

**Miami / Fort Lauderdale
Presents:**



Savvy Living

www.SavvyLiving.tv

Hosted by Internationally-Regarded Lifestyle Expert

Merilee Kern



Savvy Living Miami / Ft. Lauderdale combines the power of broadcast TV, editorial and digital marketing in a uniquely bundled content partnership!



Savvy Living is a fun and fast-paced half hour lifestyle weekend TV show that airs on the to-rated CBS owned and operated [WBFS-TV](#) in Miami-Fort Lauderdale, a [top 20](#) DMA in United States with nearly 1.7 million TV homes. The show helps viewers end their weekends informed and entertained, and is targeted to both Miami's hugely desirable, highly educated, above average net worth local resident demographic and tourist base.

Show content covers a myriad of daily living topics, from interesting experts and exciting local events to innovative lifestyle-enhancing products and services to dreamy travel destinations...and everything in between. This show highlights many of the remarkable people and businesses throughout America, as well as products, services, travel locations, and more that are highly relevant, and of interest to, Miami residents and the revered city's burgeoning tourist community.

Your business, products, services, and message can be featured during a Savvy Living-hosted segment—whether that be a Skype, SMT, look live or pre-tape interview with YOUR expert, or the charismatic host can showcase your brand and its features/benefits on her own (expert interview not required). Each brand will also be featured in (bundled with) a syndicated editorial/article to run with multiple publishers within The Luxe List International News Syndicate, which will also be promoted via The Luxe List's social media platforms.