



Dining Divas

What makes **must see TV**? Combining **food, celebrities** and, of course, anything **sexy**.



That's what **Dining Divas** is all about... a **fun**, out-on-the-town **show** with **attractive hosts** featuring the trendiest **hot spots** for dining. Each episode will kick off with our Divas taking you to a new **upscale restaurant** where they will sip on **signature cocktails** at the bar and then learn to cook one **favorite dish** the chef chooses. With our **personable hosts**, you're guaranteed **good banter** and **lots of laughs**, as they chop it up in the kitchen. Following their behind-the-scenes **culinary experience**, our hosts are greeted by a **surprise guest** to enjoy the fruits of their labor at the dining table. The audience will get to know their guest a little better bringing a more candid/realistic approach to **celebrity interviews**. The waiter will serve them the meal they just prepared, and **pair** it with a **complimentary wine**.



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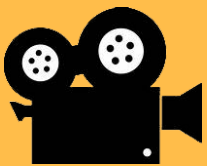
TV Exposure

The CW South Florida is a lifestyle channel with an audience that exceed millions of views. With a hard focus on Broward, Miami and the Keys. Your brand is sure to capture the eyes of interested clients.

VALUE OFFER



4 Million potential viewers from Broward to the Keys



Show to air every week prime time and 20 commercials per week



Exposure thru all of DD's social media



Dining Divas will be showing on the CW every week on Sundays at noon reaching 4 million homes from Broward to the Keys

WSFL CHANNEL 39: STANDARD DEFINITION (Channel 11) - COMCAST (Cable Channel 435) AT&T (Uverse) HD: 1039 SD: 39 Direct TV: 39 Dish 6405

www.SFLCW.com



Demographics

Dining Divas airs Sundays at noon 4 weeks in a row with a current viewership of a half a million per episode.

CW South Florida

Median Age, 48

52% Men

48% Women

61% White

35% Hispanic

33% Black/African American

40% Employed full-time

53% College educated

40% White collar workers

49% HHLI income of \$50,000+

30% HHLI income of \$75,000+

19% HHLI income \$100,000+

52% Own home

Social Media

Top Age Group 25-34

2nd Age Group 35-44

3rd Age Group 18-24

Top Locations

1st Miami

2nd Ft Lauderdale

60% Men

40% Women

Top Peak Hours

12 noon

3pm

9am





Our newest platform with Binge Network TV gives Dining Divas exposure on over 90 platforms world wide including Amazon Prime, Apple TV and ROKU.

Distribution on Premium Platforms



Additional Distribution Outlets

America



Latin America



Europe



Asia



Oceania



Africa





Social Media

We use Social Media strategically to be one of the most powerful tools to market and distribute Dining Divas to our South Florida following!



YouTube

6.8k Subscribers
3.8 Million Views

*6 posts minimum on IG & FB

*blog on our restaurant shoots



Facebook

21k+ Likes
35k+ followers

*segment listed on YT

*10+ story posts



Email

5k+ blast



Instagram

204k+ followers



Dining Divas[®]

cause everybody wants to dine like one