



AWME

A WEALTH OF ENTERTAINMENT

**A Lifestyle and Entertainment Network
in Standard and High Definition, 3D and VOD**

**FAMILY FRIENDLY
ASPIRATIONAL WITH BROAD APPEAL
UNIQUE & ORIGINAL PROGRAMMING**

Vicarious living at its finest. Let your viewers live it now.

- Exotic Travel
- Arts and Entertainment
- International News
- Culinary Delights
- Health and Living
- Fashion
- Exquisite Shopping
- and much more...

Order Placement & Traffic Coordinators:

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Network Program Schedule

(For the latest Schedule See <http://www.wealthtv.com/listingstoday.php>)

Time ET	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
4:00 PM	Secret Civilizations	Masters of Illusion	Wealth on the Water	Masters of Illusion	Wealth on the Water	The Roman Empire	Lux Lifestyle
4:30 PM							Wonders of the World
5:00 PM	Wealth International News	Secret Civilizations	WOW!				
5:30 PM	Best Of		Treasures From the Past				
6:00 PM	Restaurant Makeover	Let's Shop	Restaurant Makeover	Let's Shop	Restaurant Makeover	Wonders of the World	Lux Lifestyle
6:30 PM						Treasures From the Past	Lux Lifestyle
7:00 PM	Wealth in the Air	Uncover	Wealth in the Air	Uncover	Special: USS Midway	Treasures From the Past	Uncover
7:30 PM	Distant Shores	Uncover	Distant Shores	Uncover	Distant Shores	Wonders of the World	Uncover
8:00 PM	Top Travel	Boys Toys	Top Billing	Boys Toys	Social	Wonders of the World	Private Islands
8:30 PM	Top Travel	Boys Toys	Top Billing	Boys Toys	Social	Palatial Passport	Private Islands
9:00 PM	Culinary Travels	Boys Weekend	Treasures From the Past	The Collection	Culinary Travels	Tales of Castles & Kings	Uncover
9:30 PM	Culinary Travels	Boys Weekend	Treasures From the Past	The Collection	Culinary Travels		Uncover
10:00 PM	Secret Civilizations	Masters of Illusion	Behind the Name	Masters of Illusion	The Enchanted Hill	The Roman Empire	Lux Lifestyle
10:30 PM							Lux Lifestyle
11:00 PM	Secret Civilizations	Takeoff	Wealth on the Water	Private Islands	Restaurant Makeover	Secret Civilizations	India: The Royal Experience
11:30 PM		Takeoff		Private Islands			Lux Lifestyle

3:00 AM	Secret Civilizations	Masters of Illusion	Behind the Name	Masters of Illusion	Behind the Name	The Roman Empire	Uncover
3:30 AM							Uncover
4:00 AM	Secret Civilizations	Uncover	Wealth on the Water	Uncover	Wealth on the Water	Intelligence	Intelligence
4:30 AM		Uncover					
5:00 AM	Treasures from the Past	Intelligence	Culinary Travels	Intelligence	Treasures From the Past	Intelligence	Intelligence
5:30 AM	Treasures from the Past		Culinary Travels		Treasures From the Past		

*Scheduling subject to change without notice.



Programming Highlights



Wealth On Wheels

Hit the road in style with Wealth on Wheels. We're bringing you the latest trends on the road today - from green cars to custom cycles. [Go ->](http://awetv.com/wealthonwheels.php)
<http://awetv.com/wealthonwheels.php>



WOW! (World Travel)

Get ready to jet-set! We're visiting the most affluent neighborhoods around the world - and letting you live like a local with WOW! [Go ->](http://awetv.com/wow.php)
<http://awetv.com/wow.php>



Culinary Travels

Get ready for mouthwatering adventure with Culinary Travels. Food enthusiast Dave Eckert samples flavors from gourmet to everyday while exploring charming cities all around the world. [Go ->](http://awetv.com/culinarytravels.php)
<http://awetv.com/culinarytravels.php>



Palatial Passport

Palatial Passport will take you around the world to see historic estates – and we'll give you a first hand look at what life was like at the top. [Go ->](http://awetv.com/palatialpassport.php)
<http://awetv.com/palatialpassport.php>



Wealth On The Water

Sail away with Wealth on the Water. We're taking you on the waves in multi-million dollar mega yachts to see how easy it is to invest in life on the ocean. [Go ->](http://awetv.com/wealthonthewater.php)
<http://awetv.com/wealthonthewater.php>



One America News/Wealth International News

Wealth International News brings you the top stories from around the globe – including breaking business and entertainment headlines. [Go ->](http://awetv.com/news)
<http://awetv.com/news>



Championship Boxing - LIVE!

WealthTV presents live championship boxing from around the world. Enjoy the action ringside in life-like HD and 3D. Don't let your subscribers miss it! [Go ->](http://awetv.com/fightnight.php)
<http://awetv.com/fightnight.php>



Takeoff (Adventure Travel)

Journey off the beaten path to explore paradise with Takeoff. Host Ashley Colburn takes you around the world to find adventure, history and culture in the most exotic escapes. [Go ->](http://awetv.com/takeoff.php)
<http://awetv.com/takeoff.php>



[Click here](http://awetv.com/about) to watch the WealthTV Sizzle Reel online.

<http://awetv.com/about>

Home Distribution Breakdown



TOTAL CHANNEL HOUSEHOLDS: SD & HD = 16.2 million

- Northwest - 1%**
SD & HD = 206,034
- Southwest - 12%**
SD & HD = 2,107,441
- North Central - 16%**
SD & HD = 2,637,442

- South Central - 19%**
SD & HD = 3,240,490
- Southeast - 16%** (Includes Puerto Rico and Caribbean)
SD & HD = 2,629,374
- Northeast - 36%**
SD & HD = 6,061,933

Coverage by State and Distribution Partners

M/SO NAME & HEAD END NAME
 ADAMS CABLE
 ALLIED
 ALLO COMMUNICATIONS LLC
 ANQUILLA
 AT&T U-VERSE TV
 AUDEAMUS, LLC
 BAJA BRDBND AKA CAROLINA BRDBND,ORANGE BRDBND
 BALDWIN COUNTY DSSI
 BARAGA TELEPHONE COMPANY
 BAY SPRINGS TELEPHONE COMPANY, INC.
 BEK COMMUNICATION COOPERATIVE
 BENTON MARKETING
 BERMUDA CABLEVISION
 BITWISE COMMUNICATIONS
 BOROUGH OF KUTZTOWN
 BOYCOM CABLEVISION
 BRANDENBURG TELEPHONE
 BRISTOL VA UTILITIES
 BROADWEAVE NETWORKS INC
 BROOKINGS MUNICIPAL UTILITIES dba SWIFTEL COM.
 BUCKEYE CABLEVISION INC.
 BUGGS ISLAND TELEPHONE COOPERATIVE
 CABLE AMERICA CORPORATION
 CABLE BAHAMAS
 CABLE CAYMAN
 CABLE TV ARUBA
 CABLEVISION OF MARION COUNTY
 CALAVARAS CABLEVISION
 CANBY TELEPHONE ASSOC.
 CAVALIER
 CBC BROADBAND HOLDINGS LLC
 CENCOM INC.
 CHARITON VALLEY COMM.
 CHARTER COMMUNICATIONS
 CHIBARDUN CABLE / CTC TELECOM INC.
 CITY OF BURLINGTON DBA BURLINGTON TELECOM
 CITY OF KETCHIKAN/ KPU COMM.
 CITY OF LEBANON NOW CINCINNATI BELL
 CITY OF POPLAR BLUFF
 CITY OF SALISBURY
 COLUMBUS COMM.
 COMMUNITY CABLE SVC
 CONCEPT COMM. CORP
 CONSOLIDATED
 COYOTE BROADBAND
 CRAIGVILLE TELEPHONE CO.
 CRAW-KAN TELEPHONE
 CRST TELEPHONE AUTHORITY
 CUNNINGHAM COMMUNICATIONS
 DUNCAN CABLE TV
 DAVIDSON CABLE
 ENHANCED TELECOMMUNICATIONS CORP. INC.
 ENTERTAINMENT SYSTEMS
 ETEX COMMUNICATIONS
 EVEREST CONNECTIONS CORP
 EXOP OF MISSOURI, INC.
 FAIRPOINT COMMUNICATIONS
 FAMILYVIEW CABLEVISION
 FARMERS TELECOMMUNICATION COOPERATIVE INC.
 FIDELITY CABLEVISION
 FILMON.Com
 FLOW aka COLUMBUS COMMUNICATIONS fka SAUCE
 FRONTGATE NETWORKS, LLC
 FRONTIER COMMUNICATIONS
 GARDEN VALLEY TELEPHONE COMPANY
 GCI
 GENERAL SATELLITE
 GLASGOW ELECTRIC BOARD
 GOLDEN RAIN FOUNDATION
 GRAFTON TECHNOLOGIES
 GRANBY TELEPHONE COMMUNICATIONS, GTC VIDEO INC.
 GRANDE COMMUNICATIONS
 GREEN HILLS COMMUNICATIONS, INC.
 GRENADA
 GUADALUPE VALLEY TELE. COOP

HAYNVEILLE
 HEARTLAND CABLE INC
 HIAWATHA COMMUNICATIONS, INC.
 HOME COMMUNICATIONS IN
 HOMETOWN CABLE PLUS
 HOOD CANAL COMMUNICATIONS
 HOTWIRE COMMUNICATIONS
 HTC COMMUNICATIONS
 INDEPENDENCE MUNICIPAL TELECOMM UTILITY
 I-PROVO (PROVO CITY)
 JAMAICA AMALGAMATED
 KENTUCKY RURAL TELE. COOP
 LE-RU TELEPHONE COMPANY
 LOGIC ONE
 MANTI TELACOM COMMUNICATIONS
 MARCO ISLAND CABLE
 MAYARO CABLE
 MCDONALD COUNTY MULTIMEDIA LLC
 MERRIMAC COMMUNICATIONS
 MESTH NETWORKS LLC.
 NEVIS
 NORTH CENTRAL TELEPHONE COOPERATIVE. INC.
 NORTH STATE COMMUNICATIONS
 NORTHEAST MISSOURI RURAL TELEPHONE COMPANY
 NORTHWEST COMM.
 NTS COMM. INC
 OMNI
 SAN JUAN CABLE AKA, ONELINK
 PALMETTO RURAL TELEPHONE CORP., INC.
 PERRY SPENCER COMMUNICATIONS d/b/a PSC
 PHONOSCOPE LTD
 PINEHILLS PRIVATE
 RAINIER CONNECT
 RANDOLPH TELEPHONE
 RCN TELECOM SERVICES INC.
 RINGGOLD TELEPHONE CO.
 ROOMLIX
 SATELLITE RECEIVERS LTD.
 SEE-TV, LLC
 SERVICE ELECTRIC BRBND CABLE
 S-GO VIDEO
 SKY ANGEL AKA FAVE
 SMART CITY TV
 SMITHSVILLE TELECOM, LLC
 SOMERFIELD CABLE TV
 SOUTHWEST ARKANSAS TELEPHONE COOPERATIVE, INC.
 SPRUCE KNOB
 ST. KITTS
 ST. LUCIA
 SUNFLOWER
 SUREWEST
 TDS TELECOM
 TELECOM
 TELECOMMUNICATION SERVICES OF TRINIDAD AND TABAGO LIMITED
 TELSTAR
 TRI-COUNTY TEL. ASSOC
 TV MAX
 UNITED TELEPHONE MUTUAL AID CORP
 US CABLE
 UTAH TELECOMMUNICATIONS OPEN INFRASTRUCTURE AGENCY
 UTOPIA
 VALLEY TELE. COOP VIA IP PRIME
 VERIZON FIOS TV
 VOLCANO VISION
 VTX COMMUNICATIONS
 W. KENTUCKY RURAL VIA IP PRIME
 W.T. SERVICES INC.
 WAVE BROADBAND
 WAYCROSS CABLE COMPANY
 WESTERN BROADBAND
 WESTSTAR, SEE CITN/WESTSTAR
 WILSON ENTERPRISES, AKA SATCOM
 WORLD ON WIRELESS
 YADKIN VALLEY TELEPHONE
 YELCOT TELEPHONE
 ZITO MEDIA

STATE	SD CHANNEL	HD CHANNEL	TTL CHANNEL HOMES
AK	112,224	73,128	185,352
AL	73,190	47,728	120,918
AR	14,668	9,158	23,826
AZ	17,085	3,828	20,913
CA	1,073,868	765,366	1,839,234
CO	307	338	645
CT	91,240	56,301	147,541
DC	1,122	347	1,469
FL	597,747	476,954	1,074,701
GA	168,181	109,253	277,434
IA	0	196	196
IL	296,786	184,101	480,887
IN	148,554	88,726	237,280
KS	39,537	16,121	55,658
KY	26,213	13,117	39,330
LA	51,305	47,769	99,074
MA	243,967	234,441	478,408
MD	637,332	616,995	1,254,327
ME	3,964	355	4,319
MI	236,883	137,296	374,179
MN	8,246	764	9,010
MO	244,170	150,576	394,746
MS	18,677	10,767	29,444
MT	0	57	57
NC	136,341	49,890	186,231
ND	4,755	190	4,945
NE	9,396	200	9,596
NH	13,616	3,289	16,905
NJ	42,304	2,010	44,314
NJ	129,473	88,877	218,350
NM	1,874	172	2,046
NV	40,917	10,691	51,608
NY	1,116,639	1,129,418	2,246,057
OH	183,906	123,055	306,961
OK	68,739	42,084	110,823
OR	36,119	25,772	61,891
PA	539,956	417,933	957,889
PR	47,320	16,298	63,618
RI	80,064	77,174	157,238
SC	117,008	36,199	153,207
SD	315	0	315
TN	93,998	58,689	152,687
TX	1,040,334	741,665	1,781,999
UT	711	213	924
VA	142,630	136,811	279,441
VT	772	297	1,069
WA	28801	21,759	50,560
WI	106,283	64,483	170,766
WV	33	0	33
Aruba	8,408	1,441	9,849
Bahamas	15,413	669	16,082
Bermuda	15,891	1,869	17,760
Cayman	3,666	3,135	6,801
Jamaica	6,055	0	6,055
Trinidad	50,607	1,585	52,192
Other	<u>7,308</u>	<u>533</u>	<u>7,841</u>
TOTAL:	8,194,918	6,100,083	14,295,001



Audience Demographic

AWE appeals to an affluent, educated male-skewed audience.

Demographic & Popularity Index Data:

- Target Audience Age: 25-49+.
 - 83% of the audience is 35 years old and up.*
 - 21% of the audience 21-34 years of age.*
- Men's College Degree: 1.10 pop index**
- High Household Income \$125k+: 1.18 pop index* (One of highest on lineup.)
- Ethnicity***:
 - African Males 1.04 pop index
 - Hispanic Males 1.07 pop index
 - Asian/Pacific Islanders 1.12 pop index
- Male viewers: 71%†

Highest Rated Day Parts ††

- Prime 8p–11p
- Prime Access (7p–8p) and Late Fringe (11p–2a)
- Early Fringe (4p–7p)
- Daytime (9a–4p)
- Early Morning (6a–9a)

Best Overall Performing Day(s):

- Saturday and Sunday

*Source: Kersey Research Strategies/Web Poll Data

**Source: Rentrak TV Essentials February 2012

**Source: Rentrak TV Essentials May 2012

† Website Poll

†† Source: Rentrak TV Essentials July 2012



Ad Rate Card

<u>Day</u>	<u>Daypart</u>	<u>Time (EST)</u>	<u>30 sec Rate</u>	<u>30 sec Fixed</u>	<u>Available Spots</u>
Weekday	Morning	6a-9a	\$50	\$65	12 spots/hr
Weekday	Day Time	9a-4p	\$50	\$65	12 spots/hr
Weekday	Early Fringe	4p-7p	\$50	\$65	12 spots/hr
Weekday	Prime Access	7p-8p	\$60	\$75	12 spots/hr
Weekday	Prime	8p-11p	\$70	\$90	12 spots/hr
Weekday	Late Fringe	11p- 2a	\$50	\$65	12 spots/hr
Weekday	Overnight	2a-6a	\$50	\$65	12 spots/hr
Weekend	Morning	6a-9a	\$60	\$75	12 spots/hr
Weekend	Day Time	9a-4p	\$65	\$80	12 spots/hr
Weekend	Early Fringe	4p-7p	\$70	\$90	12 spots/hr
Weekend	Prime Access	7p-8p	\$70	\$90	12 spots/hr
Weekend	Prime	8p-11p	\$65	\$80	12 spots/hr
Weekend	Late Fringe	11p- 2a	\$50	\$65	12 spots/hr
Weekend	Overnight	2a-6a	\$50	\$65	12 spots/hr



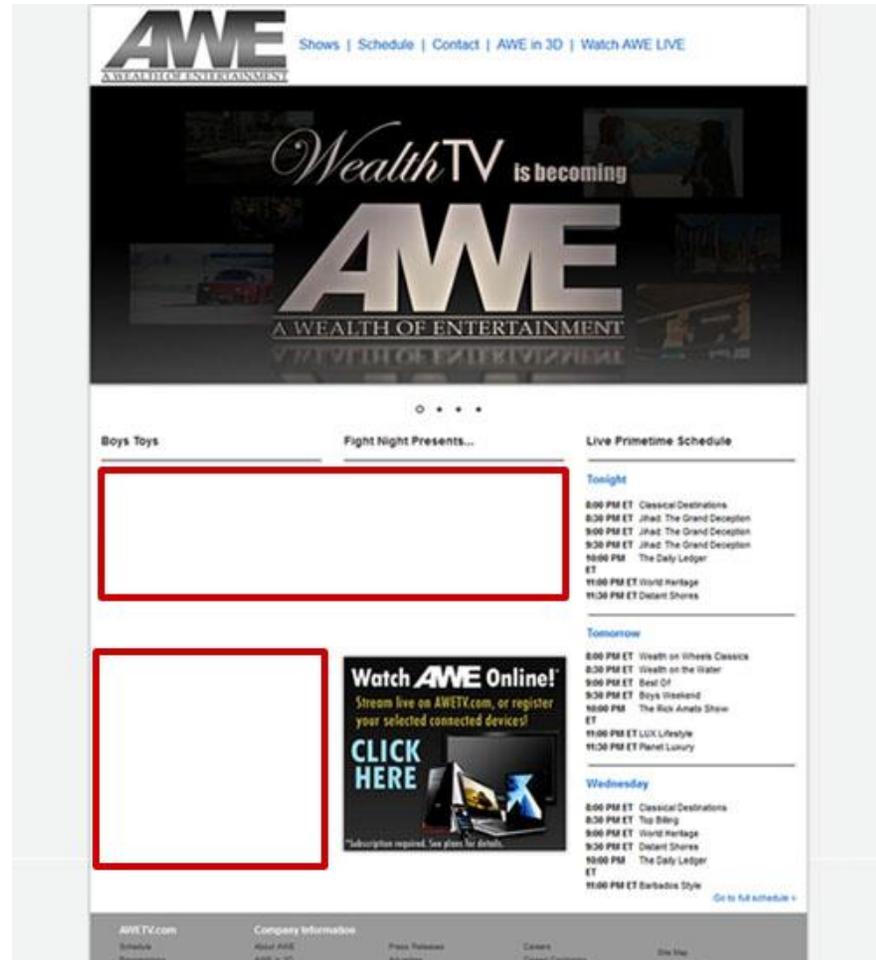
Online Inventory

Online Inventory:

Banner space is available for insertion on the WealthTV homepage.

620px × 166px Banner Ad 

300px × 263px Banner Ad 





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Thank You!