

LifeStyle YOU [www.lifestyleyou.com.au](http://www.lifestyleyou.com.au)



Lifestyle YOU LifeStyle YOU is TV's ultimate destination for Women! A channel that is dedicated to providing great content that makes you feel great about yourself, your family, your passions and your life! Smart, sexy and playful LifeStyle YOU is the home of the most inspiring personal makeovers, hilarious and honest reality, health, wellness, family and relationship programming.

## Profile

Lifestyle YOU reaches 1.4 million different people on average each week

65% of Lifestyle YOU viewers are people 25-54  
54% of Lifestyle YOU viewers are Grocery Buyers

Source: OzTAM, National STV Homes, Wks 1-13 2010, 0600-2400, Reach, Profile. NMR, Panorama, Jan-Dec 2009.

## Online statistics

Page impressions: 182,242  
Average Session Duration: 4m 11s

Unique browsers: 21,858

Source: Nielsen Site Census March 2010

## Key programs



### Kell On Earth

Premieres Thursday 13th January at 8:30pm

Public relations guru Kelly Cutrone (The City) gives her guide to the high powered and fast-paced world of fashion PR. Kelly has been labelled intimidating and fierce and, judging from her frank demeanour and fashion world credibility, it's easy to see why. Kell On Earth takes a no holds barred look into the life of one of America's most legitimate tastemakers as she balances running her wildly successful fashion PR company, People's Revolution, and juggling Fashion Weeks in New York and London, to being a single mother and one of New York's most notable women about town.



### Four Weddings USA

Premieres Tuesday 23rd November at 8:30pm

The unique glimpse into the crazy world of weddings hits America with Four Weddings USA. We follow four competitive American brides and their four extremely different nuptials on an entertaining journey through the ups and downs of their special day. From posh traditionalists to budget brides and control freaks to pagan ceremonies, while one contestant is getting hitched, the other three guest brides have to cast judgment and secretly score each special day. Everything must be taken into consideration, from the service and food, to the entertainment and even the groom. The bride with the highest score at the end of each episode wins the ultimate prize - a five star dream honeymoon.



### Don't Tell The Bride S4

Premieres Friday 14th January at 8:30pm

Planning a dream wedding is a rite of passage for many women who often do it alone with little help from their inattentive grooms. But imagine turning the tables and the grooms taking control. Don't Tell The Bride follows grooms throughout the entire process of organising a wedding without any involvement from his bride to be. All creative control is handed over to the groom who decides on location, invitees, the reception and most importantly the wedding dress. The couple don't see each other for the month leading up to the big day, and the groom has to pull off the whole thing in secret. Will the groom succeed in pulling together the perfect wedding? And is his idea of perfection anywhere near hers?

