

## Modern lifestyle channel for young adults and women

ITVBe offers the best lifestyle and reality programming that the UK and US have to offer.

Aimed at women, particularly young mums, the channel attracts a dynamic, modern audience who are incredibly active on social media.

The core target group are men aged between 35 and 64.

### TV

Monthly reach <sup>1</sup>	9,160,000
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### Audience Profile

Men	29%
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Women	71%
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6-15 years	4%
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16-24 years	2%
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25-34 years	6%
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35-44 years	16%
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45-54 years	24%
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55-64 years	48%
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<sup>1</sup>Glance, BARB, 2024. ITV BE is published in United Kingdom.