



BECOME A SIMPLY SOUTHERN TV SPONSOR!

Who watches Simply Southern TV?

Our average viewer is a woman in her 50s who lives in Alabama or a neighboring Southern state. They value family, cooking for loved ones, helping others and sharing their Christian faith. They enjoy gardening, watching sports, taking trips to shop and eat, and finding good bargains.

SIMPLY SOUTHERN VIEWERS INCLUDE:

- 20,000 households weekly on broadcast TV + more who record the show and watch later
- 10,000 households weekly on national cable network RFD-TV
- 30,000 followers on Facebook
- 20,000 website viewers annually
- 4,250 subscribers on YouTube

What is Simply Southern TV?

Simply Southern is a 30-minute, weekly TV show viewed on broadcast networks covering Alabama as well as national cable network RFD-TV.

Viewers are entertained with wholesome, informative and heart-warming stories that promote strong family values. Features cover farming, cooking, gardening, tourism hotspots and Southern makers. It's simply good television.

Why should we advertise to your viewers?

Our loyal weekly viewers have developed a strong emotional connection with this show because of its wholesome content. They have substantial purchasing power and are often the financial decision-makers in their homes. If the product or experience our viewers purchase from you is high quality, they will become just as devoted to your business.

ACCORDING TO REPORTS FROM FORBES AND AARP, WOMEN 50 AND OLDER:

- Represent the largest demographic with incomes higher than \$100,000.
- Are willing to try a new brand (82%) and will stop buying brands that ignore their demographic (64%).
- Control 80% of luxury travel purchases made in the U.S.
- Control 67% of decisions about home improvements.



What sponsorship opportunities are available?

SHOW SPONSORSHIPS | Get more from commercials already created for your company. Available in 15- and 30-second increments. Consistency is central to advertising, making this the best bang for your buck! | \$13,000 annually, \$7,500 for six months

COOKING SEGMENT SPONSORSHIPS | Available per episode, this is the most economical sponsorship opportunity. | Begins at \$1,500

EDUCATIONAL SEGMENT SPONSORSHIPS | Miss Kim's Book Corner and Ag Facts are popular weekly features. Sponsor this pre-produced content to reach broadcast and cable viewers. | Cost varies

SPECIAL SEGMENT SPONSORSHIPS | When sponsorship dollars don't fit into other categories, this is for you! Brainstorm with the Simply Southern TV crew about what best fits your brand. | Cost varies

What's next?

Now that you're ready to build lasting relationships with our viewers through sponsoring Simply Southern TV, the next step is simple! **Email Mary Wilson at info@simplysouthernntv.net** to discuss opportunities that best fit your needs.

