

HorseCity.com TV, #1 watched equestrian program in all tested markets!



WHO: Produced by the award winning team at HorseCity.com. Rated #1 by Forbes and renowned as the Internet's largest equestrian portal

WHAT: A grass roots 30 minute television program for people passionate about horses and the lifestyle associated with horses.

WHEN: Seen 20 times per month, Wed, Thur. & Sat. to **25 million** potential homes per airing.

WHERE: RFD-TV on Dish Network, DirecTV and MediaComm cable.



Who is watching?

Primary: Adults 25-54

Secondary: Woman 25-54

Average Income: Over \$120k

Horses owned: 80% over 2

Hours watching TV each week: 15

What do you get?

1. 20 airings per month to over **25 MILLION** homes
2. One- 30 second commercial in the program
3. **Exclusivity within your product category**
4. FREE editing of custom broadcast commercial

Total cost: \$3,000 per month

