

Q1 2025

# INSP **SNAPSHOT**

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**STONE COLD FRIDAYS:**  
**JESSE STONE MOVIE MONTH**

AIRS 1/3 - 1/24

FRIDAYS AT 9PM ET

# PROGRAMMING

ALL TIMES EST

<b>DAYTIME</b> MON-FRI 7AM-3PM	<b>FRINGE</b> MON-FRI 3PM-7PM	<b>PRIME</b> MON-FRI 7PM-12AM	<b>LATE NIGHT</b> MON-FRI 12AM-4AM	<b>DAYTIME WEEKEND</b> SAT & SUN 9AM-3PM	<b>FRINGE WEEKEND</b> SAT & SUN 3PM-7PM	<b>PRIME WEEKEND</b> SAT & SUN 7PM-12AM	<b>LATE NIGHT WEEKEND</b> SAT & SUN 12AM-4AM
<p>GUNSMOKE</p> <p>BONANZA, THE LOST EPISODES</p> <p>THE BIG VALLEY</p> <p>LARAMIE</p> <p>CHEYENNE</p> <p>THE RIFLEMAN</p> <p>THE HIGH CHAPARRAL</p> <p>WAGON TRAIN</p>	<p>WAGON TRAIN</p> <p>GUNSMOKE</p> <p>LARAMIE</p> <p>TALES OF WELLS FARGO</p> <p>CHEYENNE</p>	<p>GUNSMOKE</p> <p>HOW THE WEST WAS WON</p>	<p>HOW THE WEST WAS WON</p> <p>WILD WEST CHRONICLES</p> <p>WAGON TRAIN</p> <p>LARAMIE</p>	<p><b>SATURDAY</b></p> <p>THE RIFLEMAN</p> <p>THE HIGH CHAPARRAL</p> <p>THE BIG VALLEY</p> <p>SATURDAY MOVIE</p> <p><b>SUNDAY</b></p> <p>GUNSMOKE</p> <p>THE TALL TALES OF JIM BRIDGER</p> <p>DANIEL BOONE</p> <p>BONANZA, THE LOST EPISODES</p> <p>SUNDAY MOVIE</p>	<p><b>SATURDAY</b></p> <p>THE RIFLEMAN</p> <p>SATURDAY MOVIE</p> <p><b>SUNDAY</b></p> <p>TALES OF WELLS FARGO</p> <p>SUNDAY MOVIE</p>	<p><b>SATURDAY</b></p> <p>GUNSMOKE</p> <p>SATURDAY MOVIE</p> <p><b>SUNDAY</b></p> <p>GUNSMOKE</p> <p>SUNDAY MOVIE</p>	<p><b>SATURDAY</b></p> <p>THE RIFLEMAN</p> <p>THE HIGH CHAPARRAL</p> <p>SATURDAY MOVIE</p> <p><b>SUNDAY</b></p> <p>SUNDAY MOVIE</p> <p>DANIEL BOONE</p>



## NEW YEAR'S ROUNDUP: FRESH START MARATHON

**STARTING WEDNESDAY, JANUARY 1 | 7AM ET**

We ring in the new year by offering episodes of our regularly scheduled series which celebrate new beginnings, from the first episode in a series, to someone getting married, having a baby, starting a job and more.



## STONE COLD FRIDAYS: JESSE STONE MOVIE MONTH

**STARTING FRIDAY, JANUARY 3 | 9PM ET**

Tom Selleck plays the title character Jesse Stone, and is LOVED by our viewers. Jesse Stone: Benefit of the Doubt makes its' INSP premiere during this stunt.



## BEHIND THE BADGE: SALUTE TO LAW ENFORCEMENT

**STARTING FRIDAY, JANUARY 10 | 9PM ET**

Many of the series and movies shown on INSP, including our original movies and series, celebrate trustworthy, courageous, and reliable law enforcement. The film Texas Rangers makes its' INSP premiere.



## GREAT SCOTT! RANDOLPH SCOTT MOVIE WEEKEND

**STARTING SATURDAY, JANUARY 18 | 2PM ET**

The Bounty Hunter, Frontier Marshal and Gunfighters premiere during this stunt.

# 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.



48% FEMALE  
52% MALE



68% CAUCASIAN  
25% AFRICAN AMERICAN  
7% OTHER



66% 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 IDS

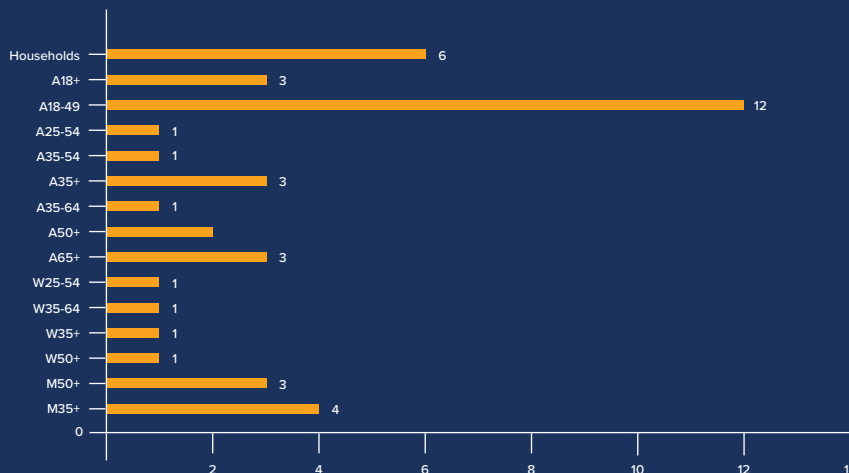


## 5 THINGS TO REMEMBER



1. INSP is a top 7 ranked cable network on both Households and Adults 18+
2. INSP is big on both old and young as it is top 6 on Adults 50+ and is also in the top 37% of all cable networks on Adults 25-54
3. INSP has almost the perfect balance of male and female as it is 52% male and 48% female
4. Ranked 6th on Adults 35+ in primetime, INSP is the 2nd ranked Cable Entertainment Network only behind HALL and ahead of 7th place TBS, 8th place HGTV, 9th place Newsmax, 10th place TNT and another 111 Cable Networks
5. INSP has the Parents Television Council Gold Seal of Approval for family friendly programming

## LENGTH OF TUNE RANK TED NIELSEN AS OF NOVEMBER 21, 2024





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