

*Lifetime*  
*Real Women*®

## LIFETIME REAL WOMEN

Lifetime Real Women, the digital network from Lifetime, is a network where every series and every story is about what's real to women. 24 hours a day, 7 days a week, Lifetime Real Women offers programming like scripted series and documentary-type programming that will inspire, entertain and show true to life choices that all women can relate to.

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**NETWORK PROGRAM FORMAT**


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<b>Local Avails:</b>	2 - one-minute per hour
<b>Times:</b>	Avails are two minutes per hour: a) At the half-hour between 10:00 and 30:00 after the hour b) At the hour between 40:00 and 00:00 (straight up) c) An :08 pre-roll will be used *Exception: Sundays, 07:00 to 10:00 am ET - 1-two-minute local avail will take place between 55:00 and 00:00 (straight up)
<b>Insertion Hours:</b>	24 hours per day

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**NETWORK INFORMATION**


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<b>Subscribers:</b>	21 million <small>Source: Nielsen Media Research 2007</small>
<b>Service Type:</b>	Digital
<b>Satellite Feed:</b>	Dual
<b>Launch Date:</b>	August 2001
<b>Ownership:</b>	50% Disney/ABC, 50% Hearst

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**BENEFITS TO ADVERTISERS**


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Women make up more than half of the population in the United States and buy or influence an average of 85% of everything that is sold. Lifetime Real Women extends the same quality and class as the Lifetime brand, and reflects the real experiences and choices made by women.

Source: "Women as Consumers," 2005 Marketing Power, Inc.

1. Among women, LRW ranks #2 in interest among all ad-supported emerging networks.  
Source: 2007 Beta Cable Subscriber Interest Study of Emerging and Mid-sized Networks; F18+ respondents
2. Among Hispanic women, LRW ranks #1 in interest among all ad-supported emerging networks.  
Source: 2007 Beta Cable Subscriber Interest Study of Emerging and Mid-sized Network, excludes non ad-supported networks. Hispanic W18+
3. LRW ranks #2 among all Adults who subscribe or would subscribe to digital cable.  
Source: 2007 Beta Cable Subscriber Interest Study of Emerging and Mid-sized Networks; A18+ respondents

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# LIFETIME REAL WOMEN

## RESEARCH

### VIEWER TARGETED

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Women: 18-49, 25-54

Persons: 18-49, 25-54

### VIEWER PROFILE

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Viewers like **Lifetime Real Women** principally because it is real and true. Lifetime Real Women is also perceived as an entertaining network that is contemporary, up-to-date, heartfelt and features good role models.

LRW's viewership among non-whites (58%) is twice as high as viewership among whites (28%).

Source: Sommers Marketing Research, August 2004

### VIEWER LIFESTYLE

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Please contact your **Lifetime** Regional Account Representative.

### DAYPART VIEWING

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Lifetime Real Women has a broad range of programming that appeals to all women.

**PROGRAMMING**

**PROGRAMMING GENRES:** Comedy, Drama (General), Movies, Women

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**VIEWER TARGETED PROGRAMMING**

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Lifetime Real Women's true-to-life programming appeal to the most sought after demographics: **Women 18-34, 18-49, Working Women and Adults 18-49, 25-54**

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**NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS**

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***Real Home:***

Home is a sanctuary, but who couldn't use a little help and imagination to make it an even better place to live? The Real Home block delivers the tips, the know-how, the inspiration... with the lifestyle shows *Next Door with Katie Brown* and *Operation Style*.

***Real Life:***

This prime time programming block features the dramatic true stories and reality shows that keep women tuning in again and again for programs that are exciting—and real. Beginning with *Gay, Straight or Taken?* and *What Should You Do?*

***Real Relationships:***

Women take their relationships seriously, and the Real Relationship block aims to celebrate, explore and offer insight on the bonds that are most important to women, with *Intimate Portrait*, *Missing* and *Strong Medicine* to name a few.

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## LIFETIME REAL WOMEN

### LEADING NATIONAL ADVERTISERS

ADT	Financial Alternatives	Novartis
CCF Cable	Icon Television	Sanofi-Synthelabous
Contour Products	IDEA Village	SAS Group
Cosmetique	Jenny Craig	Sunstetter Products L.P.
Curves for Women	Law Offices of James Sokolove	Sure Fit
Dell Computers	Lippincott, Inc.	Telebrands
eAccelaration	Microsoft	TriStar Products
eDiets	Nextel	Universal Orlando Studios
e-Harmony.com		

### NETWORK CONTACTS

#### National Ad Sales

#### New York

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VP, Affiliate Ad Sales  
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#### Chicago

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#### Detroit

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Birmingham, MI 48009  
P:(248) 646-8282  
F:(248) 646-1671

### WEBSITE INFORMATION

Consumer Website: [www.mylifetime.com](http://www.mylifetime.com)  
Affiliate Website: [www.lifetimeconnection.com](http://www.lifetimeconnection.com)  
National Ad Sales Website: [www.lifetimesales.com](http://www.lifetimesales.com)