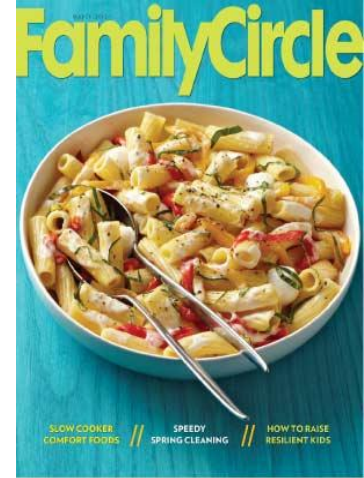
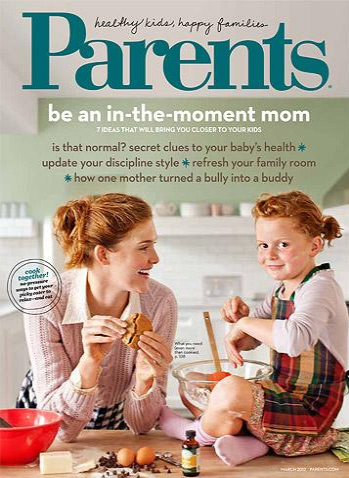




Media Kit

<http://www.better.tv/view/about-better>



show
Better

Part of.....



The Better Show is a daily 1 hour lifestyle program targeted to Women
Broadcast Monday – Friday in 155 TV markets across the country

Drawing on Meredith Publishing's vast editorial content the show is a mix of DIY, recipes, celebrity interviews, contemporary music performances, beauty, entertainment, health and wellness, relationships and topics of the day....

Advertiser Branded Content



The Better Show was built with advertiser content in mind...

With a team of award winning producers, we can seamlessly incorporate advertiser products and services into the show.

Better Show by the numbers..



Broadcast Ad Units

Branded Content / Product Placement

Video Pre-Roll / Online Content Video Views

360 Cross Integrations with Meredith Publishing

- Season 5 launched September 12, 2011
 - Season 6 renewed for September 2012
- 85 Million Homes
- 8 of the top 10 markets
- 75 of the top 100 markets / 75% coverage
- Projected 80%+ national clearance mid-season 2011-12
- 1000+ shows to date
- Time Periods. 65% 6a-12n 30% 12-4p
- 39 Weeks of original shows

...extended to all social platforms

Social Media



A nationally syndicated
lifestyle TV show



facebook.com/BetterTVshow



[@BetterTVShow](https://twitter.com/BetterTVShow)



youtube.com/better



tout.com/bettertvshow



betterTVshow.tumblr.com/

www.BetterTV.com

A DIVISION OF MEREDITH CORPORATION



In-Show Integration Opportunities

“Any product or service that serves our audience can be turned into a custom in-show segment”

- ✓ Award-winning creative team
- ✓ Brand new state-of-the-art studio in midtown Manhattan
- ✓ Full kitchen for food prep or recipe demonstration
- ✓ Performance area for music / comedy

Seasonal Topics:

Better Tricks and Treats
Thanksgiving Throwdown
Better Unwrapped / Ready, Set, Celebrate!
Better New Year / Better Winter
Better Superbowl Week / Better Be Mine
Better Spring Forward

Evergreen Topics:

Better Pet Week
Better Road Trip
Mother-Daughter Week
Wedding Week
Better to Save
Better in Bed

Branded Integration Examples



Lands End

<http://better.tv/view/holidays2-holidays-lands--end-great-gift-ideas>



Slice-O-Matic

<http://better.tv/view/food--amp--recipes2-food--amp--recipes-potato-flatbread>



Chase Safire Card

<http://better.tv/view/holidays2-holidays-chase-holiday-travel-help>



Pork Board

<http://better.tv/view/food--amp--recipes2-food--amp--recipes-cooking-with-pork-tips>



P&G Beauty/Walgreens

<http://better.tv/view/holidays2-holidays-great-gifts-under--10>



Coupons.com

<http://better.tv/view/better-ways-to-save-better-ways-to-save-better-ways-to-save--closet-space>



Product Placement / Title Sponsor Opportunities

Kitchen, Greenroom, Set Decoration, Performance Area,
Hair/Make-Up Room ,Coffee, Tablet Device



Anchor Table



Kitchen



Interview



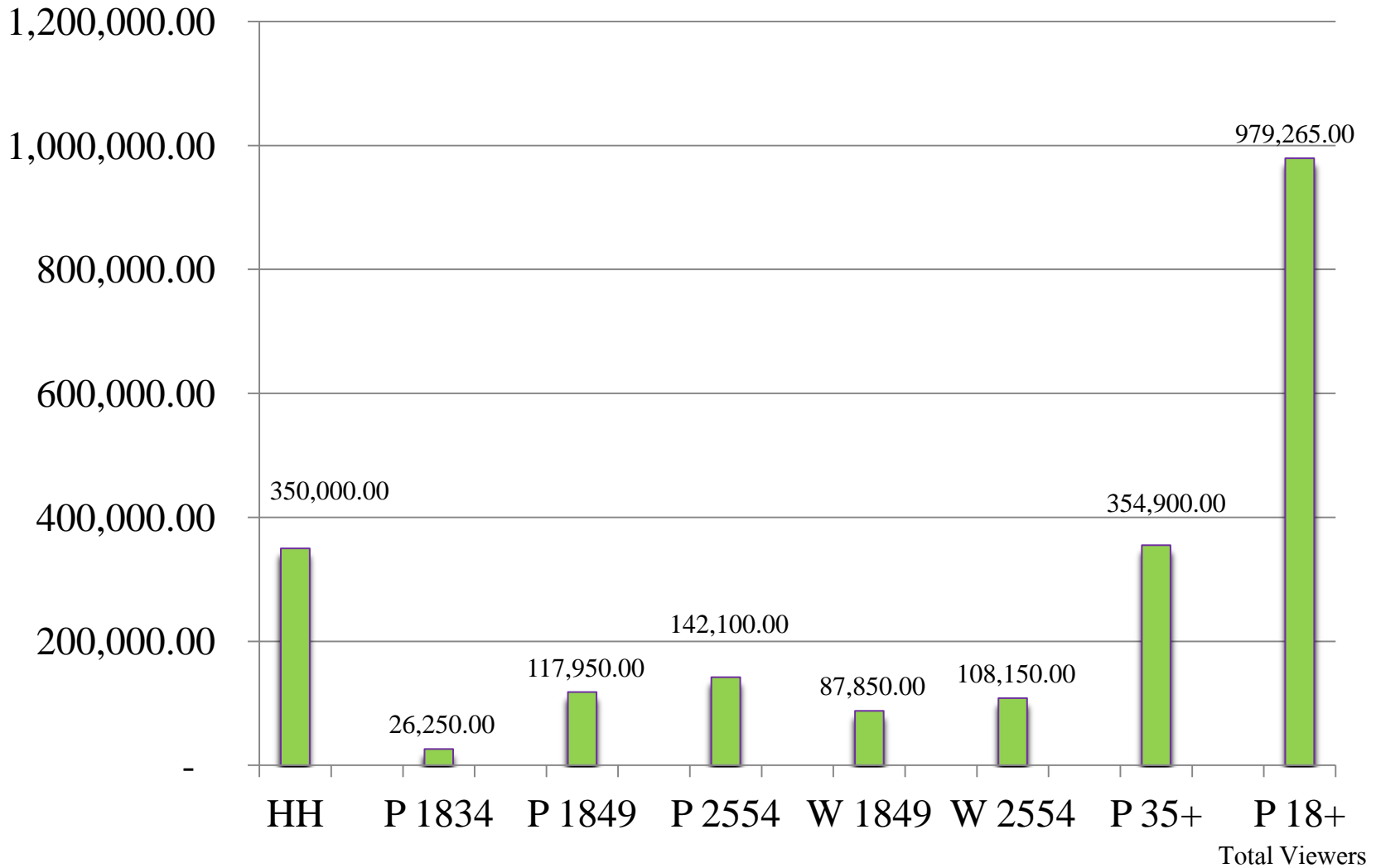
Green Room



Performance



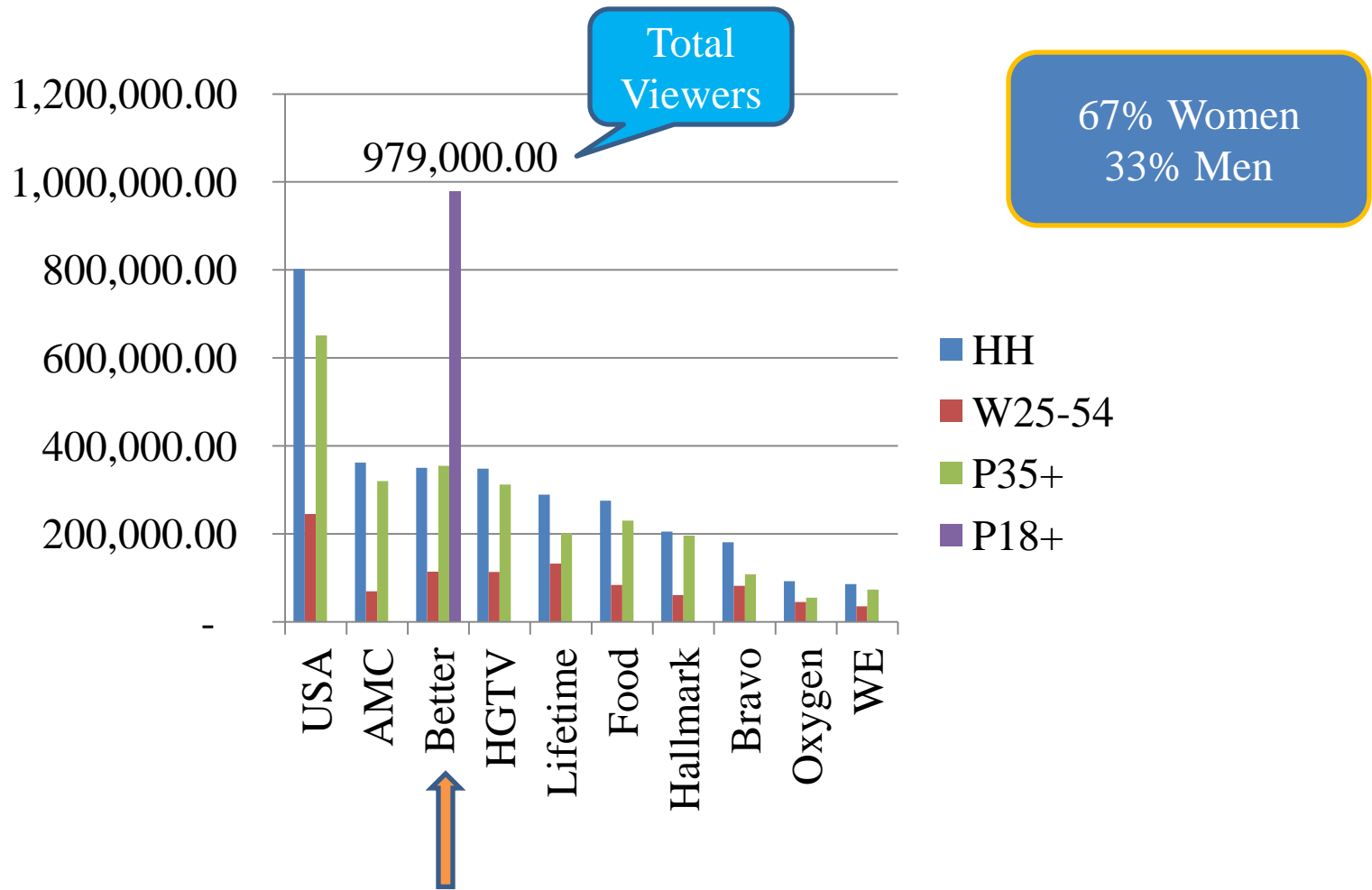
Viewership Estimates



Source: Meredith O&O Markets: Demos using VPVH average for Rachel Ray and The View | Live+SD Season To Date



Very Competitive With Major Cable Nets...



2011 Market Clearance List

150+ Markets Sold & Counting... Including 8 of the Top 10



New York	WNYW/FOX	Fox Television	3AM	Saginaw	WNEM/CBS	Meredith	9AM
Los Angeles	KCAL/IND	CBS	4AM	Toledo	WUPW/FOX	Lin TV	11AM
Chicago	WPWR/MYTV	Fox Television	7AM	Green Bay	WGBA/NBC	Journal	6AM
Philadelphia/Allentown	WFMZ/IND	Maranatha Brdcasting	11AM	Honolulu	KFVE/MYTV	Raycom Media	9AM
Dallas	KTXA/IND	CBS	5AM	Des Moines	KCWI/CW	Pappas Telecasting	2PM
San Francisco	KICU/IND	COX	8AM	Springfield, MO	KRBK/IND	Koplar Communications	9AM
Boston	WBIN/ MYTV	Shooting Star Brdcstng	1PM	Spokane	KAYU/FOX	Northwest	9AM
Atlanta	WGCL/CBS	Meredith	12PM	Omaha	KPTM/FOX	TTBG LLC	8AM
Phoenix	KPHO/CBS	Meredith	10AM	Portland, ME	WPXT/CW	New Age Media	9AM
Seattle	KIRO-DT/CBS	Cox	9AM	Columbia, SC	WZRB/CW	Roberts Brdcasting	9AM
Tampa/Sarasota	WWSB/ABC	Southern Brdcsstng Corp	9AM	Huntsville	WZDX/FOX	Grant Comm.	6AM
Cleveland	WBXN/CW	Winston	8AM	Rochester	WBG/MTV	Vision Comm.	10AM
Sacramento	KQCA/MTV	Hearst Television	1PM	Syracuse	WSYR/ABC	Newport TV	3PM
St. Louis	WRBU/MTV	Roberts Brdcasting	2012	Shreveport	KPXJ/CW	KTBS, Inc.	8AM
Portland	KPTV/FOX	Meredith	2PM	Champaign	WRSP/FOX	GOCOM	9AM
Pittsburgh	WPGH/FOX	Sinclair Brdcasting	4AM	Chattanooga	WFLI/CW	MSP Media	1PM
Raleigh-Durham	WRAZ/ FOX	Capitol Brdcasting	6AM	Jackson, MS	WRBJ/CW	Roberts Brdcasting	9AM
Baltimore	WBAL-DT/NBC	Hearst Television	1PM	Colorado Springs	KKTV/MTV	Gray Television	8AM
Indianapolis	WNDY/MTV	Lin TV	4AM	South Bend,IN	WHME-TV	LeSEA Broadcasting	4PM
San Diego	XDTV/CW	Groupo Televisa	9AM	Baton Rouge, LA	WGMB/WRBL	CommCorp of America	10AM
Nashville	WSMV/NBC	Meredith	1PM	El Paso, TX	KDBC/CBS	TTBG LLC	6AM
Hartford	WFSB/CBS	Meredith	3PM	Charleston, SC	WTAT/ WMMP	Cunningham Brdcasting	10AM
Kansas City	KSMO/MTV	Meredith	8AM	Johnstown-Altoona	WHVL/MTV	Channel Comm.	9AM
Salt Lake City	KJZZ/MTV	Miller Comm.	10AM	Evansville, IN	WAZE/CW	Roberts brdcasting	8AM
Cincinnati	WXIX/FOX	Raycom Media	12PM	Reno, NV	KAME/KXRI	Cox Broadcasting	9AM
Columbus	WWHO/CW	Lin TV	5AM	Tyler, TX	KFXK/KLNP	Warwick Comm.	11AM
Greenville	WHNS/FOX	Meredith	9AM	Springfield	WSHM/CBS	Meredith	6AM
San Antonio	KCWX/MTV	Corridor TV	7AM	Boise	KNIN/KIVI	Journal Brdcasting	8AM
Harrisburg	WLYH/CW	Newport TV	9AM	Macon, GA	WPGA/ABC	Radio Perry Inc.	9AM
Grand Rapids	WOTV/ABC	Lin TV	12PM	Santa Maria	KKFX/FOX	Cowles Publishing Corp.	11AM
Las Vegas	KVVU/FOX	Meredith	11AM	Lafayette, LA	KLAF/MTV	CommCorp, of America	10AM
Norfolk	WBVT/FOX	Lin TV	2AM	Yakima	KFFX/KCYU	Northwest	9AM
Austin	KBVO/MTV	Lin TV	9AM	Wausau, WI	WSAW-DT/MTV	Gray Television	9AM
Albuquerque	KASA/FOX	Lin TV	5AM	Medford	KMVU/FOX	Northwest	10AM
Greensboro	WXLW/CW	Sinclair Brdcasting	9AM	Panama City, FL	WJHG-DT/ CW	Gray Television	8AM
Buffalo	WNLO/CW	Lin TV	6AM	Binghamton	WICZ/FOX	Northwest	10AM
New Orleans	WWL/WUPL	Belo	6AM	Gainesville, FL	WMYG/ MYTV	New Age Media	6AM
Providence	WNAC-DT/FOX	Lin TV	12PM	Dothan	WTVY/MTV	Gray Television	9AM
Wilkes-Barre/ Scranton	WOLF/FOX	New Age Media	8AM	Elmira	WYDC/FOX	Vision Communications	9AM
Albany	WXXA/FOX	Newport TV	8AM	Harrisonburg, VA	WHSV-DT/MTV	Gray Television	9AM
Mobile-Pensacola	WFGX/MTV	Sinclair Broadcasting	4PM	Charlottesville	WAHU/FOX	Gray Television	8AM
Dayton	WDTN/NBC	Lin TV	9AM	Meridian, MS	WTOK-DT /MYTV	Gray Television	9AM
Fort Myers	WFTX/FOX	Journal Broadcasting	5AM	Parkersburg	WTAP-DT/FOX	Gray Television	8AM
Roanoke	WFXR/FOX	Grant Comm.	6AM	US Virgin Islands	WCVI/CW	Virgin Blue, Inc.	6PM
				*CW100+	70+ Markets	CW Network	



Studio – 805 Third Avenue New York, NY (49th Street)

Taping Schedule – Monday –Thursday 9a-12n

(Studio Tours Available)

Brendan Kelly

Ad Sales/Sponsorships

Brendanp.kelly@meredith.com

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917-359-0009 - c