

# Audience Targeting

Target By Lifestyle

INTEREST	CONGRUENT PROGRAMMING EXAMPLES				
<b>DIY &amp; HOME REPAIR</b>	 <p>PROPERTY BROTHERS THE AMERICAN DREAM, REMODELED.</p>	 <p>AMERICAN PICKERS HISTORY en ESPAÑOL</p>	 <p>LOVE IT (OR) LIST IT HGTV</p>	 <p>ELLEN'S DESIGN CHALLENGE HGTV</p>	 <p>CATCH A CONTRACTOR Spike</p>
<b>FOODIES</b>	 <p>TOP CHEF Bravo watch what happens</p>	 <p>CAKE WARS food network</p>	 <p>Guy's GROCERY GAMES food network</p>	 <p>CARNIVAL EATS COOKING CHANNEL</p>	 <p>WAHLBURGERS A&amp;E BE ORIGINAL</p>
<b>AUTO ENTHUSIASTS</b>	 <p>FAST &amp; LOUD Discovery CHANNEL</p>	 <p>NASCAR</p>	 <p>COUNTING SCARS HISTORY</p>	 <p>HELL ON WHEELS amc</p>	 <p>PAWN Stars HISTORY</p>

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## Top 10 Networks By Demographic

