

Q2 2024

INSP **SNAPSHOT**



FAR HAVEN

**EXCLUSIVE
PREMIERE**

SUN, APRIL 14
9PM ET | 6PM 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
<p>GUNSMOKE</p> <p>LARAMIE</p> <p>CHEYENNE</p> <p>GUNSMOKE</p> <p>RAWHIDE</p> <p>DANIEL BOONE</p> <p>WAGON TRAIN</p>	<p>WAGON TRAIN</p> <p>GUNSMOKE</p> <p>TALES OF WELLS FARGO</p> <p>LARAMIE</p>	<p>GUNSMOKE</p> <p>THE RIFLEMAN</p> <p>ELKHORN</p> <p>GUNSMOKE</p> <p>TALES OF WELLS FARGO</p>	<p>GUNSMOKE</p> <p>WAGON TRAIN</p> <p>FRIDAY MOVIE</p> <p>WAGON TRAIN</p> <p>TALES OF WELLS FARGO</p> <p>MOUNTAIN MEN</p> <p>ALIAS SMITH AND JONES</p>	<p>SATURDAY</p> <p>THE RIFLEMAN</p> <p>RAWHIDE</p> <p>THE BIG VALLEY</p> <p>SATURDAY MOVIE</p> <p>SUNDAY</p> <p>THE BIG VALLEY</p> <p>DANIEL BOONE</p> <p>TALES OF WELLS FARGO</p> <p>SUNDAY MOVIE</p>	<p>SATURDAY</p> <p>SATURDAY MOVIE</p> <p>THE YOUNG RIDERS</p> <p>BONANZA, THE LOST EPISODES</p> <p>SUNDAY</p> <p>SUNDAY MOVIE</p> <p>INTO THE WILD FRONTIER</p>	<p>SATURDAY</p> <p>THE RIFLEMAN</p> <p>GUNSMOKE</p> <p>SATURDAY MOVIE</p> <p>TALES OF WELLS FARGO</p> <p>SUNDAY</p> <p>TALES OF WELLS FARGO</p> <p>GUNSMOKE</p> <p>SUNDAY MOVIE</p> <p>THE RIFLEMAN</p>	<p>SATURDAY</p> <p>SATURDAY MOVIE</p> <p>ALIAS SMITH AND JONES</p> <p>SUNDAY</p> <p>SUNDAY MOVIE</p> <p>DANIEL BOONE</p>



ELKHORN

SEASON 1 EXCLUSIVE TELEVISION PREMIERE
THURSDAY, APRIL 11 | 9PM ET

Reeling from an unimaginable loss, 25-year-old Theodore Roosevelt abandons New York politics and journeys to the lawless Dakota Badlands, where he establishes the sprawling Elkhorn Ranch and attempts to remake himself into a cowboy and a cattleman.



FAR HAVEN

EXCLUSIVE PREMIERE
SUNDAY, APRIL 14 | 9PM ET

In 1887, Hunter Braddock moves back to Far Haven, Arizona to start over with his two young children, but when his father-in-law is brutally attacked he must take on the corrupt forces strangling the town in order to protect what he loves most.



WILD WEST CHRONICLES SEASON 4

EXCLUSIVE TELEVISION PREMIERE
THURSDAY, JUNE 20 | 8PM ET

INSP's original series, Wild West Chronicles, brings to life the incredible, but true tales of the American West through the eyes of the people who lived it - proving that the Old West was wilder than you ever imagined.

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

Humana
Start With Healthy™

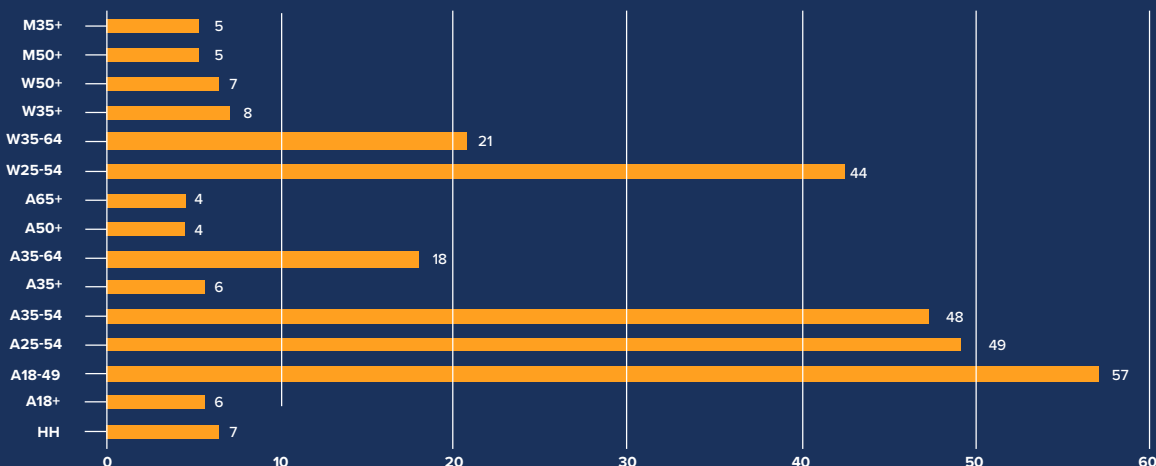
5 THINGS TO REMEMBER



1. INSP is top 10 amongst all broadcast and cable on average size of audience for Adults 55+.
2. INSP is the top cable entertainment network on A55+ beating its' closest competitor HGTV by 12%.
3. INSP is #1 in viewer tune in length on A50+.
4. INSP is top 20 on A3564.
5. INSP is positive family friendly entertainment that can be seen in every DMA in the country.

INSP IS RANKED STRONG AGAINST MANY DEMOS OUT OF 118 NETWORKS

JANUARY 29, 2024 - FEBRUARY 25, 2024



Source: Nielsen Media Research National MIT



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