

Preview of Homes

Opening doors to a VALUABLE demographic



Preview of Homes is the Treasure Valley's leading television Real Estate Program.

Preview of Homes stands in the crosshairs of educated, upscale homeowners with disposable income. To reach these busy professionals, **POH** is an effective use of advertising dollars.

POH delivers a very important audience - **WOMEN!**

Preview of Homes airs when busy professionals, many of them women, are available to watch TV.

Delivering a high female rating, **Preview of Homes** is a valuable resource to advertisers.

Preview of Homes got a 2.5 rating with Females 50+*

Ch. 7: Noon News = 1.5 • Ch. 2: News 10:00p = 1.1
Ch. 6: News 10:00p = 1.9 • Ch. 9: Raymond = 1.7

Over 10,000 working women tune in EVERY week and **Preview of Homes** is especially popular with women 35-64, showing an audience share up 55% year to year. That's **HUGE!**

*Sources: 2006 Nielsen Ratings, Boise, Idaho and The Media Audit, May 2005 phone survey

Airing Sundays at 9:30am on ABC Channel 6- KIVI, **Preview of Homes** reaches approximately 230,100 households each week. Coverage extends to all of Southwestern Idaho, Southeastern Oregon & Northern Nevada.



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