

INSP **SNAPSHOT**

Q1 2023



INTO THE
**WILD
FRONTIER**
SEASON 2

**EXCLUSIVE TELEVISION
PREMIERE | 2/15 10P**

PROGRAMMING

ALL TIMES EST

 DAYTIME MON-FRI 7AM-3PM	 FRINGE MON-THRI 3PM-7PM	 PRIME MON-FRI 7PM-12AM	 LATE NIGHT MON-FRI 12AM-4AM	 DAYTIME WEEKEND SAT & SUN 9AM-3PM	 FRINGE WEEKEND SAT & SUN 3PM-7PM	 PRIME WEEKEND SAT & SUN 7PM-12AM	 LATE NIGHT WEEKEND SAT & SUN 12AM-4AM
GUNSMOKE DANIEL BOONE THE VIRGINIAN TALES OF WELLS FARGO GUNSMOKE RAWHIDE WAGON TRAIN	WAGON TRAIN GUNSMOKE CHEYENNE FRIDAY MOVIE	GUNSMOKE TALES OF WELLS FARGO GUNSMOKE TALES OF WELLS FARGO FRIDAY MOVIE	GUNSMOKE WAGON TRAIN THE HIGH CHAPARRAL FRIDAY MOVIE	SATURDAY WAGON TRAIN RAWHIDE THE BIG VALLEY THE VIRGINIAN SUNDAY THE BIG VALLEY DANIEL BOONE GUNSMOKE SUNDAY MOVIE	SATURDAY THE VIRGINIAN TALES OF WELLS FARGO THE YOUNG RIDERS SUNDAY SUNDAY MOVIE THE VIRGINIAN TALES OF WELLS FARGO GUNSMOKE	SATURDAY GUNSMOKE SATURDAY MOVIE SUNDAY GUNSMOKE SUNDAY MOVIE	SATURDAY SATURDAY MOVIE RAWHIDE SUNDAY SUNDAY MOVIE DANIEL BOONE



INTO THE WILD FRONTIER: SEASON 2

FEB 15 | WEDNESDAY 10PM ET

Joe Meek uses his wit to outsmart his captors. Marie Dorion faces the brutal frontier alone, to save her children. Andrew Henry vows to keep his word—or die trying. Trapper-turned-trail guide Tom Fitzpatrick adopts a lost, orphaned Arapaho boy. These are the epic tales of the fearless fur traders, mountain men, and explorers who blazed trails into America's untamed wilderness in the all-new season of Into the Wild Frontier.



TALES OF WELLS FARGO

JAN 2 | MONDAY-FRIDAY 9:30AM & MONDAY-THURSDAY 8PM ET

The Wells Fargo Stagecoach Line is the essential way of transport in the old West. Stagecoaches were under the threat of being held up and robbed. Wells Fargo hires special agent Jim Hardie (Dale Robertson) to work cases and catch the criminals.



LARAMIE

MARCH 2023

Two orphaned young brothers hire a ranch hand and try to save the family's spread near Laramie. Beyond ranching, the brothers host a stagecoach station for extra money, which always leads interesting characters to their door. Who will show up next?

DEMOGRAPHICS

WHO WATCHES INSP?

INSP is home to millions of Americans who cherish and embrace positive entertainment. INSP features programs filled with inspiring stories that honor timeless, traditional values and western heroes who save the day. INSP has become one of the fastest-growing basic cable networks, ranking #6 for HH total day out of 121 Nielsen rated cable networks. INSP is available, 24 hours a day through more than 2,800 cable systems, telcos, and through DISH network and DIRECTV.



49% FEMALE
51% MALE



68% CAUCASIAN
25% AFRICAN AMERICAN
7% OTHER



54% MARRIED
64.8 MEDIAN AGE



77% LIVED AT THEIR CURRENT ADDRESS FOR 5+ YEARS

KEY DEMOGRAPHICS: A35+ & A50+

- Population of 119 million
- Spends over \$3.2 trillion per year

DISTRIBUTION

- INSP is in 61 million homes and every DMA in the country

MRI 2022 SPRING STUDY & NIELSEN MEDIA RESEARCH NATIONAL MIT STAR MEDIA MULTITRAK REPORTING SYSTEM

VALUE ADD OPPORTUNITIES

Linear Promos

- Companion banner ads and key leaderboard placements on INSP.com
- Integration on INSP social and power database for email distribution

SPONSORSHIP IDS

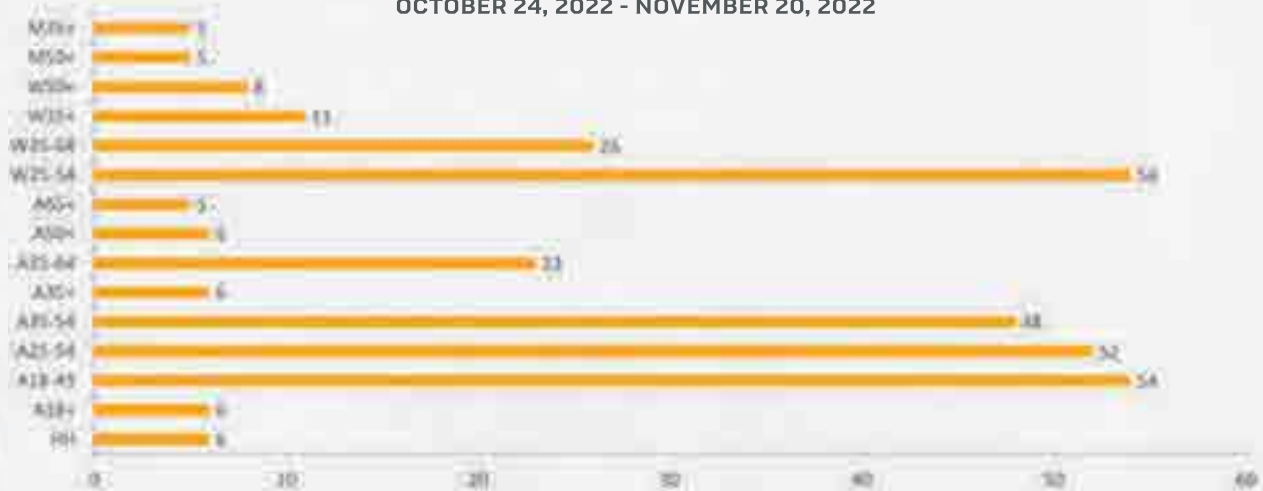


5 THINGS TO REMEMBER



1. INSP is ranked by Nielsen in the top 5 out of 121 Cable Networks in Men 18+, Men 35+, Men 50+ and Men 65+.
2. INSP is 47% Female and is ranked 11th on Women 18+.
3. A top daypart for INSP is prime where we are ranked in the top 40 on A25-54, top 20 on A35-64 and top 5 on A18+.
4. With a 4th place ranking on A65+, INSP is huge in late fringe and only 25,000 behind MSNBC for 3rd place.
5. INSP is in 91% of the Pay TV HH's in the US.

INSP IS RANKED STRONG AGAINST MANY DEMOS OUT OF 119 NETWORKS OCTOBER 24, 2022 - NOVEMBER 20, 2022





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