8-10p	1	751,000	751,000	278,000	278,000	\$5,780	\$5,780	\$7.70	\$20.79	\$2,780	\$2,780
		Specials/Movie Encore	Varies	2	965,000	1,930,000	386,000	772,000	\$10,718	\$21,436	\$11.11	\$27.77	\$3,860	\$7,720
		Specials/Holiday Marathons	Varies	2	822,000	1,644,000	321,000	642,000	\$7,532	\$15,064	\$9.16	\$23.46	\$3,210	\$6,420
		Aquired Series/Marathon	Varies	2	885,000	1,770,000	292,000	584,000	\$8,033	\$16,066	\$9.08	\$27.51	\$2,920	\$5,840
		Mother's Day (5/8)	Sun 1-8p	1	858,000	858,000	275,000	275,000	\$7,601	\$7,601	\$8.86	\$27.64	\$2,750	\$2,750
		Mother's Day Special (5/7)	Sat 8-12a	2	1,046,000	2,092,000	356,000	712,000	\$11,865	\$23,730	\$11.34	\$33.33	\$3,560	\$7,120
		Aquired Series Marathon Weekend	Varies	1 2	751,000 2,038,000	751,000 4,076,000	248,000 937,000	248,000 1,874,000	\$5,874 \$29,789	\$5,874 \$59,578	\$7.82 \$14.62	\$23.69 \$31.79	\$2,480 \$9,370	\$2,480 \$18,740
		Original Movie Premiere Original Movie Encore #1	Varies Varies	2	1,135,000	2,270,000	533,000	1,066,000	\$16,548	\$39,578	\$14.52	\$31.79	\$5,330	\$18,740
		Original Movie Encore #1 Original Movie Encore #2	Varies Varies	2	1,019,000	2,270,000	377,000	754,000	\$10,548	\$23,372	\$14.58	\$31.05	\$3,770	\$10,660
		Weekend/Drama	Sat/Sun 2-4p	3	545,000	1,635,000	180,000	540,000	\$3,941	\$11,823	\$7.23	\$21.89	\$1,800	\$5,400
		Weekend Weekend	Sat/Sun 4-6p	2	724,000	1,448,000	253,000	506,000	\$4,939	\$9,878	\$6.82	\$19.52	\$2,530	\$5,060
		Weekend/Sitcoms	Sat 12N-2p	16	644,000	10,304,000	174,000	2,784,000	\$3,879	\$62,064	\$6.02	\$22.29	\$1,740	\$27,840
Discovery Health	54,000,000	All About Babies	M-F 12-1p	10	50,000	500,000	17,000	170,000	\$155	\$1,550	\$3.10	\$9.12	\$170	\$1,700
	- 1,,	Adoption Stories	M-F 2-2:30p	10	56,000	560,000	19,000	190,000	\$183	\$1,830	\$3.27	\$9.63	\$190	\$1,900
		Birth Day 1	M-F 10-10:30a	10	51,000	510,000	19,000	190,000	\$180	\$1,800	\$3.53	\$9.47	\$190	\$1,900
		All About Babies 2	M-F 3-4p	10	70,000	700,000	24,000	240,000	\$227	\$2,270	\$3.24	\$9.46	\$240	\$2,400
		I Lost It	M-F 11:30a-12p	50	38,000	1,900,000	15,000	750,000	\$139	\$6,950	\$3.66	\$9.27	\$150	\$7,500
		Birth Day 5	M-F 4-4:30p	10	84,000	840,000	36,000	360,000	\$296	\$2,960	\$3.52	\$8.22	\$360	\$3,600
		Chicago Hope	Thur 6-7p	28	70,000	1,960,000	28,000	784,000	\$304	\$8,512	\$4.34	\$10.86	\$280	\$7,840
		Life in TheER Strip	M-F 7-8p, M-F 2-3a	28	233,000	6,524,000	423,000	99,000	\$1,059	\$29,652	\$4.55	\$299.52	\$4,230	\$990
		Recue 911	M-F 5-530p	28	83,000	2,324,000	28,000	784000	\$304	\$8,512	\$3.66	\$10.86	\$280	\$7,840
		Medical Mysteries	M 9-10p, M 12a-1a, Su 6-7p	28	502,000	14,056,000	216,000	6048000	\$3,436	\$96,208	\$6.84	\$15.91	\$2,160	\$60,480
E! Entertainment	86,000,000	Morning Rotation	M-Su 7a-12n	20	22,000	440,000	82,000	1640000	\$1,088	\$21,760	\$49.45	\$13.27	\$820	\$16,400
		Afternoon Rotation	M-Su 12n-6p	4	254,000	1,016,000	92,000	368000	\$1,388	\$5,552	\$5.46 \$9.86	\$15.09	\$920	\$3,680
		Prime Rotation Late Night Rotation	M-Su 6p-12m M-Su 12m-4a	20	464,000 284,000	1,856,000 5,680,000	172,000 62,000	688000 1240000	\$4,573 \$2,321	\$18,292 \$46,420	\$9.86	\$26.59 \$37.44	\$1,720 \$620	\$6,880 \$12,400
		E! Original Special Morning	M-Su 7a-12n	4	285,000	1,140,000	93,000	372000	\$2,321	\$9,480	\$8.32	\$25.48	\$930	\$3,720
		E! Original Special Afternoon	M-Su 12n-6p	4	289,000	1,156,000	94,000	376000	\$2,369	\$9,480	\$8.20	\$25.40	\$930	\$3,760
		E! Original Special Prime	M-Su 6p-12m	4	375,000	1,500,000	161,000	644000	\$4,392	\$17,568	\$11.71	\$27.28	\$1,610	\$6,440
		E! Original Special Late Night	M-Su 12m-4a	10	365,000	3,650,000	128,000	1280000	\$3,584	\$35,840	\$9.82	\$28.00	\$1,280	\$12,800
Fine Living	25,000,000	Daytime	M-F 7a-4p	29	12,000	348,000	5,000	145000	\$191	\$5,539	\$15.92	\$38.20	\$50	\$1,450
	.,,	Early Fringe	M-F 4-8p	27	25,000	675,000	12,000	324000	\$286	\$7,722	\$11.44	\$23.83	\$120	\$3,240
		Primetime	M-Su 8p-2a	26	33,000	858,000	13,000	338000	\$621	\$16,146	\$18.82	\$47.77	\$130	\$3,380
		Daytime Weekend	Sa/Su 7a-8p	28	22,000	616,000	12,000	336000	\$550	\$15,400	\$25.00	\$45.83	\$120	\$3,360
Food Network	85,600,000	Day Rotation	M-F 9a-3p	28	278,000	7,784,000	95,000	2660000	\$1,551	\$43,428	\$5.58	\$16.33	\$950	\$26,600
		Early Fringe	M-F 3-6p	28	440,000	12,320,000	149,000	4172000	\$2,950	\$82,600	\$6.70	\$19.80	\$1,490	\$41,720
		Prime Access	M-F 6-8p	28	577,000	16,156,000	230,000	6440000	\$4,839	\$135,492	\$8.39	\$21.04	\$2,300	\$64,400
		Prime Time	M-Su 8p-12m	24	860,000	20,640,000	338,000	8112000	\$7,882	\$189,168	\$9.17	\$23.32	\$3,380	\$81,120
		Weekend Rotation	Sa/Su 7a-8p	24	560,000	13,440,000	230,000	5520000	\$5,108	\$122,592	\$9.12	\$22.21	\$2,300	\$55,200
l		Late Night	M-F 4-5a	24	178,000	4,272,000	66,000	1584000	\$772	\$18,528	\$4.34	\$11.70	\$660	\$15,840
Hallmark Channel	72,000,000	M-F Prime	M-F 6p-12m	20	770,000	15,400,000	231,000	4620000	\$4,335	\$86,700	\$5.63	\$18.77	\$2,310	\$46,200
1		Weekend Prime	Sa/Su 6p-12m	8	594,000	4,752,000	193,000	1544000	\$3,440	\$27,520	\$5.79	\$17.82	\$1,930	\$15,440
1		Daytime	M-F 8a-3p	8 8	425,000	3,400,000	132,000	1056000	\$1,635	\$13,080	\$3.85	\$12.39	\$1,320	\$10,560
1		Fringe	M-F 3-6p	8	436,000	3,488,000	135,000	1080000	\$2,285	\$18,280	\$5.24	\$16.93	\$1,350	\$10,800
		Latenight Weekend	M-Su 12a-3p Sa 6a-12p	8	301,000 369,000	2,408,000 2,952,000	104,000 103,000	832000 824000	\$1,130 \$1,320	\$9,040 \$10,560	\$3.75 \$3.58	\$10.87 \$12.82	\$1,040 \$1,030	\$8,320 \$8,240
		Weekend Weekend	Sa 6a-12p Su 1-6p	4	421,000	1,684,000	131,000	524000 524000	\$1,320	\$6,380	\$3.79	\$12.82	\$1,030	\$5,240

						Total		Total	Unit	Total	HH	W25-54	W25-54	W25-54
Network	Subscribers	Daypart/Program	Day/Time	:30 Units	Households	Households	W 25-54	W 25-54	Cost	Cost	CPM	CPM	\$10 CPM	\$10 CPM
HGTV	87,000,000	Morning Rotation	MF 7-9a	10	204,000	2,040,000	79,000	790000	\$828	\$8,280	\$4.06	\$10.48	\$790	\$7,900
		Daytime	M-F 9a-4p	10	443,000	4,430,000	187,000	1870000	\$2,027	\$20,270	\$4.58	\$10.84	\$1,870	\$18,700
		Early Fringe	M-F 4-7p	3	381,000	1,143,000	161,000	483000	\$2,180	\$6,540	\$5.72	\$13.54	\$1,610	\$4,830
		Prime Access	M-Su 7-8p	4	647,000	2,588,000	292,000	1168000	\$5,405	\$21,620	\$8.35	\$18.51	\$2,920	\$11,680
		Prime Time 1	M-Su 8-10p	4	1,240,000	4,960,000	591,000	2364000	\$11,772	\$47,088	\$9.49	\$19.92	\$5,910	\$23,640
		Prime Time 2	M-Su 10p-12m	4	1,068,000	4,272,000	516,000	2064000	\$9,876	\$39,504	\$9.25	\$19.14	\$5,160	\$20,640
		Weekend Morning	Sa/Su 7a-1p	10	593,000	5,930,000	237,000	2370000	\$4,894	\$48,940	\$8.25	\$20.65	\$2,370	\$23,700
		Weekday Rotation	Sa/Su 1-7p	4	647,000	2,588,000	282,000	1128000	\$5,020	\$20,080	\$7.76	\$17.80	\$2,820	\$11,280
Lifetime	88,939,000	M-F Daytime	M-F 7a-4p	8	625,000	5,000,000	231,000	1848000	\$4,200	\$33,600	\$6.72	\$18.18	\$2,310	\$18,480
		Weekend Day	Sa/Su 10a-6p	8	1,195,000	9,560,000	193,000	1544000	\$9,500	\$76,000	\$7.95	\$49.22	\$1,930	\$15,440
		Early Fringe	M-F 4-6p	8	649,000	5,192,000	132,000	1056000	\$5,000	\$40,000	\$7.70	\$37.88	\$1,320	\$10,560
		Prime	M-Su 6p-12m	8	935,000	7,480,000	135,000	1080000	\$8,700	\$69,600	\$9.30	\$64.44	\$1,350	\$10,800
		Latenight	M-Su 12a-2:30a	18	812,000	14,616,000	104,000	1872000	\$5,900	\$106,200	\$7.27	\$56.73	\$1,040	\$18,720
Oxygen	53,983,000	ROS Daytime	M-F 8a-12n	32	66,000	2,112,000	26,000	832000	\$408	\$13,056	\$6.18	\$15.69	\$260	\$8,320
		ROS Fringe	M-F 12n-6p	32	104,000	3,328,000	46,000	1472000	\$683	\$21,856	\$6.57	\$14.85	\$460	\$14,720
		ROS Weekday Primetime	M-F 6p-2a	24	170,000	4,080,000	75,000	1800000	\$1,718	\$41,232	\$10.11	\$22.91	\$750	\$18,000
		ROS Latenight	M-F 2-3a	30	93,000	2,790,000	34,000	1020000	\$660	\$19,800	\$7.10	\$19.41	\$340	\$10,200
		ROS Weekend Daytime	Sa/Su 8a-2p	30	120,000	3,600,000	61,000	1830000	\$865	\$25,950	\$7.21	\$14.18	\$610	\$18,300
		ROS Weekend Prime	Sa/Su 2p-3a	4	181,000	724,000	86,000	344000	\$1,697	\$6,788	\$9.38	\$19.73	\$860	\$3,440
		Talk Sex	S-S 11p-12a	2	181,000	362,000	86,000	172000	\$1,697	\$3,394	\$9.38	\$19.73	\$860	\$1,720
Style Network	42,000,000	Morning	M-Su 6a-12n	20	30,000	600,000	14,000	280000	\$134	\$2,680	\$4.47	\$9.57	\$140	\$2,800
		Afternoon	M-Su 12n-6p	10	63,000	630,000	35,000	350000	\$445	\$4,450	\$7.06	\$12.71	\$350	\$3,500
		Prime	M-Su 6p-12m	10	78,000	780,000	49,000	490000	\$754	\$7,540	\$9.67	\$15.39	\$490	\$4,900
		Late Night	M-Su 12m-3a	10	45,000	450,000	26,000	260000	\$233	\$2,330	\$5.18	\$8.96	\$260	\$2,600
We!	59,000,000	ROS Prime	M-su7p-1a	20	144,000	2,880,000	61,000	1220000	\$1,240	\$24,800	\$8.61	\$20.33	\$610	\$12,200
		ROS Late	M-Su 1a-5a	20	70,000	1,400,000	30,000	600000	\$212	\$4,240	\$3.03	\$7.07	\$300	\$6,000
		ROS Day	M-F 10a-4p	20	65,000	1,300,000	26,000	520000	\$340	\$6,800	\$5.23	\$13.08	\$260	\$5,200
		ROS Access	M-F 4-7p	20	101,000	2,020,000	40,000	800000	\$558	\$11,160	\$5.52	\$13.95	\$400	\$8,000
		ROS Weekend	Sa/Su 10a-7p	20	151,000	3,020,000	73,000	1460000	\$1,158	\$23,160	\$7.67	\$15.86	\$730	\$14,600
Totals				1,102		314,282,000	13,222,000	101,272,000	\$2,129	\$2,346,524	\$7.47	\$23.17	\$132,220	\$1,080,000