



**GET ON TV
THIS HOLIDAY
SEASON**

2024



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



YOUR HOST: SHARON VINDERINE

A successful entrepreneur and consumer trends expert, Sharon is recognized as an industry leader and innovator. In the media, she has been called a “top-notch entrepreneur with tremendous smarts” and has appeared on more than 300 TV programs on major networks including ABC, CBS, NBC and FOX News.

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*.



Broadcast Samples

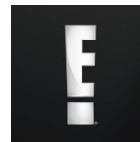
PTPA Media



abc family

fyi.

TLC



bravo



OWN
OPRAH WINFREY NETWORK

[VIEW REPORT](#)

What's included:

400+ **broadcast airings**
showcasing your product during the busiest retail season of the year!

20 **interviews minimum**
featuring your product on television and radio morning shows in major U.S. markets

40 **million+ viewers**
viewers seen on nationally syndicated broadcast programs and cable networks like Bravo, OWN, WE, E!, Lifetime, ABC Family, ION and more!

60 **second round-up video**
featuring your product as a "must-have" holiday gift

30 **second social video**
for use on all your platforms!

+Digital Integration

on major magazine and news websites including:

CNN.com, NYTimes.com, Parents.com, NBCnews.com,

HuffingtonPost.com, ABCNews.com, Oprah.com, GoodHouseKeeping.com,

Elledecor.com, NYDailyNews.com, USAToday.com, MSN.com, Marthastewart.com

and more!



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





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

HAVE QUESTIONS? LET'S CONNECT

EMAIL: info@ptpamedia.com

WEBSITE: www.ptpaawards.com

 parent tested
parent approved™