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Type	Outlet / Show	Market(s) / Reach
<b>Editorial – both Print and Online Pushers (some syndicated):</b>	<b>The Luxe List International News Syndicate (multiple online/print publishers)</b>	Editorials run widely/internationally in multiple online & print outlets in the syndicate (partner list here <a href="http://bit.ly/2gTlkr1">http://bit.ly/2gTlkr1</a> - pickup examples here <a href="https://tinyurl.com/ya2yqp5m">https://tinyurl.com/ya2yqp5m</a> (see category tabs page bottom)
	<b>National Print + Online Syndication</b>	<p><b>Option 1 Feature Story:</b> Each 200-word feature story with image and URL is sent to over 10,000 newspapers and thousands of online publications, including appx. 8,400 weeklies and 1,600 dailies, resulting in 500-2,000+++ combo newspaper/print and online placements. View story examples here: <a href="http://bit.ly/2trkLuj">http://bit.ly/2trkLuj</a> and one example product spotlight campaign that well-exceeded 4,000 placements here: <a href="https://bit.ly/2va5heN">https://bit.ly/2va5heN</a></p> <p><b>Option 2 Brand Spotlight:</b> Brand receives one photo and a full 75-word description (including web site URL) in a roundup spotlight feature to run in an editorial syndicate network is comprised of both print and online outlets that are weekly and daily publications as well as magazines and other digital outlets – for which participating brands are GUARANTEED 1 million print impressions AND 200 million online impressions among the various outlets that pick up each story. View story examples and editorial calendar with deadlines here: <a href="https://bit.ly/2rZw8vk">https://bit.ly/2rZw8vk</a> - see example/representative results reports <a href="#">here</a> and <a href="#">here</a></p>
	<b>Major Lifestyle Outlet Branded Digital Articles</b>	<ul style="list-style-type: none"> <li>• SheFinds • Oxygen • Total Beauty • Rookie Moms</li> </ul> <p>Increase brand awareness, boost sales and reach your target audience with editorial-style branded articles and listicles featuring custom-created content about your brand! Each customized article features a paragraph about your brand, a brand photo, your brand’s URL, plus a round of social promotion! Articles are evergreen, so they’ll be accessible to readers forever! View examples here <a href="https://bit.ly/3bAm2Td">https://bit.ly/3bAm2Td</a></p>
	<b>Food &amp; Beverage Magazine</b>	Dedicated full-length feature article with photo(s) and link on this highly trafficked specialty site that covers both B2C and B2B concerns – all food, beverage as well as travel destinations. See media kit for this outlet <a href="#">here</a> underscoring the extreme value of this editorial opp). Applies to physical products only and select travel destinations pursuant to experiential on-site review.
	<b>Print Magazines (Blurbs):</b>	<ul style="list-style-type: none"> <li>• Cosmo • Allure • US Weekly • InTouch Magazine • Life &amp; Style • OK! Magazine • Star Magazine • New York Magazine • GQ • Men’s Journal • Rolling Stone</li> </ul> <p>Advertorial blurb WITH full-color photo, web site and phone number to run in the print edition in a product roundup or gift guide feature. See specs, topic calendar, pricing and layout examples at <a href="https://bit.ly/2HcQcSc">https://bit.ly/2HcQcSc</a></p>
	<b>Print Magazines (Full Article Advertorials):</b>	<p>B2C includes (not limited to): • Good Housekeeping • Woman’s Day • Cosmo • Vogue • Parents • Elle Décor • Conde Nast Traveller</p> <p>B2B includes (not limited to): • Fortune • Forbes • Entrepreneur • Inc. • Bloomberg Businessweek</p> <p>Article-formatted advertorials (with full-color image and brand/company contact information) that appear in regional copies of the nation’s most prestigious and premium print publications, both B2B and B2C. Our pages appear in industry-leading national magazines to their loyal, dedicated, and coveted subscribers in region(s) of YOUR choice. See examples at <a href="https://bit.ly/3axO5m7">https://bit.ly/3axO5m7</a></p>

**TELEVISION DELIVERABLES: \*\* For the below TV options, see footage examples here: <https://bit.ly/38G5oAf> - travel examples here: <http://bit.ly/20DyKEU>**

**\* TV COVERAGE BUNDLE INCLUDES:** professional spokesperson service from a highly regarded, internationally-known consumer product trends expert and respected product/brand review voice of authority and leader; an MP4 copy of the segment footage (1 aircheck per show) WITH copyright/usage permissions; creative direction and brand strategy; script and visual asset development with full client control and final approval; studio session; HD equipped camera crew with lighting and wireless audio; pre-planning and post-production editing (creation of b-roll sequences, etc.); actual airtime on each TV show as spec'd;

**\* ALSO INCLUDES CROSS-PLATFORM MEDIA COVERAGE BEYOND TV:** Bonus syndicated editorial exposure with The Luxe List publisher partner network here <https://bit.ly/36sR4t3> like the examples here <https://bit.ly/38ECuQG> - possible radio coverage like examples here <http://tinyurl.com/ybvwil5g> - social media exposure for the segment on The Luxe List platforms like those here <https://bit.ly/37kNiHz> (and possibly other via publishing and TV show partners).

<p><b>Nationally-Syndicated Television:</b></p>	<p><b>‘Savvy Living’ Nationally-Syndicated + Major Market/Network Airings: New York WLNY / Los Angeles KCAL / San Francisco CBS KPIX / San Diego CBS &amp; FOX / Miami-Ft. Lauderdale WBFS (options include interviewing YOUR expert)</b></p> <p><b>YOUR expert/spokesperson can be interviewed on camera if desired</b> via Skype, SMT or look live pre-tape! Or we can showcase your brand beautifully on our own on this fun &amp; informative lifestyle talk show targeting an educated, higher net worth, shopping and travel-minded demographic. <b>Option 1:</b> National-syndication provides a tremendous reach of nearly 102 million homes reaching nearly 90% of U.S. markets (see national distribution info and ‘where it airs’ clearance list <a href="#">here</a>) – Additionally, through extensive Smart TV syndication, Savvy Living is viewable on all of the top networks around the world. This includes the ROKU TV streaming platform with 32.3 million active accounts globally, Amazon Fire available to 30 million+, Apple TV, Android TV, and over 100 other Smart TV and OTT Platforms, including TikiLive, with over 1.3 mil. Installs of their app; Zingo TV with 24/7 programming; Foxxum Media, with apps all through the US, Latin America and Europe, and many others. <b>// Option 2:</b> Additional <b>option</b> is available to, in addition to the national syndication above, have show ALSO air one or more premier U.S. markets on a major network--specifically: on the CBS owned/operated WLNY in New York (#1 DMA with over 7.1 million TV households) and KCAL in LA (#2 DMA with over 5.2 million TV households); on CBS-TV and/or The CW in San Francisco (Top 10 DMA with over 2.4 million TV households); on CBS and/or FOX in San Diego (Top 30 DMA with nearly 1 million TV households); and on the CBS owned/operated WBFS in Miami/Fort Lauderdale (Top 20 DMA with nearly 1.7 million TV households). For all Option 2, Smart TV syndication described in Option 1, above, also applies.</p>
<p><b>Coffee With America (options include interviewing YOUR expert)</b></p>	<p>Show reaches 36 million homes with average cume per segment of 2.5 million viewers! Airls at least twice in major markets like FOX New York, FOX Atlanta, FOX Chicago, ABC Tampa, CBS/CW San Diego, KDOC Los Angeles and more. Access full station/180 market clearance list for this nationally-syndicated TV program here: <a href="http://bit.ly/29rxVz7">http://bit.ly/29rxVz7</a> and segment examples here: <a href="https://bit.ly/2nFuo56">https://bit.ly/2nFuo56</a></p>
<p><b>The Daily Flash (options include interviewing YOUR expert)</b></p>	<p>Nationally syndicated award-winning daily news &amp; entertainment show accessible to over 153 million homes, reaching an estimated 4.8 million viewers, including New York (WLNY), Los Angeles (KCAL), Chicago (WRJK), Dallas (KTXA) and MUCH more. Access market reach/distribution here <a href="https://tinyurl.com/yypq4lhr">https://tinyurl.com/yypq4lhr</a>. View example segments at <a href="https://bit.ly/2HQOxNO">https://bit.ly/2HQOxNO</a></p>
<p><b>Daytime (options include interviewing YOUR expert)</b></p>	<p>Daytime is a 1 hour nationally syndicated entertainment and lifestyle program that airs late morning on NBC/WFLA Tampa and is also syndicated nationally. Show reaches 19.2-30.2 million households – view market metrics here: <a href="http://bit.ly/2Aih5Q9">http://bit.ly/2Aih5Q9</a> and show web site here <a href="http://www.wfla.com/daytime">www.wfla.com/daytime</a>. View example segments at <a href="https://bit.ly/2MdEuZj">https://bit.ly/2MdEuZj</a></p>
<p><b>The Jet Set (travel) (options include interviewing YOUR expert)</b></p>	<p>Airing in 100% of the U.S. markets. USA Household Reach = 112M; International Household Reach = 5M+ (11 countries total). Total estimated TV &amp; online impressions per episode = 5,500,000. 210 DMAs resulting in over 1,000+ airings within a week. View full reach analytics, “where to watch” list, etc. here: <a href="http://bit.ly/2lkWTpH">http://bit.ly/2lkWTpH</a></p>
<p><b>The Tech Show (options include interviewing YOUR expert)</b></p>	<p>Airing in 160+ markets covering more than 93% of the USA, including 100% of the top 25 DMAs, including New York, Los Angeles, Chicago, etc.. USA Household Reach = 107.7M; View the full market clearance “where to watch” list here: <a href="http://bit.ly/2s1bdCk">http://bit.ly/2s1bdCk</a> and view examples here <a href="https://bit.ly/2rpeUnr">https://bit.ly/2rpeUnr</a></p>
<p><b>Take a Look (entertainment) (options include interviewing YOUR expert)</b></p>	<p>Entertainment-focused show that also features lifestyle brands and products, beauty and fashion trends, cooking tips and tricks and the latest and greatest gadgets and apps! Airing in 160+ markets’ USA Household Reach = 106M. View the full market clearance “where to watch” list here: <a href="https://tinyurl.com/yypwvwxv">https://tinyurl.com/yypwvwxv</a></p>

<b>Finding the Good Life (wellness) (options include interviewing YOUR expert)</b>	A television series highlighting all things relating to health and wellness in general. The show features prominent leaders in an array of health and wellness fields, ground-breaking science and technology, and brands and solutions promoting nutrition, behavioral change, monitoring, and more. With over 200 airings in over 160 markets, boasting a TV household reach over 106 million. View the show reach/clearance list here <a href="https://bit.ly/2wFdCv9">https://bit.ly/2wFdCv9</a>
<b>Living Modern (options include interviewing YOUR expert)</b>	Daytime lifestyle talk show airing in 197 US DMAs (95% of market reaching 111,065,740 TV households), Canada and The Caribbean! View reach metrics here <a href="https://bit.ly/2NKJYbU">https://bit.ly/2NKJYbU</a>
<b>America Trends (options include interviewing YOUR expert)</b>	An evening prime time lifestyle show that features subjects that matter to all Americans ranging from pop culture to up to the moment, trending content. It airs on the Youtoo America network, reaching 45.2 Million Potential Households - A Potential Reach of 113 Million People. View reach metrics here: <a href="http://bit.ly/2z1upZF">http://bit.ly/2z1upZF</a>
<b>California Life (options include interviewing YOUR expert)</b>	Show airs weekly across the U.S. on 200+ TV stations, reaching 54+ million households with estimated audience of 1.8 million! In California, alone, show reaches upwards of 15 million households on more than a dozen TV stations, including ABC, NBC and CBS. There's also International Coverage plus visibility on the program's social media network. View reach analytics, etc. here: <a href="https://tinyurl.com/yxoj6jmv">https://tinyurl.com/yxoj6jmv</a> and segment example here: <a href="http://bit.ly/2knN7jh">http://bit.ly/2knN7jh</a>
<b>Savvy Ventures   FOX Business Network (national) (options include interviewing YOUR expert)</b>	Your choice of interview or company/brand spotlight on this half-hour long business talk show that airs weekend daytime nationwide on Fox Business Network, the #1 ranked business news network in the U.S. The show features entrepreneurs and executives from companies ranging from local upstarts to multi-billion international household brands. Audience consists of business decision makers and well above-average net worth individuals, making the show great for both B2B and B2C companies. View interview examples here <a href="https://tinyurl.com/y6dox4vb">https://tinyurl.com/y6dox4vb</a>
<b>Spotlight Television   FOX Business Network (national) (options include interviewing YOUR expert)</b>	Your choice of interview or company/brand spotlight on this half-hour long business talk show that airs nationwide on Fox Business Network, the #1 ranked business news network in the U.S. The show features entrepreneurs and executives from companies ranging from local upstarts to multi-billion international household brands. Audience consists of business decision makers and well above-average net worth individuals, making the show great for both B2B and B2C companies. View interview examples here <a href="https://bit.ly/2sVJdpZ">https://bit.ly/2sVJdpZ</a>
<b>National Top-Tier TV Shows - Guest Booking</b>	Guest booking services for various national TV shows – see FOX Business Network example from the hugely popular Varney & Company cable/TV show (weekdays 9 AM-12 PM/ET) <a href="#">here</a> , <a href="#">here</a> , <a href="#">here</a> , <a href="#">here</a> and <a href="#">here</a> – this show is the highest rated market program on television.
<b>The Big Biz Show (options include interviewing YOUR expert)</b>	Three-time Emmy-winning “business lifestyle” talk show featuring cool innovations and inventions as well as interesting entrepreneurs and executives. It airs nationally on BIZ TV reaching 56.3 Million Potential Households (metrics here <a href="http://bit.ly/2Fd4X5I">http://bit.ly/2Fd4X5I</a> ); and the Youtoo America network reaching 45.2 Million Potential Households (metrics here: <a href="http://bit.ly/2z1upZF">http://bit.ly/2z1upZF</a> ) - A Combined Potential Reach of 253.8 Million People. Plus distribution on the Tivo DVR service available in 50 Million homes worldwide.
<b>Newswatch (options include interviewing YOUR expert)</b>	Airs with 239 TV outlets in 239 markets all across the United States (100% of top 20 DMAs), with a total viewership over 3.2 million. More information here: <a href="http://bit.ly/2pQcxHp">http://bit.ly/2pQcxHp</a> and here: <a href="http://bit.ly/2pGfNFJ">http://bit.ly/2pGfNFJ</a>
<b>Audience Giveaways: Ellen, CBS' The Talk, The Doctor's</b>	CBS' The Doctor's: 116 units valued at \$100+ required + nominal product placement facilitation fee NBC's The Ellen DeGeneres Show: 400-425 units valued at \$250+ required; CBS' The Talk: 300-325 units valued at \$100+ required + nominal product placement facilitation fee
<b>CBS Network Shows – Top Tier</b>	Dr. Phil, The Doctors, Rachel Ray, Wendy Williams, Entertainment Tonight, Inside Edition...
<b>ABC Network Shows – Top Tier</b>	<b>Good Morning America</b> - M-F 7-9a ET, Sat/Sun 7-8a ET ---- <b>The View</b> : M-F 10a-11a ET <b>Live With Kelly &amp; Ryan</b> : M-F 9-10a ET (syndicated in 90%+ in US) ---- <b>The Chew</b> : M-F 12n-1p ET <b>Jimmy Kimmel Live</b> : M-F 1135p-1235a ET
<b>Satellite Media Tour</b>	Guaranteed 13 million TV, Radio and OOH impressions plus 80+ million digital reach. Airs in major markets

<b>Regional Television – IN SHOW:</b>	<b>‘Unplugged with Eraldo’ Show   WLNY New York</b> <i>(options include interviewing YOUR expert)</i>	Lifestyle weekend show that airs on the CBS owned/operated WLNY in New York, the #1 DMA with nearly 7.4 million TV homes in the region. More show info: <a href="http://www.UnpluggedWithEraldo.com">www.UnpluggedWithEraldo.com</a>
	<b>Atlanta &amp; Company   NBC WXIA-TV</b> <i>(options include interviewing YOUR expert)</i>	Atlanta is the #10 U.S. TV market reaching 2,412,730 households (2.104% of the U.S.). Program viewership +/- 13K-17K. View coverage map here: <a href="http://bit.ly/2kFucQY">http://bit.ly/2kFucQY</a> and segment examples here: <a href="http://bit.ly/2u216l3">http://bit.ly/2u216l3</a>
	<b>The Morning Blend   ABC KTNV Las Vegas and/or WFTS Tampa/St. Petersburg</b> <i>(options include interviewing YOUR expert)</i>	Lifestyle show that airs on ABC in two markets: Tampa/St. Petersburg (#11 DMA market) and Las Vegas (top 40 DMA market). View example <b>Tampa</b> segments and reach metrics here <a href="http://bit.ly/2tuH97N">http://bit.ly/2tuH97N</a> and here <a href="http://bit.ly/2ueDRmn">http://bit.ly/2ueDRmn</a> , respectively. View example <b>Vegas</b> segments here <a href="http://bit.ly/2us8ZkW">http://bit.ly/2us8ZkW</a> .
	<b>KTLA Los Angeles – LIVE ON SET</b>	Inclusion in The Luxe List’s ON-SET (in-studio) ‘Fab Finds’ segment <b>within</b> the hugely popular <b>KTLA Morning News</b> —Los Angeles’ most watched AM news program airing throughout the greater LA region. LA is the #2 DMA market in the U.S. boasting over 5.6 million TV households. View example segments here <a href="https://bit.ly/2E2ocOy">https://bit.ly/2E2ocOy</a> and learn more about the program here: <a href="https://bit.ly/2yzoqbP">https://bit.ly/2yzoqbP</a>
	<b>Good Day Marketplace   WTTE FOX 28 Columbus, OH</b> <i>(options include interviewing YOUR expert)</i>	Lifestyle show that airs WTTE/FOX 28 in Columbus, Ohio, which is a top 35 DMA market. View example segments here <a href="https://bit.ly/2Naxai4">https://bit.ly/2Naxai4</a>
	<b>ABC-TV’s Sonoran Living Phoenix, AZ</b> <i>(options include interviewing YOUR expert)</i>	Lifestyle and Entertainment Show that airs ABC15 in Phoenix, Arizona, the #12 DMA in the U.S. View example segments here <a href="http://bit.ly/1kMdwoP">http://bit.ly/1kMdwoP</a> and media kit here: <a href="http://bit.ly/2zy3d0P">http://bit.ly/2zy3d0P</a>
	<b>Indy Style TV (WISH-TV)</b> <i>(options include interviewing YOUR expert)</i>	Indianapolis - reaches 17,000 total households/18,500 viewers on WISH and WNDY (1.7 million viewers), 3.5 million web site users (segments post online in perpetuity). View more about the program’s coverage here: <a href="http://bit.ly/2kTgBrn">http://bit.ly/2kTgBrn</a> and view example segments here: <a href="https://bit.ly/2KUtXyj">https://bit.ly/2KUtXyj</a>
	<b>ABC10 News San Diego</b>	“San Diego Connects” feature segment in top 30 DMA/market focused on your brand or business. Reaches appx. 18,100 households and 21,400 adults ages 18 plus. View example video here: <a href="https://bit.ly/2HTzsOs">https://bit.ly/2HTzsOs</a>
	<b>NBC-TV’s “Gulf Coast Today” Show   WPMI Mobile-Pensacola, FL</b> <i>(options include interviewing YOUR expert)</i>	Lifestyle show that airs on two different broadcast stations in the Mobile/Pensacola market, in both the daytime and evening timeframe: WPMI NBC15 1230-1p & WJTC UT44 6-630p reaching over 524,000 households combined. See show Web site here: <a href="https://bit.ly/2VXu5m0">https://bit.ly/2VXu5m0</a>

NBC-TV's "6 in the Mix" Show   WTVJ Miami	Lifestyle show that airs in Miami market, the #16 DMA, with nearly 1.7 million TV homes in the region. Reaches appx. 18,000 households. View segment example here: <a href="https://bit.ly/2LkjMnn">https://bit.ly/2LkjMnn</a>
ABC-TV's Mile High Living   Denver, CO	"Mile High Living" feature segment that airs weekday mornings at 11:30 a.m. on Denver7 in top 20 DMA/market focused on your brand or business to air on ABC-TV Denver, CO. View segment examples here: <a href="https://bit.ly/2SS2sM0">https://bit.ly/2SS2sM0</a>

**Regional Television – COMMERCIAL SPOT TIME:**

PIX11 Morning News   The CW New York	Daily weekday lifestyle show that airs adjacent to the Emmy Award-winning PIX11 Morning News in the 9am hour on The CW in New York, the #1 DMA with nearly 7.4 million TV homes in the region. See example here: <a href="https://youtu.be/rl-xAcGTpG8">https://youtu.be/rl-xAcGTpG8</a>
<b>ALL MARKETS/STATIONS IN U.S.:</b> NBC, CBS, ABC, FOX, CW Affiliates +++	Spotlight segments can air adjacent to regional (i.e., local news) and/or national (i.e., TODAY Show, GMA, Ellen, etc.) programming, in any and all markets in the United States, including top regions like New York, San Francisco, Dallas, Miami, Chicago and ANY other U.S. market of brand's choosing. Not guaranteed, but usually/often plays first out of adjacent show. View example brand spotlight vignette videos here: <a href="https://bit.ly/2GoqoSK">https://bit.ly/2GoqoSK</a>
FOX News GO   FOX Business GO Online TV ~ Brand Promotion Videos/Commercials	Promotional 30-second video/commercial spot (that you can provide as turnkey or that we can produce for you) to air as a targeted Internet campaign on FOX News Go and/or FOX Business GO (TV Everywhere – "Watch Live" digitally via <a href="http://FOXNews.com">FOXNews.com</a> and <a href="http://FoxBusiness.com">FoxBusiness.com</a> ). This TV Everywhere commercial package shifts the platform of your brand or company-promoting videos/commercials from cable/satellite to the world wide web. Your 30-second video/commercial will be distributed via non-skippable videos delivered based on targeted audience criteria (demographics, geography, behavior, interests and more). View more information regarding Fox News GO here <a href="https://bit.ly/2Rn4Ube">https://bit.ly/2Rn4Ube</a> and Fox Business GO here <a href="https://bit.ly/2R04ng6">https://bit.ly/2R04ng6</a>
Times Square Video Billboards	Hourly, daily, weekly, monthly and quarterly options to broadcast your video/s on various Times Square screens. Choose from several different locations, sizes and packages to display your company's messages, visuals and more.

**Radio:**

'The Smart Play' Radio Show   Phoenix/Scottsdale	Airs on NBC Sports Radio Phoenix/Scottsdale -- the top-ranked #14 U.S. Radio Market)
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