

Q4 2024

INSP **SNAPSHOT**



GIRLS WITH GRIT:
WOMEN OF THE WEST WEEKEND

AIRS 10/12-10/13

SAT/SUN 2PM

SAT 9PM

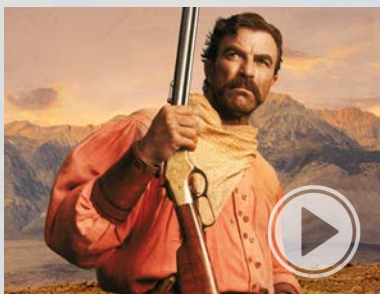
SUN 4PM

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
GUNSMOKE BONANZA, THE LOST EPISODES LARAMIE WAGON TRAIN THE HIGH CHAPARRAL THE RIFLEMAN THE VIRGINIAN CHEYENNE	WAGON TRAIN GUNSMOKE TALES OF WELLS FARGO LARAMIE	GUNSMOKE THE RIFLEMAN WILD WEST CHRONICLES TALES OF WALES FARGO FRIDAY MOVIE	THE VIRGINIA WILD WEST CHRONICLES WAGON TRAIN LARAMIE FRIDAY MOVIE TALES OF WELLS FARGO	SATURDAY THE RIFLEMAN THE HIGH CHAPARRAL THE BIG VALLEY SATURDAY MOVIE SUNDAY THE VIRGINIAN TALES OF WELLS FARGO DANIEL BOONE BONANZA, THE LOST EPISODES SUNDAY MOVIE	SATURDAY SATURDAY MOVIE THE YOUNG RIDERS THE RIFLEMAN SUNDAY SUNDAY MOVIE TALES OF WELLS FARGO	SATURDAY SATURDAY MOVIE GUNSMOKE TALES OF WELLS FARGO SUNDAY GUNSMOKE SUNDAY MOVIE	SATURDAY SATURDAY MOVIE THE HIGH CHAPARRAL SUNDAY SUNDAY MOVIE DANIEL BOONE

TOM SELLECK FRIDAY NIGHTS



QUIGLEY DOWN UNDER | FRIDAY, OCTOBER 4 | 9PM

Sharpshooter Matt Quigley is hired from Wyoming by an Australian rancher paying a very high price. But when Quigley arrives Down Under, all is not as it seems.

JESSE STONE: NIGHT PASSAGE | FRIDAY, OCTOBER 11 | 9PM

A former L.A. policeman takes a job as chief of police in Paradise, Massachusetts. His first task is to investigate the murder of his predecessor, which may have a connection to a local domestic abuse case.



LAST STAND AT SABER RIVER | FRIDAY, OCTOBER 18 | 9PM

A Confederate soldier returns after the war to reclaim his Arizona homestead. Desperate to rebuild his life, the man joins forces with a past Union enemy to make a stand for the one thing worth fighting for – his family.



CROSSFIRE TRAIL | FRIDAY, OCTOBER 25 | 9PM

A cowboy promises a dying friend that he'll watch over his wife and ranch after he's gone. When the cowboy travels to his deceased friend's ranch, he finds the widow and the ranch in turmoil.

TALES OF WELLS FARGO

STARTING FRIDAY, OCTOBER 4 | 11PM ET



The Wells Fargo Stagecoach line is under constant threat, often attacked, as drivers transport passengers, mail, payroll, and sometimes prisoners along routes in the Old West. So, the company hires special agent Jim Hardie. Follow Hardie as he investigates crimes and brings outlaws to justice—often encountering historical figures such as Belle Star, Doc Holliday, and The Dalton Gang, among others!

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.



47% FEMALE
53% MALE



68% CAUCASIAN
25% AFRICAN AMERICAN
7% OTHER



54% 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 ADS



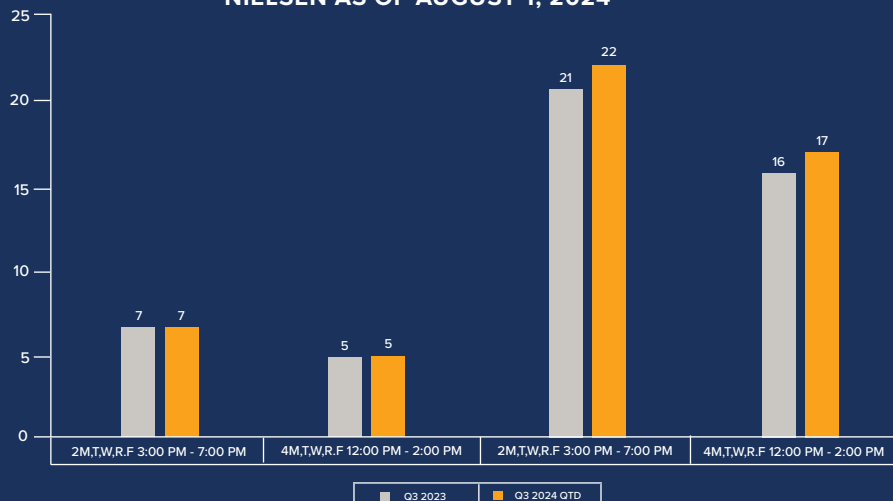
5 THINGS TO REMEMBER



1. INSP is currently in approximately 76% of pay tv households.
2. INSP is good on both young and old as we are in the top 6 out of all cable nets on Adults 50+ as well as being ranked in the top 20 on A35-64.
3. In addition to being a top 5 network on older men, INSP is also a top 10 network on older women.
4. INSP is #1 in average viewer tune in length for a whole gamut of demos ranging from adults 2554 to adults 35 plus and adults 50+.
5. Over 50% of viewers who watch INSP DON'T watch some of our biggest competitors like FXNC, MSNBC, CNN, and ME TV. So we offer advertisers good unduplicated reach.

INSP GROWTH YEAR OVER YEAR IMPRESSIONS (000)

NIELSEN AS OF AUGUST 1, 2024





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