

EVASION



INSPIRE, GUIDE AND ENTERTAIN!

TV THAT TRAVELS VACATIONS, TOURISM AND ADVENTURES THAT ARE OFF THE BEATEN PATH



A18-24
INDEX 124



Vehicle worth more than
\$30,000
INDEX 135



M18-49
INDEX 120



Blue collar
INDEX 120



Weekly grocery expenses
> \$200
INDEX 120



Family revenue
OVER \$100,000
INDEX 147



Parents
(Children 7-11)
INDEX 153

Van aventure



Mordu de la pêche



Lydiane autour du monde

DIGITAL

24,943
UNIQUE VISITORS

101,380
PAGE VIEWS

f 55K
FANS

t 52K
FOLLOWERS

UNMISSABLE

1,188,000
REACH

1,470,000
SUBSCRIBERS

0.6
SHARE (%) M18+

0.5
SHARE (%) A25-54

0.5
SHARE (%) A18-49