California Life with Heather Dawson

The Best of California
CALIFORNIA LIFE HD IS HOSTED BY VETERAN NEWS ANCHOR HEATHER DAWSON, WHO WORKS WITH A TEAM OF AWARD WINNING JOURNALISTS TO SHOWCASE THE BEST OF CALIFORNIA. HEATHER WAS ONE OF THE YOUNGEST NEWS DIRECTORS IN THE BUSINESS, WORKING AS A MULTI-MEDIA REPORTER/ANCHOR AT KHIZ. HEATHER THEN WENT ON TO ANCHOR THE #1 RATED NEWSCAST ON NBC IN PALM SPRINGS AS WELL AS UPN IN SAN DIEGO AND KVMD IN LOS ANGELES. HEATHER WAS THE INTERNATIONAL MODEL SEARCH WINNER AND COVER MODEL FOR AMERICAN SWIMWEAR MAGAZINE AND WAS FEATURED ON BAYWATCH AND BOLD & THE BEAUTIFUL.

“TOP 50 CALIFORNIA YOUTUBE CHANNELS TO FOLLOW”

- FEEDSPOT BLOG READER
PROGRAM OVERVIEW

CALIFORNIA LIFE WITH HEATHER DAWSON OFFERS AN ALTERNATIVE TO LOCAL NEWS COVERAGE, FOCUSING ON CALIFORNIA'S BEST. OUR SYNDICATED LIFESTYLE NEWSMAGAZINE SHOW AIRS ACROSS THE GLOBE ~ REACHING OVER 50 MILLION TV HOUSEHOLDS EACH ACROSS 200+ STATIONS, INCLUDING ABC, FOX, NBC, CBS AND BEING STREAMED WORLD-WIDE ON OUTLETS LIKE NETFLIX, HULU, AMAZON AND MORE.

CALIFORNIA LIFE HD HAS IN-DEPTH COVERAGE OF THE BEST TRAVEL DESTINATIONS, COMMUNITIES, POLITICAL & BUSINESS LEADERS, INDUSTRY INNOVATIONS, ENVIRONMENTAL BREAKTHROUGHS, EDUCATION, REAL-STATE, HEALTH, LIFE-STYLE AND ENTERTAINMENT BY AWARD-WINNING JOURNALISTS AND CORRESPONDENTS.
NATIONWIDE COVERAGE MAP

• TOTAL NUMBER OF MARKETS: 200+
• TOTAL NUMBER OF HOUSEHOLDS: 54 MILLION
• TOTAL ESTIMATED AUDIENCE REACH: 1,800,000

• DISTRIBUTION: CABLE DMA AND MARKET RANK FOLLOWED BY LOCAL TV STATIONS

• BRAND INTEGRATION IMPRESSIONS AVERAGE CUME PER SEGMENT: 1.8 MILLION
#1 ALEXA RATING
FACEBOOK: PRIMARY AUDIENCE ARE FEMALES, 25-54 WITH MOST IN 34-44 RANGE, 11.1K REACH
80.4% OF VISITORS WERE NEW VERSUS RETURNING
TWITTER: 1MIL + FOLLOWERS
3,820 MONTHLY TWEET IMPRESSIONS
YOUTUBE: 1MIL + TOTAL VIEWS
UP 35% FROM Q4 2014.
BLOG: UVM: 32,413
75 MILLION UVPDS- (UNIQUE VISITORS PER DAY)
ACROSS ALL CHANNELS
+ INSTAGRAM, PINTEREST, TUMBLR AND MORE

DIET moy hall, ca
TOTAL REACH

AND MORE REACH IN
- ALABAMA - ARIZONA - PHOENIX - TUCSON - ARKANSAS - FT. SMITH - FAYETTEVILLE
- CALIFORNIA - SAN DIEGO - FLORIDA - GAINESVILLE-OCALA - MOBILE-PENSACOLA
- FT. WALTON - GEORGIA - MACON - IDAHO - SUN VALLEY - KANSAS TOPEKA
- WICHITA-HUTCHINSON - LOUISIANA - BATON ROUGE - LAFAYETTE - NEW ORLEANS
- NEBRASKA - OMAHA - NEVADA - LAS VEGAS - OKLAHOMA - OKLAHOMA CITY
- TULSA - RHODE ISLAND - PROVIDENCE - NEW BEDFORD - VIRGINIA
- PORTSMOUTH-NEWPORT NEWS

KVMD (LOS ANGELES) SUNDAY 7:30AM
KILM (LOS ANGELES) M-F 5:30AM & 7PM & THURSDAY 11PM
KIIO 10/2 (LOS ANGELES) DMA CHANNEL 10.2 OTA
KVVB | ROKU MON-FRI @ 2PM, 4:30PM & 9:30PM + SUNDAY @ 7AM & 3:30PM
COMCAST 104 (SAN FRANCISCO) MON/WED/FRI NOON & 6:30PM & 8PM
WEDNESDAY @ 6PM, THURSDAY @ 9:30AM & SATURDAY @ 9PM
KQSL-TV CH. 8 (SAN FRANCISCO & SACRAMENTO) TUESDAYS @ 11PM
COX CHANNEL 4 YURVIEW SD - (SAN DIEGO & YUMA) MONDAY & WEDNESDAY @ 7:30PM
YURVIEW (LAS VEGAS) MON/WED/FRI @ 3:30PM
KSEE – (FRESNO - NBC) SATURDAY @ 6PM & 9:30PM
CBS47 (FRESNO - CBS) SUNDAY @ 6PM
KOTR – (MONTEREY-MYTV) SATURDAY 10AM & SUNDAY 4PM
KPSP/NESQ – (PALM SPRINGS - CBS) SATURDAY & SUNDAY 10:30AM
COX 3 – (ORANGE COUNTY) MONDAY - FRIDAY AT 3:30 PM SATURDAY & SUNDAY AT 5 PM
COX 8 – (SANTA BARBARA) FRIDAY-MONDAY 8PM
DBTV (DIAMOND BAR) DAILY @ 7:30PM MON/WED/FRI- 8AM, 12:30PM & 7PM,
TUES/THURS 10PM
AMGTv NETWORK (200+NATIONWIDE) – SEE CHANNELS ON THE NEXT PAGE
YOUTUBE FILMHUB.COM (HULU, ROKU, AMAZON, NETFLIX, ITUNES, ETC.)
TOTAL REACH

TOTAL NUMBER OF MARKETS: 200+
TOTAL TV HOUSEHOLDS: 54 MILLION
TOTAL ESTIMATED REACH: 1,800,000

POPULATION
FEMALE POPULATION 49.93%
MALE POPULATION 50.07%

MEDIAN AGE
LOCAL POPULATION
MEDIAN AGE 39.06

AGE TOTAL
AGE 18-34 21.73%
AGE 18-49 45.57%
AGE 25-49 36.74%
AGE 25-54 44.28%
AGE 35+ 56.19%
AGE 50+ 32.34%

EDUCATIONAL ATTAINMENT
HIGH SCHOOL GRADUATE 19.44%
SOME COLLEGE 17.71%
COLLEGE GRADUATE 25.14%
POST GRADUATE 16.65%

HOUSEHOLD INCOME
250K+ 7.79%
$150K TO 250K 11.89%
$75K TO 150K 32.53%
$50K TO 75K 16.48%
$25K TO 50K 16.94%
< $25K 14.37%
WHEN IT COMES TO SHOWS, ONE CALIFORNIA TV PROGRAM SHINES BRIGHTER THAN OTHERS

- MICHAEL NOLAN - THE DAILY BULLETIN

“I MUST SAY, IT IS OUTSTANDING. NOT JUST THE SEGMENT. YOU COVERED IN OUR REGARD, BUT THE OVERALL PRESENTATION. IT IS SATISFYING ON MY END TO SEE SUCH A DIFFERENT APPROACH TO NEWS COVERAGE.”

- TIM MEAD OF THE ANGELS, VP OF COMMUNICATIONS

“THANKS SO MUCH. GREAT SEGMENT ON THE BREEZE!”

- VANCE GULLIKSEN, CARNIVAL CRUISE LINE

“WOW, IT LOOKS SO AWESOME! THANK YOU SO MUCH. IT SURE WAS FUN!”

- JULIA GEIS, CATAMARAN RESORT & SPA

“THANKS SO MUCH HEATHER, I LOVE THIS. YOU AND YOUR TEAM DO AN EXTRAORDINARY JOB. BTW, THE CLIENT ADVISED THEY GOT A LOT OF HITS TO THEIR SITE AFTER THE TOUR LAST WEEK. I REALLY APPRECIATE YOU RUSHING THIS OUT TO AIR RIGHT AWAY, NICE JOB! REALLY GREAT!!”

- MARK GANZUZZA, PITCHING MONKEYS PR

“THANKS TO THIS AMAZING SEGMENT, THE FIRST MONTH WE RECEIVED 12 CALLS FROM NEW CLIENTS AND NOW THREE MONTHS LATER WE STILL RECEIVE AT LEAST 5 NEW CUSTOMERS A MONTH FROM VIEWING US ON ‘CHANNEL 3’.”

- MELISSA MATA, ACE-CPT PERFECTION FITNESS

“A BIG THANKS TO OUR GOOD FRIEND HEATHER DAWSON @CALIIFEWITHHD FOR HER PHENOMENAL RED CARPET INTERVIEWS AT #PSIFF18. THE STARS JUST CAN’T GET ENOUGH OF THAT SPECIAL MAGIC THAT MAKES #PALSMPRINGS #LIKEENPLACEELSE!

- CITY OF PALM SPRINGS

“WHEN IT COMES TO SHOWS, ONE CALIFORNIA TV PROGRAM SHINES BRIGHTER THAN OTHERS”

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“CONGRATULATIONS ON THE INCREASED VIEWERSHIP!”

DONNA S. FISK - PUBLIC RELATIONS MANAGER | DISNEY
PARTNERSHIP OPPORTUNITIES

$350 - 30 SECOND PLUG & PLAY SPOT
$500 – 60 SECOND PLUG & PLAY SPOT
$750 – UP TO 2 MINUTES PRE-PRODUCED SEGMENT
$950 – UP TO 1 MINUTE SMT OR GMT PRODUCED SEGMENT
$1,250 – UP TO 2 MINUTES SMT OR GMT PRODUCED SEGMENT
$1,500 – UP TO 3 MINUTES SMT OR GMT PRODUCED SEGMENT
$3,000 - UP TO 2 MINUTES ON LOCATION PRODUCED SEGMENT
$5,000 – UP TO 5 MINUTES IN STUDIO INTERVIEW