

HOME SHOPPING TRAILBLAZERS

HST

HOME
SHOPPING
TRAILBLAZERS

Be a Trailblazer



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.**

Be a Trailblazer!

Home Shopping Television remains the most powerful and stable cost 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!

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

Reach



46K

Likes



4.2K

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

Reach



60K

Likes



6.4K

Share



CASE STUDY



2.2M

Reach



85%

Engagement



56K

Likes



9K

Share

DEEBOT N8 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!"

The Sony logo is displayed in a large, bold, black sans-serif font on a white background.

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."

The "What Do You Meme?" logo is set against a white rounded rectangle. The text "WHAT DO YOU" is in a teal, bold, sans-serif font, and "MEME?" is in a purple, bold, sans-serif font. A small trademark symbol (TM) is to the right of "MEME?".

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!"

The Bondi Boost logo is set against a light blue rounded rectangle. The words "BONDI" and "BOOST" are stacked vertically in a large, bold, black sans-serif font.

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!"

GET IN TOUCH

**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!**

Be a Trailblazer!

[HOMESHOPPINGTRAILBLAZERS.COM](https://www.homeshoppingtrailblazers.com)



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