

HGTV's Timber Kings premieres to timeslot win



January 8, 2014 by [Julianna Cummins](#)



Timber Kings, the latest original series from HGTV Canada, is looking to be a win for the network.

According to Shaw Media, the Sunday, Jan. 5 premiere of the series took the top spot across all specialty channels in the 10 p.m. timeslot, including sports, earning an AMA of 370,000 (2+).

Timber Kings was also number one for the night among entertainment specialty for males 25 to 54, and number two among entertainment specialty for adults 25 to 54. (All

ratings: BBM Canada.)

Timber Kings follows master log smiths at Pioneer Log Homes in Williams Lake, B.C. as they build mutli-million dollar log homes under tight deadlines.

According to a spokesperson for the channel, HGTV Canada saw an opportunity to develop a new male demographic with the series and created a marketing plan reflective of the strategy.

For the first time, HGTV created separate online and on-air spots to appeal to male and female viewers, airing across Shaw Media channels, augmenting the campaign with radio, social media and pre-roll.

Starting this week, viewers of *Timber Kings* can also participate in a watch-and-win contest that will run throughout the series. The prize is a trip to the Chilko Experience Wilderness Resort in B.C., where many of the buildings were made by the crew of *Timber Kings*.

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