

Q2 2025

INSP **SNAPSHOT**



STREETS OF LAREDO
EPIC MINI-SERIES EVENT

SUN, APR 13
2PM ET | 12PM 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>BONANZA, THE LOST EPISODES</p> <p>THE BIG VALLEY</p> <p>LARAMIE</p> <p>THE RIFLEMAN</p> <p>THE HIGH CHAPARRAL</p> <p>WAGON TRAIN</p>	<p>WAGON TRAIN</p> <p>GUNSMOKE</p> <p>LARAMIE</p> <p>TALES OF WELLS FARGO</p>	<p>GUNSMOKE</p> <p>TALES OF WELLS FARGO</p> <p>FRIDAY MOVIES</p>	<p>THE HIGH CHAPARRAL</p> <p>WAGON TRAIN</p> <p>LARAMIE</p>	<p>SATURDAY</p> <p>THE RIFLEMAN</p> <p>THE HIGH CHAPARRAL</p> <p>THE BIG VALLEY</p> <p>SATURDAY MOVIE</p> <p>SUNDAY</p> <p>GUNSMOKE</p> <p>BONANZA, THE LOST EPISODES</p> <p>DANIEL BOONE (ENDING 5/4)</p> <p>LARAMIE (STARTING 5/4)</p> <p>SUNDAY MOVIE</p>	<p>SATURDAY</p> <p>SATURDAY MOVIE</p> <p>WAGON TRAIN (ENDING 4/19)</p> <p>RIFLEMAN (ENDING 4/19)</p> <p>GUNSMOKE (STARTING 4/19)</p> <p>SUNDAY</p> <p>TALES OF WELLS FARGO (ENDING 4/19)</p> <p>SUNDAY MOVIE</p> <p>GUNSMOKE (STARTING 4/19)</p>	<p>SATURDAY</p> <p>SATURDAY MOVIE</p> <p>GUNSMOKE</p> <p>SUNDAY</p> <p>GUNSMOKE</p> <p>SUNDAY MOVIE</p>	<p>SATURDAY</p> <p>THE RIFLEMAN</p> <p>THE HIGH CHAPARRAL</p> <p>LARAMIE (STARTING 5/10)</p> <p>SATURDAY MOVIE</p> <p>SUNDAY</p> <p>SUNDAY MOVIE</p> <p>CHEYENNE (STARTING 5/3)</p> <p>THE RIFLEMAN (ENDING 5/3)</p> <p>DANIEL BOONE</p> <p>WAGON TRAIN (ENDING 5/3)</p>



MURPHY'S MYSTERIES AUDIE KNOWS BEST FRIDAYS

STARTING FRIDAY, APRIL 4TH | 9PM ET

Join us every Friday night in April for Audie Murphy Mysteries! Dive into thrilling tales of suspense, intrigue, and action inspired by the legendary war hero and Hollywood star. Don't miss a single mystery—tune in and uncover the truth!



CHARGE! HERE COMES THE CAVALRY

STARTING SATURDAY, APRIL 5TH | 9PM ET

Saddle up for action-packed Saturday nights this April as six big Western movies ride in under the flag of the U.S. Cavalry! Featuring thrilling battles and heroic rescues, this special lineup includes The Command, Tomahawk, and A Distant Trumpet, all making their INSP premieres. Don't miss this month-long cinematic adventure, where bravery, duty, and the spirit of the Old West take center stage!



BIG BOOTS BIRTHDAY BASH BORN TO RIDE SUNDAYS

STARTING SUNDAY, APRIL 6TH | 2PM ET

This April, celebrate the birthdays of four iconic Western film stars—Gregory Peck, James Garner, Chuck Connors, and Willie Nelson! Spanning three special Sundays, this tribute features legendary performances from these beloved actors. Don't miss the chance to honor their legacy with classic Western films and unforgettable stories!



STREETS OF LAREDO EPIC MINI-SERIES EVENT

STARTING SUNDAY, APRIL 13 | 2PM ET

Streets of Laredo is an epic Western mini-series based on Larry McMurtry's novel, serving as a sequel to Lonesome Dove. Starring James Garner as the aging Texas Ranger Captain Woodrow Call, the story follows his pursuit of a dangerous outlaw across the rugged frontier. Featuring a star-studded cast, this action-packed drama unfolds over three parts in a special Sunday marathon from 2 PM to 8 PM. As part of a month-long celebration of April birthdays, this event honors James Garner, whose birthday falls on April 7th.

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.



48% FEMALE
52% MALE



68% CAUCASIAN
25% AFRICAN AMERICAN
7% OTHER



66% 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

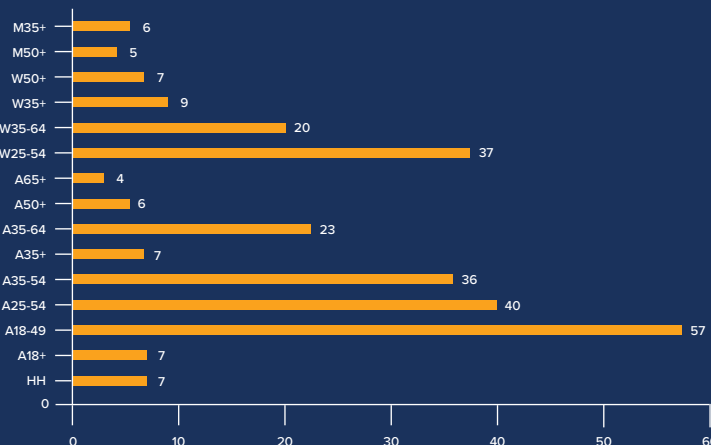


5 THINGS TO REMEMBER



1. In the first two months of 2025, INSP is the only cable network—out of 121 measured by Nielsen—to achieve a Top 10 ranking in both reach and engagement. It ranks #9 in audience size among adults 18+ and holds the #1 spot for average viewer tune-in length.
2. In addition to performing well with older demographics, INSP also captivates younger viewers, who tune in for extended periods. INSP ranks #1 in average viewer tune-in length for the Total Entertainment Day among A25-54 and A35-64.
3. For advertisers focused on all-news buys, INSP provides valuable incremental reach—53% of INSP viewers do not watch FXNC, and 53% also do not watch CNN!
4. INSP performs strongly across both older and younger demographics, ranking in the Top 10 among 121 Nielsen-rated networks for average audience size among Adults 35+ and Adults 50+. Additionally, INSP ranks in the top 32% of all networks for Adults 25-54.
5. INSP proudly holds the Parents Television Council Gold Seal of Approval for its commitment to family-friendly programming.

INSP IS RANKED STRONG AGAINST MANY DEMOS OUT OF 116 NETWORKS



January 27, 2025 - February 23, 2025



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