



**PROMOTE
YOUR PRODUCT
TO MILLIONS**

**2023 HOLIDAY
TELEVISION TOUR**



REACH AN AUDIENCE FOUR TIMES THE POPULATION OF NEW YORK CITY.

Our successful Parent Tested Parent Approved Holiday Television Tour is a nationwide media blitz featuring a series of back-to-back media interviews, allowing your product, and your brand, to be highlighted on numerous media outlets in markets across the United States.

We deliver powerful, on-brand messaging that promotes your product to millions of consumers on live television, radio and online... just in time for the busiest retail season of the year!



CLIENT TESTIMONIALS



“

When I compare October website traffic to November (when the tour aired), our traffic increased 50% and our web sales from the U.S. increased 32.6% month over month.”

–Jennifer Neveu, Marketing Director, Masdel



“

We had a huge surge in both traffic and sales, and have no doubt that it was largely a result of the PTPA media events. If you are looking to turbo-charge your sales this holiday season, the PTPA SMT campaign is an excellent way to make it happen.”

–Dan Webster, Co-Founder, ZQuiet



Sharon has a finger on the pulse of what families want. She has been a regular contributor to HLN and has promoted Parent Tested Parent Approved award-winning products on shows such as *The Rachael Ray Show*, *CBS This Morning*, *FOX and Friends*, *Extra*, and *The Steve Harvey Show*.



**720 AIRINGS.
39 MILLION REACHED.**

OUR LATEST MEDIA TOUR:

20.8 million+
television impressions

9.8 million+
radio impressions

8.6 million+
online impressions



NATIONAL MEDIA SEGMENT SAMPLE



The List is a national Emmy award-winning show where pop culture takes a need-to-know twist. See how The List featured our top holiday gift ideas on their national telecast.

[WATCH NOW](#)



We've been featured on:



OPRAH.COM



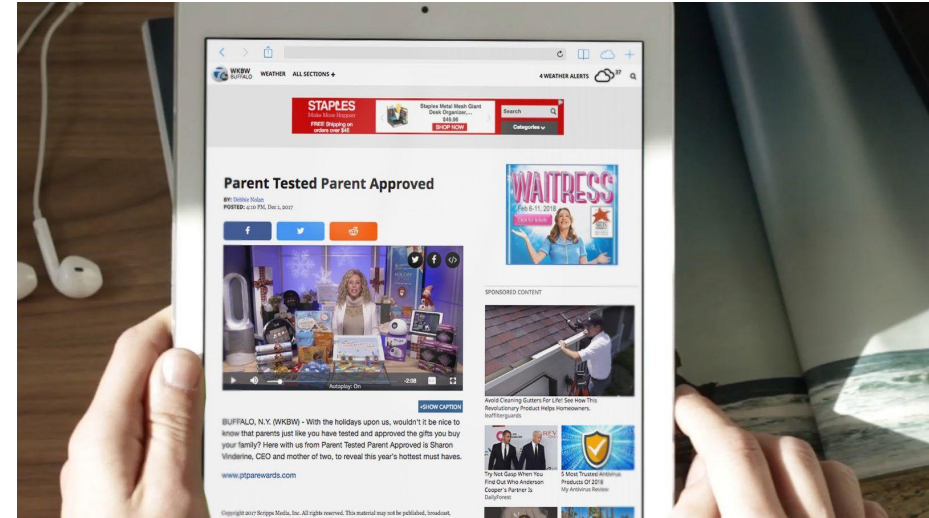
WHAT'S INCLUDED?



LIVE TELEVISION & RADIO

- Broadcast to national television and radio channels
- Average of 300+ national airings during morning and afternoon peak timeslots
- Dedicated HD quality video clip for your own use

[VIEW SAMPLE](#)



ONLINE

- 60-second video integrated into players on premium websites
- Circulated on consumer, lifestyle and news websites for 14 days after the media tour to yield maximum exposure

ALL INCLUSIVE
PACKAGE:

\$18,000



**BEAT THE HOLIDAY RUSH.
SPOTS ARE LIMITED.**

HAVE QUESTIONS? LET'S CONNECT

EMAIL: info@ptpamedia.com

WEBSITE: www.ptpaawards.com

 parent tested
parent approved™