

Q1 2024

INSP **SNAPSHOT**



INTO THE
**WILD
FRONTIER**
SEASON 4

**EXCLUSIVE
TELEVISION PREMIERE**

SUN, MARCH 24
6PM ET | 3PM PT

PROGRAMMING

ALL TIMES EST

							
DAYTIME MON-FRI 7AM-3PM	FRINGE MON-FRI 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 LARAMIE CHEYENNE GUNSMOKE RAWHIDE DANIEL BOONE WAGON TRAIN	WAGON TRAIN GUNSMOKE THE HIGH CHAPARRAL LARAMIE	GUNSMOKE THE RIFLEMAN TALL TALES OF JIM BRIDGER GUNSMOKE TALES OF WELLS FARGO	GUNSMOKE WAGON TRAIN FRIDAY MOVIE WAGON TRAIN MOUNTAIN MEN ALIAS SMITH AND JONES	SATURDAY THE RIFLEMAN RAWHIDE THE BIG VALLEY SATURDAY MOVIE SUNDAY THE BIG VALLEY DANIEL BOONE TALES OF WELLS FARGO SUNDAY MOVIE	SATURDAY SATURDAY MOVIE THE YOUNG RIDERS BONANZA, THE LOST EPISODES SUNDAY SUNDAY MOVIE HOW THE WEST WAS WON BONANZA, THE LOST EPISODES	SATURDAY BONANZA, THE LOST EPISODES GUNSMOKE SATURDAY MOVIE TALES OF WELLS FARGO SUNDAY THE RIFLEMAN GUNSMOKE SUNDAY MOVIE	SATURDAY SATURDAY MOVIE ALIAS SMITH AND JONES SUNDAY SUNDAY MOVIE DANIEL BOONE



THE RIFLEMAN

NETWORK PREMIERE

MONDAY, JANUARY 1 | 8PM ET

A Union Civil War veteran, marksman and widower returns to ranching when he buys a property in the New Mexico Territory. The Rancher plans to raise his young son to stand up for good, defend his rights, and protect his property.



LEGENDS OF THE STAGECOACH

EXCLUSIVE TELEVISION PREMIERE

THURSDAY, JANUARY 4 | 8PM ET

A marvel of engineering, the stagecoach becomes indispensable when Americans settle the West. As stagecoaches and their drivers navigate perilous trails to transport passengers and valuables, they are easy targets for lawless bandits.



THE TALL TALES OF JIM BRIDGER

EXCLUSIVE TELEVISION PREMIERE

THURSDAY, JANUARY 11 | 8PM ET

Incredible tales from the western frontier inspired by the adventures of mountain man Jim Bridger. As Bridger guides a new wave of Americans heading west, he must help them survive the same life-and-death situations that made him a legend.



LEGENDS OF THE PONY EXPRESS

EXCLUSIVE TELEVISION PREMIERE

SUNDAY, MARCH 10 | 6PM ET

Legends of the Pony Express is a one-hour special that examines the important role that the Pony Express played in Western history and highlights some of the legendary riders who battled dangerous terrain, inclement weather, and hostile natives to transport the mail on the untamed frontier.

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.



47% FEMALE
53% MALE



68% CAUCASIAN
25% AFRICAN AMERICAN
7% OTHER



54% MARRIED
65
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 54.4 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



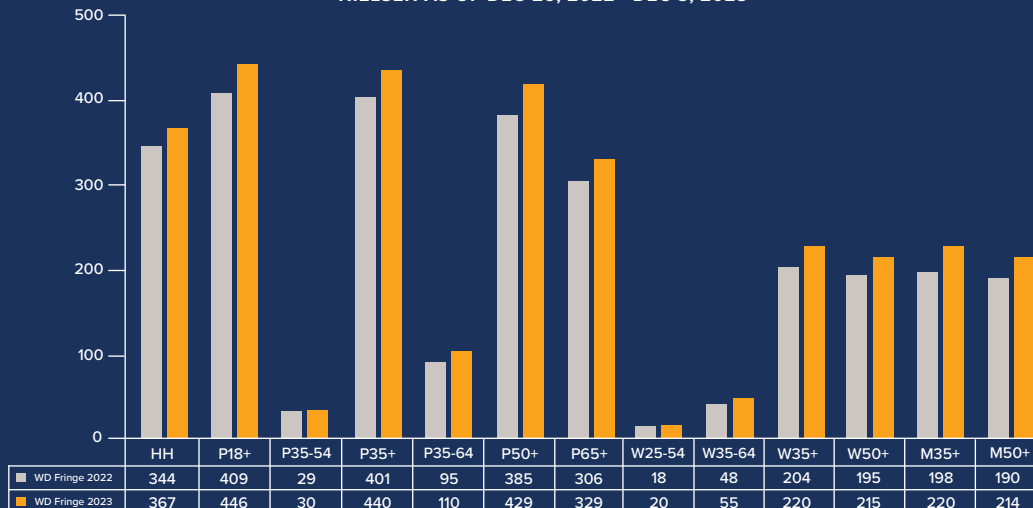
5 THINGS TO REMEMBER



1. INSP is a top 10 network out of all 131 Cable and Diginets ranked by Neilson on Households and Adults 18+.
2. INSP is top 7 on Adults 50+ and the 2nd ranked cable entertainment network behind only Hallmark for the total entertainment day.
3. Amongst top 10 networks in minutes viewed- INSP is #1 in average length of tune, beating its' closest competitor USA by more than 10 minutes on average.
4. Amongst all 131 Cable and Diginets, INSP is in the top 5 on average viewer length of tune.
5. Since INSP's viewers are more rural than urban, resulting in a #4 ranking in C Counties and a #2 ranking in D Counties, INSP viewers are less likely to be cord cutters.

WEEKEND FRINGE IS GROWING!!!

NIELSEN AS OF DEC 26, 2022 - DEC 3, 2023





3000 WORLD REACH DR. | INDIAN LAND SC 29707 | MFAVARO@INSP.COM