



Presents:



Savvy Living

www.SavvyLiving.tv

Hosted by Internationally-Regarded
Lifestyle Expert

Merilee Kern





Savvy Living San Diego 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 top-rated CBS8 KFMB-TV San Diego—"America's Finest City." The show helps viewers end their weekends informed and entertained, and is targeted to both San Diego'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, San Diego 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.

THE SAN DIEGO DMA

SAN DIEGO UNIVERSE ESTIMATES¹

TV HOUSEHOLDS	987,760 (RANK 29)
CABLE HHS	571,913 (57.9%)
BLACK TV HHS	60,990 (RANK 62)
HISPANIC TV HHS	251,020 (RANK 18)
ASIAN TV HHS	99,150 (RANK 14)

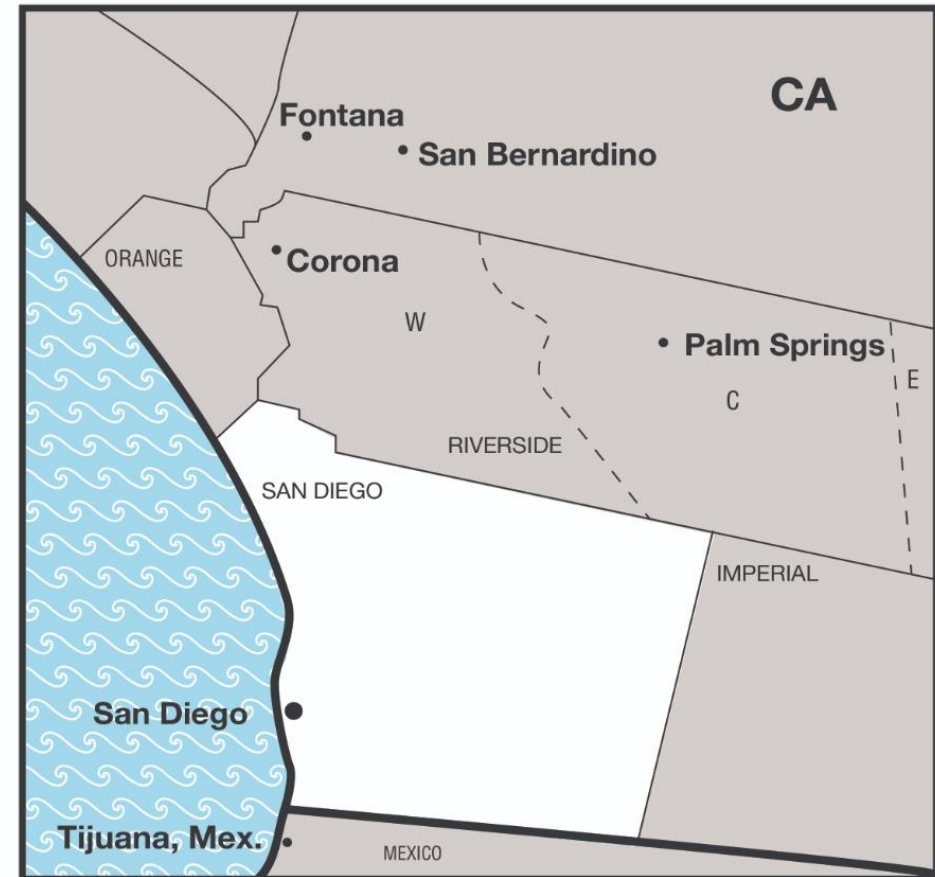
AGE/GENDER ESTIMATES¹

WOMEN 18+	1,091,469
MEN 18+	1,038,862
ADULTS 18-24	217,534
ADULTS 25-54	1,100,163
ADULTS 55+	812,634

BROADCAST WEEKLY REACH (HHs)²

KFMB	789,001	NFMB	450,203
KNSD	770,053	KPBS	473,671
KGTV	687,767	KUAN	131,503
KSWB	749,519	KBNT	112,933
KUSI	578,766		

SAN DIEGO, CA



Nielsen TV DMA® Region

• City — State Line □ Metro/Central DMA Area

Source:

¹ San Diego NSI Universe Estimates, 2018-2019

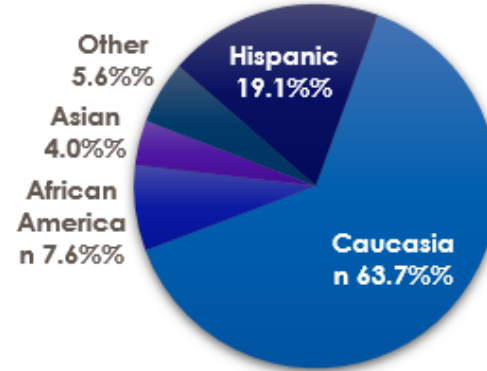
² NLTV Custom Reach Report, January 2019, Monday-Sunday 5a-2a, LivePlus



KFMB VIEWER PROFILE

FEMALE
52.9%

MALE
47.1%



AGE BREAKDOWN	% TARGET
18-34	19.5%
35-44	12.8%
45-54	17.7%
55-64	21.1%
65+	28.9%

EDUCATION LEVEL	% TARGET
HIGH SCHOOL GRAD	23.4%
SOME COLLEGE	36.0%
COLLEGE GRAD	20.5%
SOME POST GRAD	2.6%
POST GRAD DEGREE	13.5%

HH INCOME	% TARGET
LESS THAN \$30K	10.7%
\$30K-\$50K	22.8%
\$50K-\$75K	17.7%
\$75K-\$100K	16.4%
\$100K-\$150K	16.4%
\$150K+	16.0%

HOMEOWNERSHIP	% TARGET
HOMEOWNER	59.5%
2 nd HOME OR REAL ESTATE	10.8%
\$500,000+ HOME VALUE	38.0%
\$750,000+ HOME VALUE	16.7%
ANY HOME IMPROVEMENT	40.0%



Source: San Diego Scarborough, 2019 Release I, Jan18-Jan19
KFMB M-Su 4a-2a cume

PRIMETIME PROGRAMMING

MONDAY

8:00PM-9:00PM – THE NEIGHBORHOOD/MAN WITH A PLAN
9:00PM-10:00PM- MAGNUM P.I.
10:00PM-11:00PM- BULL

TUESDAY

8:00PM-9:00PM – NCIS
9:00PM-10:00PM- FBI
10:00PM-11:00PM- NCIS: NEW ORLEANS

WEDNESDAY

8:00PM-9:00PM – SURVIVOR
9:00PM-10:00PM- THE WORLD'S BEST
10:00PM-11:00PM- CRIMINAL MINDS

THURSDAY

8:00PM-9:00PM – BIG BANG THEORY/YOUNG SHELDON
9:00PM-10:00PM- MOM/FAM
10:00PM-11:00PM- S.W.A.T.

FRIDAY

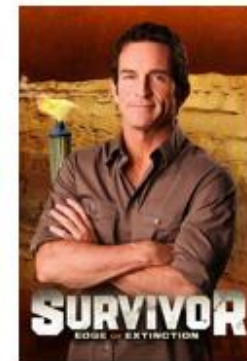
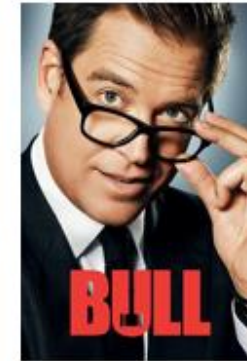
8:00PM-9:00PM – MACGYVER
9:00PM-10:00PM- HAWAII FIVE-0
10:00PM-11:00PM- BLUE BLOODS

SATURDAY

8:00PM-9:00PM – RANSOM
9:00PM-10:00PM- CRIMETIME SATURDAY
10:00PM-11:00PM- 48 HOURS

SUNDAY

7:00PM-8:00PM – 60 MINUTES
8:00PM-9:00PM – GOD FRIENDED ME
9:00PM-10:00PM- NCIS: LOS ANGELES
10:00PM-11:00PM- MADAM SECRETARY



MONDAY – FRIDAY PROGRAMMING



9:00a

Let's Make A Deal

10:00a

Price Is Right

12:00p

Inside Edition

12:30p

The Bold & The Beautiful

1:00p

The Young & The Restless

2:00p

The Talk

3:00p

Dr. Phil

4:00p

Judge Judy

7:00p

Entertainment Tonight

7:30p

Inside Edition

11:35p

The Late Show With Stephen Colbert

12:37a

The Late Late Show With James Corden