### HOME SHOPPING TRAILBLAZERS

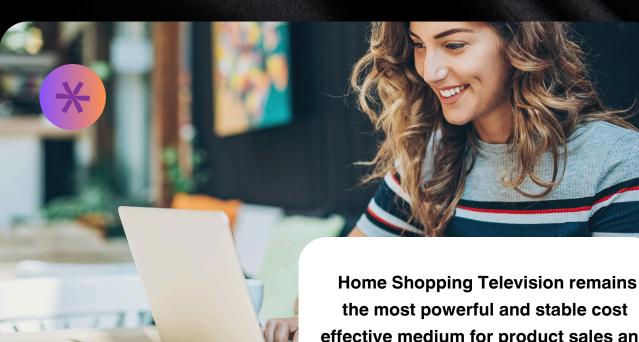
# HST

HOME SHOPPING TRAILBLAZERS

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MEDIA KIT 2025

## ABOUT HST



HELPING BRANDS
UNLOCK THEIR FULL
POTENTIAL ON A
NATIONAL STAGE WITH
NEILSON RATED
VIEWERSHIP, ENGAGING
CONTENT PRODUCTION
AND PROVEN GROWTH.

effective medium for product sales and marketing. Your company and products will be seen by an established national television viewer base along with a separate regional television viewer base. Viewership includes versatile demographics based on age, income and location. With a reputation as one of the most powerful home shopping network shows on air, Home Shopping Trailblazers will place you in the national spotlight for powerful results!

Be a Trailplazer!

### REACH

**?** Platform 01

**75M** 

**Paramount** 

Age 25-64 78% HHI \$75k+ **★** Platform 02

750K

**Hamptons TV** 

Age 18-49 80% HHI \$315k+ Platform 03

**89M** 

**ROKU** 

Age 24-60 85% HHI \$75K+

### AUDIENCE

**Genders** 

**Paramount** 

Men 52% Women 48%

**Hamptons** 

Men 44% Women 54% Homeowners

65%

The combined average for City and Rural homeownersip

**Education** 

80%

Combined average that are College Educated

## FORMATS

Both formats are equally effective.

1.

#### **PRESENTATION**

This show format is where the Host does the presentation for the brand. No one is required to be on camera, and the script is cooperatively produced by the HST team and the guest company.



2.1M 46K 4.2K

Reach Likes Share





2.

#### IN STUDIO GUEST FORMAT

This show format is cooperatively scripted and produced. The guest comes to the studio for an interview with products set for an engaging demonstration/discussion.



2.4M 60K 6.4K





Reach

Share

# CASE Study



2.2M 85%

Reach Engagement

56K

Likes



Share

### DEEBOT IN 8 PRO

Vacuum and Mop in One-Go

#### **Platform:**

Home Shopping Trailblazers Broadcast Networks

#### **Objective:**

\*Delivering exciting content about the new N8 & N8Pro +

\*Branding awareness

#### Summary:

In this case study, EcoVacs was debuting the all new Deebot N8 and N8 Pro+. We effectively collaborated a production strategy that included script production and asset preparation. The presentation format was chosen for the N8 and N8 Pro+ that focused primarily on its specific features that differentiated it from other types of vacuums on the market. Post production revealed an exciting and engaging segment that was aired and well received with a rise in organic traffic during air dates by over 150%.

### TESTIMONIALS



#### Otterbox

@homeshoppingtrailblazers

"We wanted to send a big thank you and we would like to be considered for next years Holiday television shopping airing again. You guys did a terrific job with our new line!"

SONY



#### SONY

@homeshoppingtrailblazers

"Elizabeth did a very good job handling and explaining the PSP that continues to break sales records for Sony. The Sony family appreciates your partnership and continues to endorse your team for excellence."



#### WHAT DO YOU MEME?

@homeshoppingtrailblazers

"Please thank everyone involved that did such a wonderful job capturing the heart and soul of our silly and fun games! We love these types of home shopping network shows!"

### BONDI BOOST



#### **Bondi Boost**

@homeshoppingtrailblazers

"We are passionate about our products and are grateful you have been, too! To anyone wanting to know, we highly recommend being featured, television shopping is where its at!"

You have been selected to be a guest joining a distinguished line of successful Trailblazers!
Let's light the way and make home shopping magic together!

He a Trailblazer!

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