

COAST TO COAST

TECH | TRAVEL | LIFESTYLE



MEDIA DECK



COAST TO COAST WITH HEATHER DAWSON, A SYNDICATED LIFESTYLE NEWSMAGAZINE SHOW THAT AIRS ON TELEVISION NATIONWIDE AND INTERNATIONAL STREAMING, FOCUSING ON THE BEST OF TECH, TRAVEL, AND LIFESTYLE!

COAST TO COAST AIRS ON MORE THAN 200 TV STATIONS, REACHING UPWARDS OF 50-MILLION HOUSEHOLDS INCLUDING ABC, FOX, NBC AND CBS AS WELL AS BEING STREAMED WORLDWIDE ON OUTLETS LIKE NETFLIX, HULU, AMAZON AND MORE – REACHING MILLIONS OF HOUSEHOLDS EACH WEEK!

WITH A POSITIVE TWIST ON NEWS, COAST TO COAST HIGHLIGHTS THE PEOPLE, CULTURE, LANDSCAPES, TECHNOLOGY AND UNIQUE TRAVEL DESTINATIONS AROUND THE WORLD!

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PROGRAM OVERVIEW



COAST TO COAST WITH HEATHER DAWSON OFFERS AN ALTERNATIVE TO LOCAL NEWS COVERAGE, FOCUSING ON POSITIVITY. 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 WORLDWIDE ON OUTLETS LIKE NETFLIX, HULU, AMAZON AND MORE.

COAST TO COAST HAS IN-DEPTH COVERAGE OF THE BEST TRAVEL DESTINATIONS, COMMUNITIES, POLITICAL & BUSINESS LEADERS, INDUSTRY INNOVATIONS, ENVIRONMENTAL BREAKTHROUGHS, EDUCATION, REAL-ESTATE, HEALTH, LIFE-STYLE AND ENTERTAINMENT - ALL BY AWARD-WINNING JOURNALISTS AND CORRESPONDENTS.



HEATHER DAWSON

COAST TO COAST 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 KVMR 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.

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ANALYTICS



- 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**

NATIONWIDE COVERAGE MAP

DIGITAL PLATFORM

THE MAIN ADVANTAGE OF MARKETING WITH COAST TO COAST IS THAT A TARGETED AUDIENCE CAN BE REACHED IN A COST-EFFECTIVE AND MEASURABLE WAY. OTHER ADVANTAGES INCLUDE INCREASING BRAND LOYALTY AND DRIVING ONLINE SALES.

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: 1 MIL + 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

MAILCHIMP: 2 WEEKLY NEWSLETTERS MON & WED
"SHOW SUMMARY", "WHAT YOU MISSED".

+ INSTAGRAM, PINTEREST, TUMBLR AND MORE



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TOTAL REACH

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 TOTAL ESTIMATED REACH: **1,800,000**



- 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)

FRIDAYMONDAY 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.)**

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TOTAL REACH



AMGTV - The Company We Keep

AMGTV Provides Programming for Our Affiliated Stations Part
The Full Time Equivalent - 40,000,000 potential households

Rank	Station[s]	Market	Rank	Station[s]	Market	Rank	Station[s]	Market	Rank	Station[s]	Market
1	WMBO-CA, WBOM-DT	New York	43	WMTD-LP	NORFOLK	85	WMSN	MADISON	127	WOMK-LP	COLUMBUS GA
2	KNLA, KHTV, KNET, KBBC	LOS ANGELES	44	WHPX-CA	AUSTIN	86	WDEF, WDSI-DT1	CHATTANOOGA	128	WKBT	LA CROSSE
3	WOCK-CA, WMAQ-NS	CHICAGO	45	KFOR, KAUT	OKLAHOMA CITY	87	KRGV	HARLINGEN	129	KIIL, KFD-CA	CORPUS CHRISTI
4	WPSJ, WCAU - NS	PHILADELPHIA	46	KCHF	ALBUQUERQUE	88	KDAT	CEDAR RAPIDS	130	KCVU, KXVU	CHICO-REDDING
5	KATA - DT	DALLAS-FT. WORTH	47	WCWG	GREENSBORO-H.PT	89	KGL-DT	WACO-TEMPLE	131	KHH-DT	AMARILLO
6	KRON	SAN FRANCISCO-	48	WBII	MEMPHIS	90	WAPT	JACKSON MS	132	WWAY	WILMINGTON
7	WCVB	BOSTON	49	WJXT	JACKSONVILLE	91	WKPT	TRI-CITIES-TN-VA	133	WCBI	COLUMBUS GA
8	WYGA - LAUNCH 6/15	ATLANTA	50	WDRB, WJYL-CA, WKYI	LOUISVILLE	92	KOAA, SWCOT	COLORADO SPR	134	WTVO	ROCKFORD
9	WRC - NS	WASHINGTON D.C.	51	WONS	BUFFALO	93	WSBT, WSJV	SOUTH BEND	135	WFXS	WAUSAU
10	KUVM - DT	HOUSTON	52	WSTY-CA	NEW ORLEANS	94	WBRZ, WBTR, KWBJ	BATON ROUGE	136	WBW	TOPEKA
11	WBY-LP, WDWO	DETROIT	53	WNAC	PROVIDENCE	95	WNMN	BURLINGTON	137	KMIZ-DT	COLUMBIA
12	KASW, KTVK, KLUH, KWKM	PHOENIX	54	WYOU	WILKES BARRE	96	WGSA-CA	SAVANNAH	138	KARD	MONROE
13	KPST	SEATTLE-TACOMA	55	KGMC-CA, KJKZ, KSDI	FRESNO-VISALIA	97	KAEP-LP	EL PASO	139	KHG-DT	DULUTH
14	WTPS DT, WHRT	TAMPA-ST. PETE	56	KJLR-CA	LITTLE ROCK	98	WMMP, WCSC	CHARLESTON SC	140	KFBI, KDRV	MEDFORD
15	KSTC	MINNEAPOLIS-ST. PAUL	57	WTVR-DT	RICHMOND	99	WHBF	DAVENPORT	141	KUMY	BEAUMONT
16	WCC - DT	MIAMI-FT. LAUDERDALE	58	WNYA	ALBANY	100	KJL - LP	FT. SMITH	142	KFIQ	LUBBOCK
17	TBA 6/1	DENVER	59	WVLT, WBXX	KNOXVILLE	101	WYDO	GREENVILLE	143	WRDE-LP	SALISBURY
18	WIVM, WIVN	CLEVELAND	60	WEAR	MOBILE	102	WSCP-CA	JOHNSTOWN	144	WSEE	ERIE
19	WFTV	ORLANDO-DAYTONA	61	KTUL, KJRH	TULSA	103	WTSN-LD	EVANSVILLE	145	KILA-LP	PALM SPRINGS
20	KOVR	SACRAMENTO-STOCKTON	62	WBDF, WRCK	DAYTON	104	WPDE, WMMB	FLORENCE	146	KSWO	WICHITA FALLS
21	KNLC	ST. LOUIS	63	WOBZ-LP, TV-10	LEXINGTON	105	WTLH	TALLAHASSEE	147	WSST	ALBANY GA
22	KGW, KVVU	PORTLAND OR	64	WVVK-LP	CHARLESTON	106	KHAS	LINCOLN	148	KSBJ-LP	JOPLIN-PITTSBURG
23	WMYT	CHARLOTTE	65	WYDT-CA	FT. MYERS	107	WPTA	FT. WAYNE	149	KBVI-LP	SIOUX CITY
24	WPXI, WBGH	PITTSBURGH	66	WERI - TBA	ROANOKE	108	KKQ - LP	RENO	150	KTVA	ANCHORAGE
25	WARZ-CA, WAUG-LP	RALEIGH-DURHAM	67	KXAX - LP	TUCSON	109	KYTX, KETK, MYKY	TYLER-LONGVIEW	151	KODA DT 2	ODESSA-MIDLAND
26	WBAL	BALTIMORE	68	KCTU-CA	WICHITA	110	WESA	SPRINGFIELD	152	WKMF	TERRÉ HAUTE
27	WNDY	INDIANAPOLIS	69	WJRT	FLINT-SAGINAW	111	WKBN, WYFX, WYTV	YOUNGSTOWN	153	KAAL, KTTC	ROCHESTR
28	KZTC-LP	SAN DIEGO	70	WMNT-CA	TOLEDO	112	KCPO	SIOUX FALLS	154	WGBR-LP	BANGOR
29	WCKV	NASHVILLE	71	WLUK	GREEN BAY	113	KNIN, KTRV	BOISE	155	WOAY, WVVA	BLUEFIELD
30	WHCT, WRNT	HARTFORD	72	KRON	HONOLULU	114	WRDW	AUGUSTA	156	WPGX	PANAMA CITY
31	KMBC	KANSAS CITY	73	WOI, KCCI-DT2	DES MOINES	115	WHTV	LANSING	157	WFYR	MINOT
32	KTTA-LP	SALT LAKE CITY	74	KSPR	SPRINGFIELD	116	WAOE	PEORIA	158	WXXW-LP	BINGHAMTON
33	WOTH	CINCINNATI	75	KXLY, KXMN	SPOKANE	117	WKNI	MONTGOMERY	159	WTOV-DT	WHEELING
34	WCMH	COLUMBUS OH	76	KPTM DT	OMAHA	118	KVAL	EUGENE	160	WGFL, WMYG	GAINESVILLE
35	WVTV	MILWAUKEE	77	WGME	PORTLAND	119	WBN	TRAVERSE CITY	161	KXII DT 2	ADA OK
36	WNEG	GREENVILLE-SPART	78	WLTX-DT 2	COLUMBIA SC	120	KCPO	FARGO	162	KIFI	IDAHO FALLS
37	KCWX, KABB	SAN ANTONIO	79	WHNT	HUNTSVILLE	121	WMGT, WMGT DT2	MACON	163	WKFK-LP	BILOXI
38	WWCI-CA	WEST PALM BEACH	80	WQWQ-LP	PADUCAH	122	KJCN - LP	SANTA BARBARA	164	KEYC	YUMA
39	WGCN	HARRISBURG-LNCSTR	81	WUHF	ROCHESTER NY	123	KPBN-LP	LAFAYETTE LA	165	KXVA	ABILENE
40	WVTM, KBG	BIRMINGHAM	82	WNDR	SYRACUSE	124	KBFK-LP	MONTEREY-SALINA	166	KPAX	MISSOULA
41	WOOD	GRAND RAPIDS-KALMZO-	83	KSJA-CA	SHREVEPORT	125	KUVI	BAKERSFIELD	167	WDAM - DT	HATTIESBURG
42	KNGN-DT, KLBC LC	LAS VEGAS	84	WCCU	CHAMPAIGN	126	KAPP, KVEV	YAKIMA	168	WDTV-DT	CLARKSBURG
169	WDHN, WTVY DT 2	DOTHAN	182	WBBJ	JACKSON TN	195	KJX - LP	CASPER-RIVERTON	208	WBKB	ALPENA
170	KTVQ	BILLINGS	183	WVIR-DT	CHARLOTTESVILLE	196	KZSA-LP	SAN ANGELO	209	KNOP	NORTH PLATTE
171	WWCG-CA, WISF-LP	UTICA	184	KCE-LP	GRAND JUNCTION	197	KFQ - LP	CHEYENNE	210	KXGN	GLENDDIVE
172	WDK - LP	QUINCY-HANNIBAL	185	WMDN-DT	MERIDIAN	198	KCG - LP	MANKATO			
173	KCPD, KEVN	RAPID CITY	186	KGy - LP	LAREDO	199	KTVO	OTTUMWA			
174	WETM	ELMIRA	187	WEBU-LP	GREENWOOD	200	WBJO-LD	ST. JOSEPH			
175	WFAM-LP	LAKE CHARLES	188	WUVI-LD	LAFAYETTE IN	201	WTLW	LIMA			
176	WVNY	WATERTOWN	189	KOHD	BEND OR	202	KXF	FAIRBANKS			
177	WAZM-CA	HARRISONBURG	190	KRTV	GREAT FALLS	203	WHIZ	ZANESVILLE			
178	KLAX	ALEXANDRIA LA	191	KBZK, KXLF	BUTTE	204	KAVU, KMPL, KVCT	VICTORIA			
179	WDHS	MARQUETTE	192	KCYJ-LP	TWIN FALLS	205	WAGM DT	PRESQUE ISLE			
180	KVTJ-DT	JONESBORO	193	WTAP	PARKERSBURG	206	KXLP	HELENA			
181	WBKO	BOWLING GREEN	194	KCN - LP	EUREKA	207	KOM-D	ILINFALI			

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PARTNERSHIP OPPORTUNITIES

COAST TO COAST HAS BEEN A PERFECT MEDIUM FOR DELIVERING AND CONSUMPTION OF CONTENT FORMATS FROM TRADITIONAL TELEVISION, CTV STREAMING, SOCIAL MEDIA & WEB WITH THE ABILITY TO MAKE CONTENT AVAILABLE FROM ANY SPOT IN THE WORLD. WE OFFER PARTNERSHIP OPPORTUNITIES FOR STAYING RELEVANT THROUGH OUR INTEGRATED CONTENT MARKETING STRATEGIES.

GOLD - 3 month

- 1 Featured segment (up to 3 minutes) per month
- 1 30 second spot airing each week (4 weeks per month)
- 1 Featured Blog post on coastcoast.tv homepage
- 1 Web banner on Homepage and Post Pages across coastcoast.tv with click through.
- 1 Social Media post with tags per week on Instagram and Facebook.
- 1 YouTube standalone segment for embedding

SILVER - 1 month

- 1 Featured segment (up to 3 minutes) per month
- 1 Featured Blog post on coastcoast.tv homepage
- 1 Social Media post with tags on Instagram and Facebook.
- 1 YouTube standalone segment for embedding

ALA CARTE

- Up to 3 minute segment
- 30 second spot
- SMT
- Blog post
- Social Media Post
- Web Banner with Click Through

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CONTACT US

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