

Preview of Homes

Opening Treasure Valley Doors.



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

First broadcast in 1993, **Preview of Homes** viewers tend to be serious home buyers and tune in to watch THIS program.

Preview of Homes provides Realtors a unique marketing venue, 24 hour web presence with personal links & valuable multi-media tools.

Preview of Homes is proud of the hundreds of Realtors who regularly showcase their properties. Ask us for references!

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.



Preview of Homes got a 2.5 rating with Males 25-54*

Ch. 2: Letterman = 1.0 • Ch. 6: News 5:30pm = 1.2
Ch. 12: 9pm News = 2.2 • Ch. 12: King of the Hill = 1.8

Viewers of ALL ages tune in to watch this program.

POH consistently delivers growth each year in its audience in the primary home buying demographics.*

Preview of Homes viewers are potential buyers!

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

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