

WORK WITH US

THIS IS IT NETWORK

YOUR DIGITAL TV NETWORK

“Understanding and meeting **women’s** needs will be essential to rebuilding the economy; therein lies the key to breakout growth, loyalty, and market share.”

- Harvard Business Review

CHELDIN BARLATT RUMER
cheldin@i-gcreative.com
215.435.4805

#ScreamYourDream

THIS IS IT NETWORK

YOUR DIGITAL TV NETWORK



THIS IS IT NETWORK is a global, female, minority-owned, digital streaming platform. Each day we share inspiring stories with our diverse audience of remarkable women from around the world.

Our inclusive and engaging network consists of **online video content** and lifestyle blogs that are hosted and written by an array of captivating **personalities** and **professionals**.

As you know, **women drive 70-80% of all consumer purchasing decisions**. Through our grassroots approach and online storytelling, we authentically reach our audience of female consumers (core reach ages 30 and 55).

{ CAMPAIGN ELEMENTS }

INFLUENCER MARKETING CAMPAIGNS

ON-LOCATION CONVOS/INTERVIEWS

VIRTUAL BRAND INTERVIEWS

VIDEO PRODUCT REVIEWS

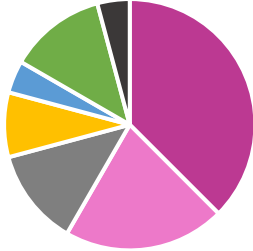
ONLINE ADVERTISING

#ScreamYourDream

THIS IS IT NETWORK

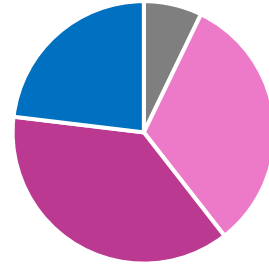
YOUR DIGITAL TV NETWORK

BY MARKET



- Philadelphia
- New York
- Atlanta
- Los Angeles
- Chicago
- Other US Cities
- International

BY AGE



- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 55

DEMOGRAPHICS AND AUDIENCE

Audience Viewership: 77.7% Female • 22.3% Male

Entrepreneurs: 41% Entrepreneurs • 59% Non-Entrepreneurs

Motherhood: 62% Moms • 38% Non-Mom

Average Viewer Income: \$65,000

Average Daily Screen Time: 6.5 hours

SCREAM YOUR DREAM MEMBERS: 102

LET'S CONNECT

WATCH: www.thisisit.tv

VISIT: <https://www.thisisittv.com>

INSTAGRAM: <https://www.instagram.com/thisisittv>

FACEBOOK: <https://www.facebook.com/thisisittv>

TWITTER: <https://twitter.com/ThisisitTV>

LINKEDIN: <https://www.linkedin.com/company/thisisittv>

YOUTUBE: <https://www.youtube.com/c/ThisisitwithCheldinBarlattRumer>

IMPRESSIONS AND IMPACT

THISISITTV.COM

4,108 visits per month

THISISIT.TV

2,230 visits per month

AVERAGE MONTHLY TRAFFIC: 6,338

INSTAGRAM

12,154 followers

FACEBOOK

6,272 followers

TWITTER

1,491 followers

YOUTUBE

322 followers

LINKEDIN

298 followers

NETWORK FOLLOWERS: 20,537

33 PROGRAM CHANNELS • OVER 250 FREE EPISODES

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In addition to Cheldin Barlatt Rumer, select 5 influencers from the list below. Numbers reflect followers within campaign and subject to change.

OUR INFLUENCERS



Cheldin Barlatt Rumer
@cheldinbarlatt - 21,146

INSTAGRAM: 6,665
FACEBOOK: 4,936
LINKEDIN: 6,117
TWITTER: 3,424



Drew Davis
@drewdavisbeauty - 2,675



Majet Reyes
@divagirltribe - 4,067



Maria Falzo
@hipnewjersey - 17.6K



Tara Murphy
@taramurphy215 - 1,089



Nadia Murdock
@nadiamurdock - 4,695



Kathy Chlan
@unfilterekathy - 9,331



Yaya Horne
@ya_squared - 994



Ashley Owens
@ashleyassists - 1,238



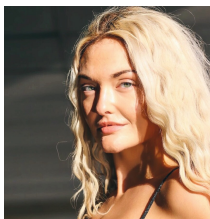
Stephanie Ball
@iamstephaball - 707



Susan Vernicek
@susanvernicek - 3,677



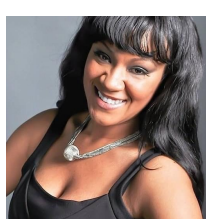
Leslie Jespersen
@leslie_jespersen - 6,371



Miranda Martin
@firpanda - 3,116



Dr. Liz Bales
@doclizbales - 217



Candace Melissa
@iamcandacemelissa - 3,498



Yolanda Christopher
@yolandachristopher - 480



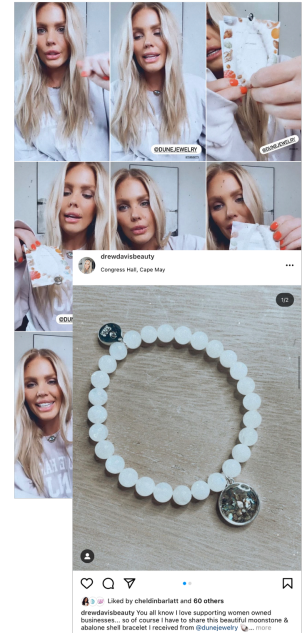
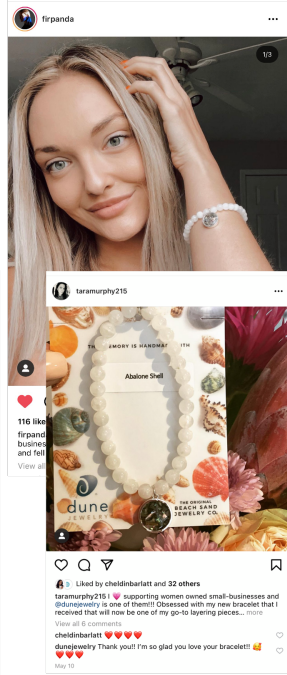
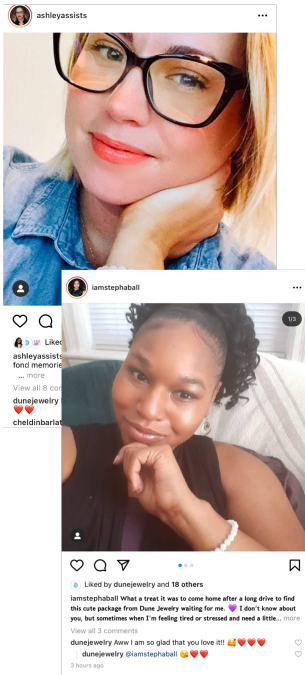
Beth Nydick
@bethnydick - 1,304

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THIS IS IT NETWORK

YOUR DIGITAL TV NETWORK

RECENT CAMPAIGN



CAMPAIGN REACH: 30k+



Cheldin Barlatt Rumer
@cheldinbarlatt - 21,146

INSTAGRAM: 6,665
FACEBOOK: 4,936
LINKEDIN: 6,117
TWITTER: 3,424



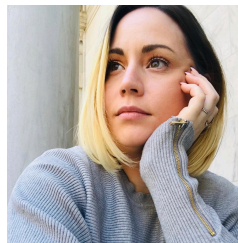
Kathy Chlan
@unfilteredkathy - 9,331



Drew Davis
@drewdavisbeauty - 2,675



Miranda Martin
@firpanda - 3,116



Ashley Owens
@ashleyassists - 1,238



Stephanie Ball
@iamstephaball - 707



Tara Murphy
@taramurphy215 - 1,089

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INFLUENCER MARKETING



INFLUENCER MARKETING CAMPAIGN - \$3,425.00

For each influencer campaign, we identify the level of influence needed for partners. After researching potential & ideal influencers within our community, we determine the best measurable collaborations that will generate tangible results.

{ CAMPAIGN INCLUDES } - 40 total posts

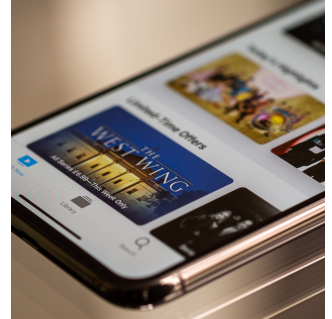
- **THIS IS IT NETWORK** platforms to share 2 posts per platform (20k+ followers)
 - 2 Facebook, 2 Instagram, 2 Instagram Stories, 2 LinkedIn, and 2 Twitter posts *10 posts*
- **Cheldin Barlatt Rumer** to share two posts on each of her personal platforms
 - 2 Facebook, 2 Instagram, 2 Instagram Stories, 2 LinkedIn, and 2 Twitter posts *10 posts*
- **+ (5) Additional influencers** to share 2 posts & 2 stories on their personal *Instagram accounts 20 posts*
- Product and/or incentives to be provided by brand partner
- Posts to go live within 2 business days of receiving product and/or incentives

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CONVO INTERVIEWS



ON-LOCATION CONVOS WITH CHELDIN BARLATT RUMER - \$1,250.00

THIS IS IT NETWORK is a global, digital, streaming network that connects remarkable women to inspiring stories. We know that impactful decisions are made when real stories are told through captivating conversations. We call these recorded digital conversations, "CONVOS".

{ CONVO DETAILS } 1 CONVO/INTERVIEW

- A 7-to-10-minute interview with logo, B Roll, and contact information
- Cheldin Barlatt Rumer to conduct an interview with 1- 2 brand participants
- The interview is to be executed during 1 on-location visit
- On-location visit to be no longer than 2 hours
- Filmed to showcase location, operations, logo, and images
- Co-branded downloadable videos to be provided to brand
- Maximum of 3 drafts/edits to be provided. Initial draft to be delivered with 3 business days.
- CONVOS will live on THIS IS IT NETWORK platform - www.thisisit.tv
- CONVOS to be shared on THIS IS IT NETWORK social media channels
 - 1 Facebook, 1 Instagram, 1 Instagram Stories, 1 LinkedIn, and 1 Twitter posts within 1 week

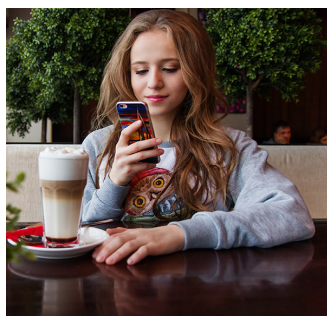
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VIRTUAL OFFERINGS

Elements can be sold individually or in packages



VIRTUAL CONTENT

{ VIRTUAL BRAND INTERVIEW } - \$750.00

- (1) Interview with Cheldin Barlatt Rumer on THIS IS IT WITH CHELDIN
- Interview to include 1 participant or brand representative
- The edited piece includes brand images and/or logo inclusion 7 to 10 minutes
- Downloadable video to be provided
- Shared on Facebook and thisisit.tv
- 1 Facebook, 1 Instagram, 1 Instagram Stories, 1 LinkedIn, and 1 Twitter posts within 1 week

{ VIDEO PRODUCT REVIEW } - \$750.00

- (1) Product Review by Cheldin Barlatt Rumer within a "THIS IS IT ITEM" segment
- The edited piece includes brand images and logo inclusion 2 to 3 minutes
- Downloadable video to be provided
- Shared on Facebook and thisisit.tv
- 1 Facebook, 1 Instagram, 1 Instagram Stories, 1 LinkedIn, and 1 Twitter posts within 1 week

ONLINE ADVERTISING

Connect directly with our audience of remarkable women through strategic social media advertising campaigns and inclusion within our lifestyle blog and weekly email newsletter.

{ ONLINE ADVERTISING PACKAGE } - \$750.00 *(elements also sold separately - see below)*

- Executed over 2 weeks - the schedule to be provided
- 1 Brand feature on **thisisitv.com** blog review { Blog + Social Media - \$550.00 }
- 2 Brand inclusions in THIS IS IT NETWORK **email newsletter** { Email Newsletter + Social Media - \$550.00 }
- **Social media marketing** - { \$325.00 }
 - 2 Facebook, 2 Instagram, 2 Instagram Stories, 2 LinkedIn, and 2 Twitter posts within 2 weeks

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The team at **THIS IS IT NETWORK** will manage all aspects of your interactive campaign. From managing the influencers to distributing the content – simply leave the heavy lifting to us. We will edit all video content, draft the blog posts and share the promotional advertisements on THIS IS IT NETWORK.

Our campaigns are monthly **turn-key packages** which will allow for you to **build your social media presence** while **generating awareness** and **measurable user engagement**. A full recap of each campaign will be provided at the conclusion of each month. Once elements are selected a contract will be shared which includes all copyright details. Again, all produced and edited video content will belong to the participating brand.

WATCH NOW: www.thisisit.tv
LEARN MORE: www.thisisittv.com
INSTAGRAM: @thisisittv
FACEBOOK: /thisisittv
LINKEDIN: company/thisisittv

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*The campaign listed above is executed over a 4-week period.
50% due at signing with balance due on week 3.*

Brands to provide logo, website & social media links, brand blurb, general graphic, suggested participating guest(s), as well as an influencer gift, sample or incentive.

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