



A Multichannel Content Driven Approach for Reaching a Premium Travel Audience

### **Why Erik the Travel Guy?**

The Erik The Travel Guy team offers marketers and advertisers multi-channel opportunities to reach the travel, interested consumer. Our team of experts will partner with you to understand your needs and build customized integrated content and distribution solutions to align with your marketing goals.

Solutions utilize our Emmy winning video content production team under the direction of travel expert and program host, Erik Hastings, and through exposure on our PBS shows, digital platform, and social media channels.

### **About Erik Hastings, the Host of Beyond Your Backyard, Beyond Travel and Travel Show Live!**

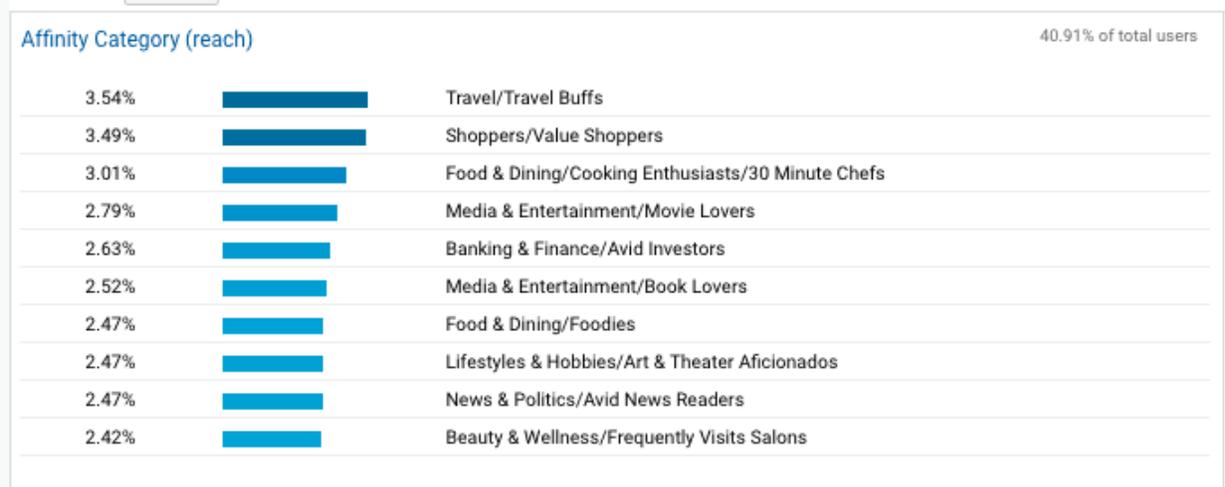


Erik Hastings is our show's host, producer, and respected nationally known travel personality. Erik produces a popular public television show, Beyond Your Backyard, and is the newly appointed travel correspondent for the Dr. Oz show (November 2019).

Erik is a hands-on producer who will work directly with your team to maximize program effectiveness by integrating your brand message into our platform and potentially other media outlets. Marketers have commonly worked with Erik to advance their goals by associating their brand with our editorial expertise, through public appearances by our host, or with bespoke video production.

### **Our Audience**

As you can imagine, Erik’s audience loves to travel. But they are so much more. Data from visitors to our website show that our fans have an affinity for shopping, dining, and media, making affiliation with our program perfect for marketers in these and related categories.



Source: Google Analytics, 11.9.19 - 11.15.19

We also know that people that actively seek travel programming do so because not only do they frequently travel, but they also want to share their experiences and opinions with others. This amplifies your message using the most valuable type of marketing, word-of-mouth.

### **Our Content Studio: A Winning Combination of Marketing and Editorial Excellence**

Tap into our topical expertise to educate and inform your core prospects. Our team will partner with you to build compelling content unique to your needs and that is informed by data and insights.

- Boost your brand’s reputation through relevant and compelling video content
- Leverage our high-targeted promotional strategies to drive content engagement
- Own and use assets across your owned and earned properties
- Benefit from the brand halo that comes from being associated with PBS

### **The Beyond Your Backyard Television Program**

Starting with clearance on a handful of PBS stations, the Beyond Your Backyard television program has grown in popularity to the point where it is now available on most PBS stations. We are proud to announce that production is about to start for our fourth season!

The show is a 30-minute educational travel adventure highlighting destinations that visitors can travel to with ease. As long as it makes sense editorially, we are open to working with partners to highlight specific destinations.

In 2019, Beyond Your Backyard and host, Erik Hastings was awarded two EMMY Awards for outstanding achievement in television programming.

## **Beyond Your Backyard is a Multiplatform Partnership**

Partner programs are designed to meet your goals across multiple touchpoints. Sponsor messages can appear on linear TV, digital, and partner extensions.

We often find that partners come to us for exposure on PBS linear and digital channels, but find that custom video assets deliver lasting value that far exceeds any marketing costs.

Opportunities include:

- Linear TV
  - :15 or :30-second messages in each episode of Beyond Your Backyard, Beyond Travel\* and Travel Show Live!\* (debut in Q2 2020)
  - Uncluttered and category exclusive exposure
- Digital
  - Pre-roll video messages
  - Display ads on the Erik's site and on social media platforms that have generated over 2 million views (YouTube)
- Partnership Extensions
  - Host appearance at events
  - Ability to feature Erik Hastings in marketing initiatives, providing a natural tie into the program while avoiding incremental talent costs
  - Custom video for use online, on-premise, or on custom landing pages designed to close a transaction

## **How to Evaluate Participation in the Beyond Your Backyard Television Program**

When evaluating which lifestyle or travel public media program is right for your brand, here are the key questions you should ask along with our answers:

- Is the Program Currently on the Air?
  - Beyond Your Backyard airs on 328 of the 360 public television stations in 161 DMA's across 48 states including 40 of the Top 50 markets in the U.S. The show reaches 85% of U.S. TV households.
- How many of the top PBS markets carry the program?
  - 10 of the Top 10 markets in the US
  - 21 of the Top 25 markets in the US
  - 40 of the Top 50 markets in the US
- What ratings are available for this series (and the source)?
  - TRAC Media Services is a research company that measures viewership on public television stations only. It uses local Nielsen data to help public television

stations understand carriage, cume, ratings and scheduling strategies.

While we don't have specific audience ratings, we know that similar PBS shows, deliver a HH rating of between .1 and 1.4. Given the rating variability, we would suggest that sponsors not rely on on-air reach and instead build into each program opportunities to leverage the association with Beyond Your Backyard.

We estimate that over the year and across channels, each episode of Beyond Your Backyard is seen by an estimated 3 million viewers.

In addition to PBS, season 2 and 3 of Beyond Your Backyard is available at no charge to Amazon Prime members.

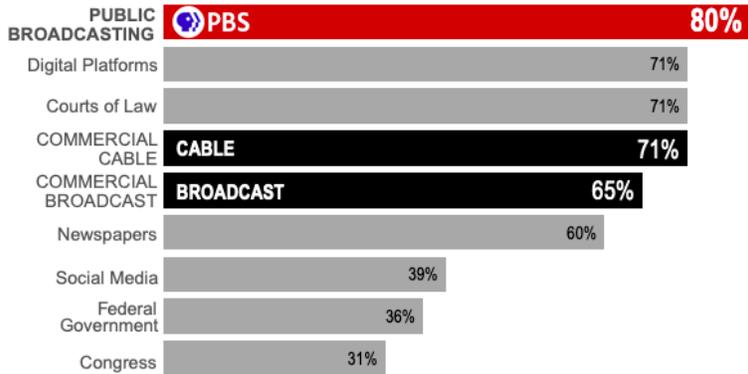
- How do you get the most value out of a Beyond Your Backyard partnership?
  - While 86% of U.S. TV HHs watch PBS (Source: Nielsen NPower 9/25/17 - 9/23/18), given the rating variability, we suggest that advertisers that have transactions as a goal use a paid digital media overlay that points to a landing page featuring bespoke video and other content created for this exact purpose. We are open to setting specific KPIs for your program.
- When does Beyond Your Backyard air (day and daypart)?
  - Beyond Your Backyard airs every day of the week and in all dayparts depending on the market.
- Who is the program distributor to PBS?
  - The majority of PBS lifestyle programs are distributed by syndicators. Beyond Your Backyard is distributed by NETA and APT for the CREATE channel. APT (American Public Television) is the second-largest distributor (think syndicator) of public television programming followed by NETA (National Educational Telecommunications Association). The largest is PBS itself, but for lifestyle content, they rely on distributors. Create was founded by the association for public programming to provide 24-hour access to lifestyle programming.



### **Why Reach the Premium PBS Audience?**

PBS delivers a valuable audience of affluent, educated, influential consumers in a safe, trusted environment for sponsors.

## How much do you trust each organization?



Source: Marketing & Research Resources, Inc. (M&RR) January 2019 Graph indicates percentage of respondents who answered "a great deal" and "somewhat" on a four-point scale

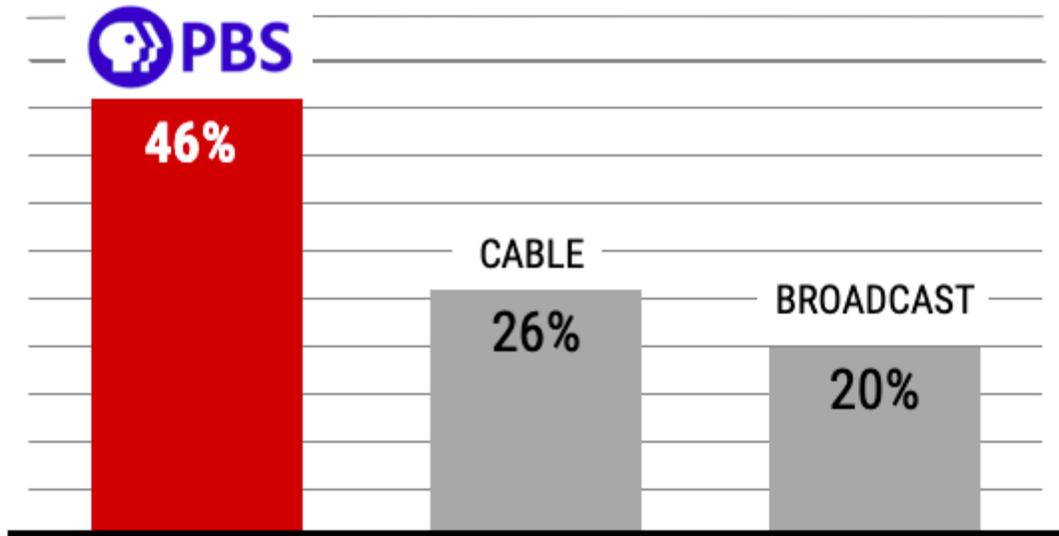
## Beyond Your Backyard Offers a Better Experience For Advertisers and Viewers

Uninterrupted content has far fewer commercials and is a better experience for sponsors and viewers. Beyond Your Backyard and PBS has fewer commercials per primetime block than any other network with no more than 3 minutes (8 units) vs. 58 units for channels such as CNN.(1)

(1) Kantar Media, Mon-Sun 8p - 11p Sept 2019 Figures reflect average national commercial minutes & spots per primetime hour. Includes programs that are least one hour. Includes network promos.

## Viewers are More Likely to Pay Attention to Sponsor Messages on PBS

Ad engagement is higher on PBS.

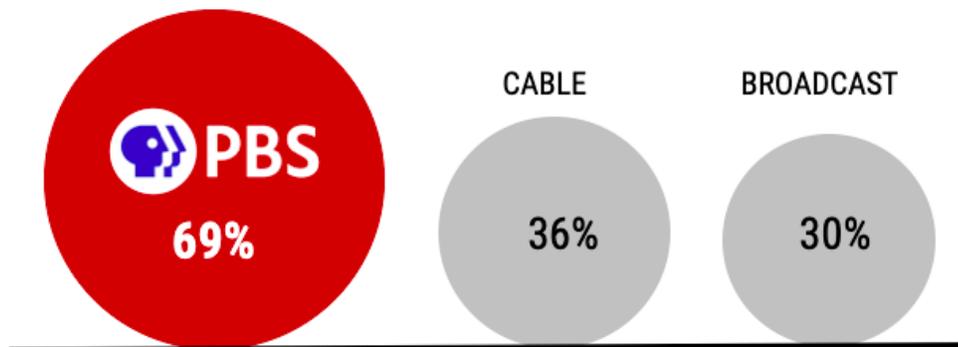


Source: Lightspeed Research/SGPTV Viewer Attitudes & Behaviors Study, March 2018 n=5,105

### PBS Sponsorships Improve Brand Perception

Viewers believe PBS sponsors have a greater commitment to quality and excellence.

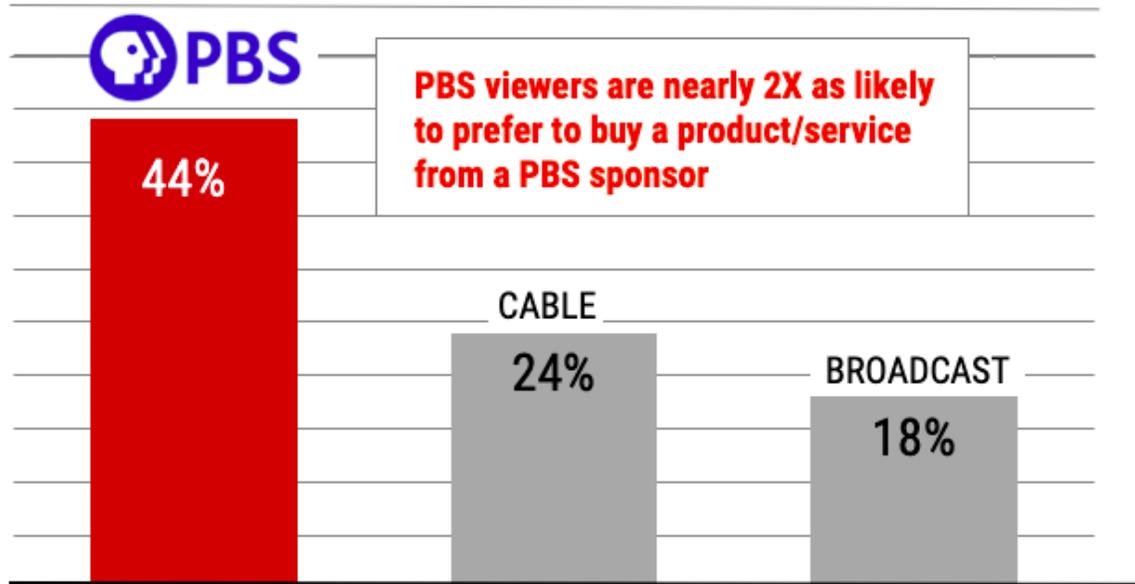
### The PBS "Halo Effect": Viewers believe PBS sponsors have a greater commitment to quality and excellence



Source: Lightspeed Research/SGPTV Viewer Attitudes & Behaviors Study, March 2018 n=5,105

And they buy from sponsors.

## PBS sponsorships turn more viewers into buyers



**How to read: 44% of PBS viewers would prefer to buy a product/service from a company because they sponsor PBS, versus viewer support of advertisers on cable (24%) and broadcast (18%)**

Source: Lightspeed Research/SGPTV Viewer Attitudes & Behaviors Study, March 2018 n=5,105

### Contact Us

With proven expertise in content creation and distribution and a rapidly growing fan base, the Beyond Your Backyard team will work tirelessly to meet your program goals. Our team has deep expertise in producing and distributing content that engages the travel and related audiences.

To learn more about our powerful marketing opportunities please contact:

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