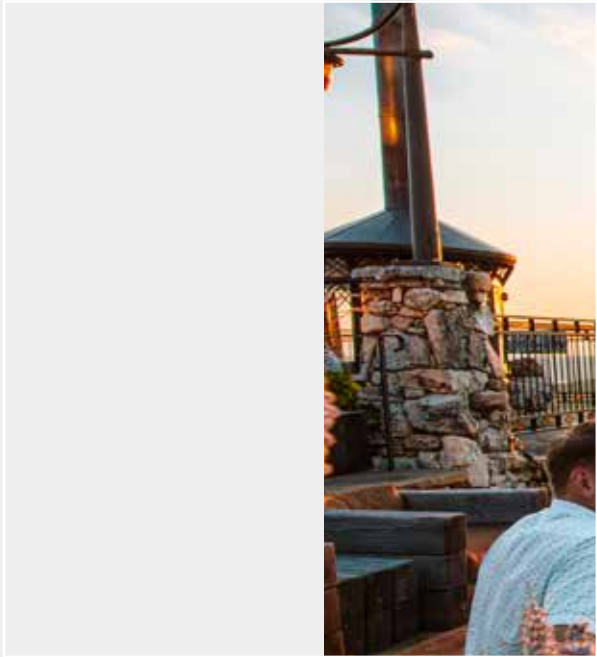


MEDIA

KIT 

MLTV



MissouriLife

M A G A Z I N E

THE SPIRIT OF DISCOVERY

marketing@missourilife.com
573.514.5453
MissouriLife.com

MEET OUR TV VIEWERS

WHO COULD BE YOUR CUSTOMERS



Missouri Life TV - We've won a **Mid-America Emmy Award every season so far!**

"I absolutely love your *Missouri Life* TV show. *Missouri Life* and the production team were super professional, creative, and easy to work with. We have had great results from the show, and we are able to use it in our marketing efforts."

**-Debi Boughton,
Kirksville Tourism Director**

FULL SEASON SPONSORSHIP

Episode sponsorships
Promoted on Facebook

EPISODES FOR THE 2021 OUTDOORS-THEMED SEASON

Filming begins spring 2021

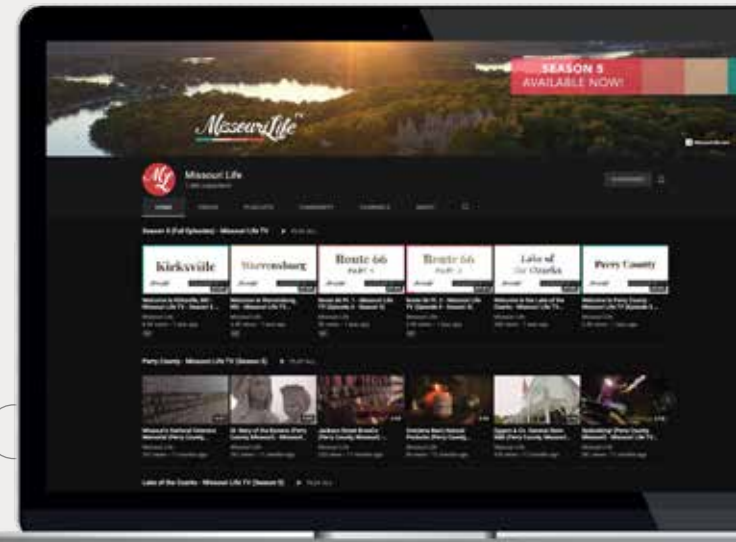
- Ozark National Scenic Riverways
- The Ozark Trail
- Loess Bluffs National Wildlife Refuge (NW Missouri)
- Big BAM/Cycling in Missouri
- Equestrian Trail Rides/Dude Ranches
- MR340 (Missouri River Race)
- Rock Climbing in Missouri
- Elk in Missouri
- Mingo National Wildlife Refuge (SE Missouri)
- Prairie State Park, Osage home, bison (SW Missouri)



Missouri Life TV Hosted By: Meredith Hoenes

DISTRIBUTED VIA YOUTUBE AND SELECT TV STATIONS

YouTube: **1,300** subscribers, **280,000+** views, over **12,000** hours of viewing, **707,600** impressions.




OUR TV VIEWERS

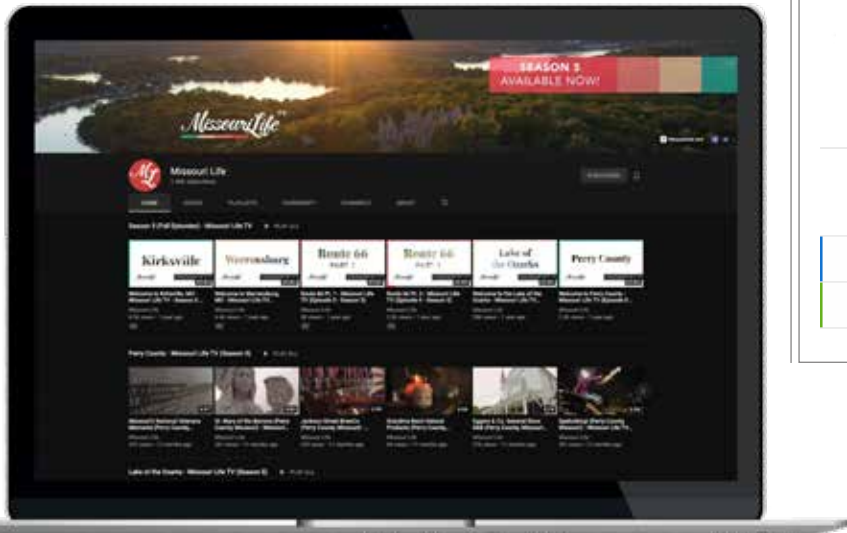
WHO COULD BE YOUR CUSTOMERS

CHANNEL DEMOGRAPHICS

Viewer Location Ranked

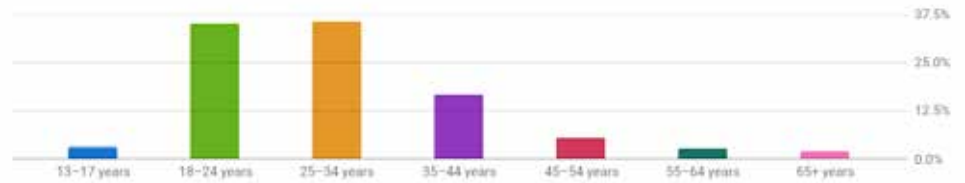
1. Missouri
2. Illinois
3. Kansas
4. Iowa
5. Indiana

 **The Eye Doctor Shop** 3 months ago
this is really well done. learned about some activities we will be checking out



573.514.5453
marketing@missourilife.com

VIEWER AGE



Viewer age	Views	Average view duration	Average percentage viewed	Watch time (hours)
13-17 years	3.0%	0:30	94.6%	1.7%
18-24 years	35.1%	0:30	97.0%	19.9%
25-34 years	35.7%	0:37	61.7%	25.2%
35-44 years	16.6%	0:50	58.6%	15.6%
45-54 years	5.2%	1:40	52.0%	9.8%
55-64 years	2.7%	5:29	41.3%	16.8%
65+ years	1.7%	5:38	37.2%	11.1%

VIEWER GENDER



Viewer gender	Views	Average view duration	Average percentage viewed
Female	25.0%	1:54	40.8%
Male	75.0%	1:47	42.0%



C J 2 months ago

Very well made video. I live in the Ozarks, and this was awesome! Loved the out takes at the end too!

MissouriLife

573.514.5453

marketing@missourilife.com

MissouriLife.com

