MEDIA & ADVERTISING KIT

A LIFESTYLE & ENTERTAINMENT NETWORK
IN STANDARD & HIGH DEFINITION
A Lifestyle and Entertainment Network in Standard and High Definition and VOD

FAMILY FRIENDLY
ASPIRATIONAL WITH BROAD APPEAL
UNIQUE & ORIGINAL PROGRAMMING

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

- Exotic Travel
- Outrageous Homes
- Amazing Cars & Boys Toys
- Culinary Delights
- Incredible Yachts & Planes
- Health, Fashion, & Fine Living
- World class live boxing
- Exquisite Shopping & much more...

Order Placement & Traffic Coordinator: Stephanie Nesbitt
Stephanie.Nesbitt@awetv.com | 858-270-6900

Updated 6/16/16
## Network Program Schedule

For the latest schedule, visit awetv.com/schedule

<table>
<thead>
<tr>
<th>Time ET</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:00 PM</td>
<td>Boys Toys</td>
<td>Culinary Travels</td>
<td>Boys Toys</td>
<td>Culinary Travels</td>
<td>Boys Toys</td>
<td>Dream Cruises</td>
<td>Dangerous Waters</td>
</tr>
<tr>
<td>4:30 PM</td>
<td>Behind the Gates</td>
<td>Destination Celebrations</td>
<td>Behind the Gates</td>
<td>Destination Celebrations</td>
<td>Behind the Gates</td>
<td>Dream Cruises</td>
<td>Dangerous Waters</td>
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<tr>
<td>5:00 PM</td>
<td>One America News</td>
<td>One America News</td>
<td>One America News</td>
<td>One America News</td>
<td>One America News</td>
<td>Dream Cruises</td>
<td>Dangerous Waters</td>
</tr>
<tr>
<td>5:30 PM</td>
<td>Enginuity</td>
<td>Platinum Playgrounds</td>
<td>Enginuity</td>
<td>Platinum Playgrounds</td>
<td>Enginuity</td>
<td>Lights! Camera! Switzerland!</td>
<td>Dangerous Waters</td>
</tr>
<tr>
<td>6:00 PM</td>
<td>Distant Shores</td>
<td>WOW!</td>
<td>Distant Shores</td>
<td>WOW!</td>
<td>Distant Shores</td>
<td>Distant Shores</td>
<td>Dangerous Waters</td>
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<tr>
<td>6:30 PM</td>
<td>Things That Move</td>
<td>Culinary Travels</td>
<td>Things That Move</td>
<td>Culinary Travels</td>
<td>Things That Move</td>
<td>Lights! Camera! Switzerland!</td>
<td>Dangerous Waters</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>Moosemeat &amp; Marmalade</td>
<td>Dangerous Waters</td>
<td>Cheese Chasers</td>
<td>Dangerous Waters</td>
<td>Cheese Chasers</td>
<td>Great American Festivals</td>
<td>Dangerous Waters</td>
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<tr>
<td>7:30 PM</td>
<td>Wild Ones</td>
<td>Dangerous Waters</td>
<td>Wild Ones</td>
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<td>Dangerous Waters</td>
<td>Dangerous Waters</td>
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<tr>
<td>8:00 PM</td>
<td>Dream Cruises</td>
<td>Secret Life Of…</td>
<td>Dream Cruises</td>
<td>Secret Life Of…</td>
<td>Dream Cruises</td>
<td>Selling Jets</td>
<td>Dangerous Waters</td>
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<td>8:30 PM</td>
<td>Destination Celebrations</td>
<td>Destination Celebrations</td>
<td>Destination Celebrations</td>
<td>Destination Celebrations</td>
<td>Destination Celebrations</td>
<td>Selling Jets</td>
<td>Dangerous Waters</td>
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<tr>
<td>9:00 PM</td>
<td>Top Travel</td>
<td>Wealth on the Water</td>
<td>Top Travel</td>
<td>Wet Dreams</td>
<td>Top Travel</td>
<td>Selling Yachts</td>
<td>Dangerous Waters</td>
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<tr>
<td>9:30 PM</td>
<td>Wealth on Wheels</td>
<td>Platinum Playgrounds</td>
<td>Wealth on Wheels</td>
<td>Platinum Playgrounds</td>
<td>Wealth on Wheels</td>
<td>Selling Yachts</td>
<td>Dangerous Waters</td>
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<tr>
<td>10:00 PM</td>
<td>Boys Toys</td>
<td>Dangerous Waters</td>
<td>Boys Toys</td>
<td>Dangerous Waters</td>
<td>Boys Toys</td>
<td>Selling Yachts</td>
<td>MotorSport Ranch</td>
</tr>
<tr>
<td>10:30 PM</td>
<td>Behind the Gates</td>
<td>Dangerous Waters</td>
<td>Behind the Gates</td>
<td>Dangerous Waters</td>
<td>Behind the Gates</td>
<td>Selling Yachts</td>
<td>MotorSport Ranch</td>
</tr>
<tr>
<td>11:00 PM</td>
<td>Live Here, Buy This</td>
<td>Destination Celebrations</td>
<td>Live Here, Buy This</td>
<td>Destination Celebrations</td>
<td>Live Here, Buy This</td>
<td>Selling Yachts</td>
<td>MotorSport Ranch</td>
</tr>
<tr>
<td>11:30 PM</td>
<td>Unusual Cultures</td>
<td>Platinum Playgrounds</td>
<td>Unusual Cultures</td>
<td>Platinum Playgrounds</td>
<td>Unusual Cultures</td>
<td>Selling Yachts</td>
<td>MotorSport Ranch</td>
</tr>
</tbody>
</table>

**PAID PROGRAMMING**

*Scheduling subject to change without notice.*
**Dangerous Waters**
A small expedition of brave men take voyage across the Bering Strait on personal motorized water crafts for an adventure of a lifetime. [Go -> awetv.com/dangerouswaters](http://awetv.com/dangerouswaters)

**Boys Toys**
We show you some mind blowing toys for big boys. Outrageous bikes, watercraft, flying machines, and the ultimate "man-cations" will leave you in awe. [Go -> awetv.com/boystoys](http://awetv.com/boystoys)

**Culinary Travels**
A one-of-a-kind food, wine and spirits-based travel program that takes viewers right to the heart of what's delicious and indigenous throughout the world. [Go -> awetv.com/culinarytravels](http://awetv.com/culinarytravels)

**Behind the Gates**
Ever wondered what life is like inside those truly amazing mega-mansions? Well, get ready for a VIP open house on Behind the Gates. [Go -> awetv.com/behindthegates](http://awetv.com/behindthegates)

**Selling Yachts**
We detail the various aspects of a yacht broker's professional life, from showing prospective clients various boats to negotiating the sale of a yacht. [Go -> awetv.com/sellingyachts](http://awetv.com/sellingyachts)

**National & International News**
Our award-winning anchored news brings you the top stories nationally and internationally – including breaking political news. [Go -> awetv.com/news](http://awetv.com/news)

**Championship Boxing - LIVE!**
AWE presents live championship boxing from around the world. Enjoy the action ringside in life-like HD. Don’t let your subscribers miss it! [Go -> awetv.com/fightnight](http://awetv.com/fightnight)

**Private Islands**
Did you know that there are more than 12,000 private islands in the world? Get away from it all — we’re escaping the pressures of everyday life and finding secluded paradise with Private Islands. [Go -> awetv.com/privateislands](http://awetv.com/privateislands)

**Click here** to watch the AWE Sizzle Reel online.
http://www.awetv.com/about
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
AT&T U-Verse TV  Ch. 147, 1147 in HD
- National distribution.
- Nearly 100 penetrated.

Verizon FiOS TV  Ch. 169, 669 in HD
- National distribution.
- Over 85% penetrated.

Frontier Communications  Ch. 169, 669 in HD. Channel numbers may vary based on market.
- National distribution with approx. 95% penetration.

CenturyLink  Ch. 144, 1144 in HD
- High penetration
- Markets include:

Consolidated Communications  (CA, KS, TX, IL, PA)
- All markets. Overall penetration at nearly 100%.

Numerous Regional Providers, Including : GCI (Alaska), GVTC (Texas), Buckeye Broadband (Ohio), Duncan Cable, Mid-State, MaxxSouth, Harris, Merrimac, Hotwire (numerous states) and more.
<table>
<thead>
<tr>
<th>Day</th>
<th>Daypart</th>
<th>Time (EST)</th>
<th>30 sec Rate</th>
<th>Available Spots</th>
</tr>
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<tbody>
<tr>
<td>ALL</td>
<td>ROS</td>
<td>N/A</td>
<td>$50</td>
<td>12 spots/hr</td>
</tr>
<tr>
<td>Weekday</td>
<td>Morning</td>
<td>6a-9a</td>
<td>$50</td>
<td>12 spots/hr</td>
</tr>
<tr>
<td>Weekday</td>
<td>Day Time</td>
<td>9a-4p</td>
<td>$50</td>
<td>12 spots/hr</td>
</tr>
<tr>
<td>Weekday</td>
<td>Early Fringe</td>
<td>4p-7p</td>
<td>$50</td>
<td>12 spots/hr</td>
</tr>
<tr>
<td>Weekday</td>
<td>Prime Access</td>
<td>7p-8p</td>
<td>$60</td>
<td>12 spots/hr</td>
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<tr>
<td>Weekday</td>
<td>Prime</td>
<td>8p-11p</td>
<td>$70</td>
<td>12 spots/hr</td>
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<tr>
<td>Weekday</td>
<td>Late Fringe</td>
<td>11p-2a</td>
<td>$50</td>
<td>12 spots/hr</td>
</tr>
<tr>
<td>Weekday</td>
<td>Overnight</td>
<td>2a-6a</td>
<td>$50</td>
<td>12 spots/hr</td>
</tr>
<tr>
<td>Weekend</td>
<td>Morning</td>
<td>6a-9a</td>
<td>$55</td>
<td>12 spots/hr</td>
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<tr>
<td>Weekend</td>
<td>Day Time</td>
<td>9a-4p</td>
<td>$70</td>
<td>12 spots/hr</td>
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<tr>
<td>Weekend</td>
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<td>$70</td>
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<td>$50</td>
<td>12 spots/hr</td>
</tr>
</tbody>
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Placement Contacts

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Thank You!