

the social



**#1 CANADIAN LIFESTYLE
SHOW FOR THE FIRST TIME**

262K

P2+ AMA

76K

A25-54 AMA

REACHES 2.4 MILLION VIEWERS ON AVERAGE EACH WEEK

Source: Numeris, Total Canada, Conventional = weeks 3-37 (9/12/2016 to 5/17/2017)



THE SOCIAL

The Social delivers a unique Canadian voice to the CTV daytime schedule, in addition to providing custom opportunities for CTV's advertising partners. The Social brings a fresh perspective on the up-to-the-minute pop culture and lifestyle topics that matter most to Canadians.

Co-hosted by Melissa Grelo, Cynthia Loyst, Lainey Lui, and Marci Ien, The Social is the only program of its kind on English Canadian conventional television. It is a socially interactive series, incorporating viewer feedback and conversation through Twitter, Facebook, Instagram and more. No topic is off limits!

Talk Show | 60 min

CTV: WEEKDAYS 1PM | LIVE

CTV TWO: WEEKDAYS 2PM ET

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