



HEALTH WELLNESS & Lifestyle TV

2020 MEDIA KIT



TAMMY-LYNN McNABB

HOST + PRODUCER

HEALTH, WELLNESS & LIFESTYLE TV

A FEW WORDS...

What began as my desire to start up a chain of wellness stores and produce my own line of clean products to help my clients stay healthy, turned into an international TV show, where I get the opportunity to bring some of the best and brightest in the wellness industry to you on television.

HEALTHWELLNESSTV.CA





**HEALTH WELLNESS
& Lifestyle TV**

T A M M Y - L Y N N M C N A B B

MEET THE PRODUCER + HOST

Years before Gluten Free became a well known diet and The GI Diet became a modification of Dr. Atkins diet, Tammy-Lynn was the first in Canada to introduce both diets to the Canadian market with the launch of a chain of Wellness Centres and stores across Canada. All of her stores had over 1500 products, a deli, cooking classes, meal delivery and nurses to assist those in eating healthy and lose weight. Her wellness chain led to a health craze that helped thousands lose weight and stay healthy. She travelled across Canada as a featured speaker at trade shows and conference. Tammy-Lynn has appeared in many TV syndicates across

Canada and the US as one of Canada's leading female entrepreneurs and health & wellness talents. Her interviews have been published on the front pages of many business newspapers along with Time Magazine and foreign publications.

Leo award nominated, Tammy-Lynn McNabb is the host and producer of Health Wellness Productions and HealthRadio.FM a health news TV and radio show with interviews and commentary from health professionals from around the world.

Tammy-Lynn is a regular at Wellness shows across Canada - can be seen on stage as a celebrity chef at many health and wellness events and on the red carpet as a regular MC and Host of Vancouver Fashion week.





HEALTH WELLNESS & Lifestyle TV

Health Wellness & Lifestyle TV is a Daily, Monday-Sunday, 30 minute TV show on four TV networks. Our show airs on evening, late night and early morning TV to millions of homes across Canada. Each episode runs for 4 weeks.

As independent producers, we currently air our TV show on two national networks ONE & JoyTV. There are several segments in each episode covering various topics including Cooking (Restaurant Chefs or Product Chefs) - Doctor's Advice - Product Reviews - Meet The (food) Producer, Celebrity Interviews, Wellness Retreats, Wellness Trade Shows and more.

The Host and Co-Producer of the show is Tammy-Lynn McNabb who also hosts a global Health & Wellness Radio show called HealthRadio.FM. She is a celebrity stage chef, public speaker and MC for multiple events including The Wellness Shows, VegExpo Vancouver, Women's Show and Vancouver Fashion week, to name a few.

We are Canada's #1 Health & Wellness TV show airing to a national audience that is produced by Health Wellness Productions. Our team has a minimum 15 years experience in Public Relations, Broadcasting, Marketing & Sales and Internet Marketing. Our TV show is a platform that will guarantee results for your brand. Several clients on our show have been with us since day one and can testify that our viewers are their buyers and that they see results in using our TV show to market their company.

Whether you're a small company with a limited budget or a national brand, we have packages that can help you create a marketing segment on our show to create sales and awareness.





SHOW BREAKDOWN

There will be various segment and styles throughout the show that you can market your company or brand. Some examples include:

- **Diet Series** - products, services, food, diet centres, nutritionists, Doctors (Gluten free, Paleo, Diabetic, Losing Weight, supplements, shakes, bars etc)
- **Cooking Series**- Sponsored by a chef, cookbook author, cooking product
- **Your Health Series** - doctor, nutritionist, pharmacist, yoga studio, gym
- **Meet the Producer or Buy Local**- the face behind the product or service - farmers, bakers, manufacturers, developers
- **Natural Beauty Series** - Sponsored by skincare, makeup, skin specialist, doctor
- **Fitness Series** - trainers, gyms, training products
- **Lifestyle** - spas, centres, locations, wellness facilities, rehabilitation





MARTHA STEWART MEETS COUNTRY COOK

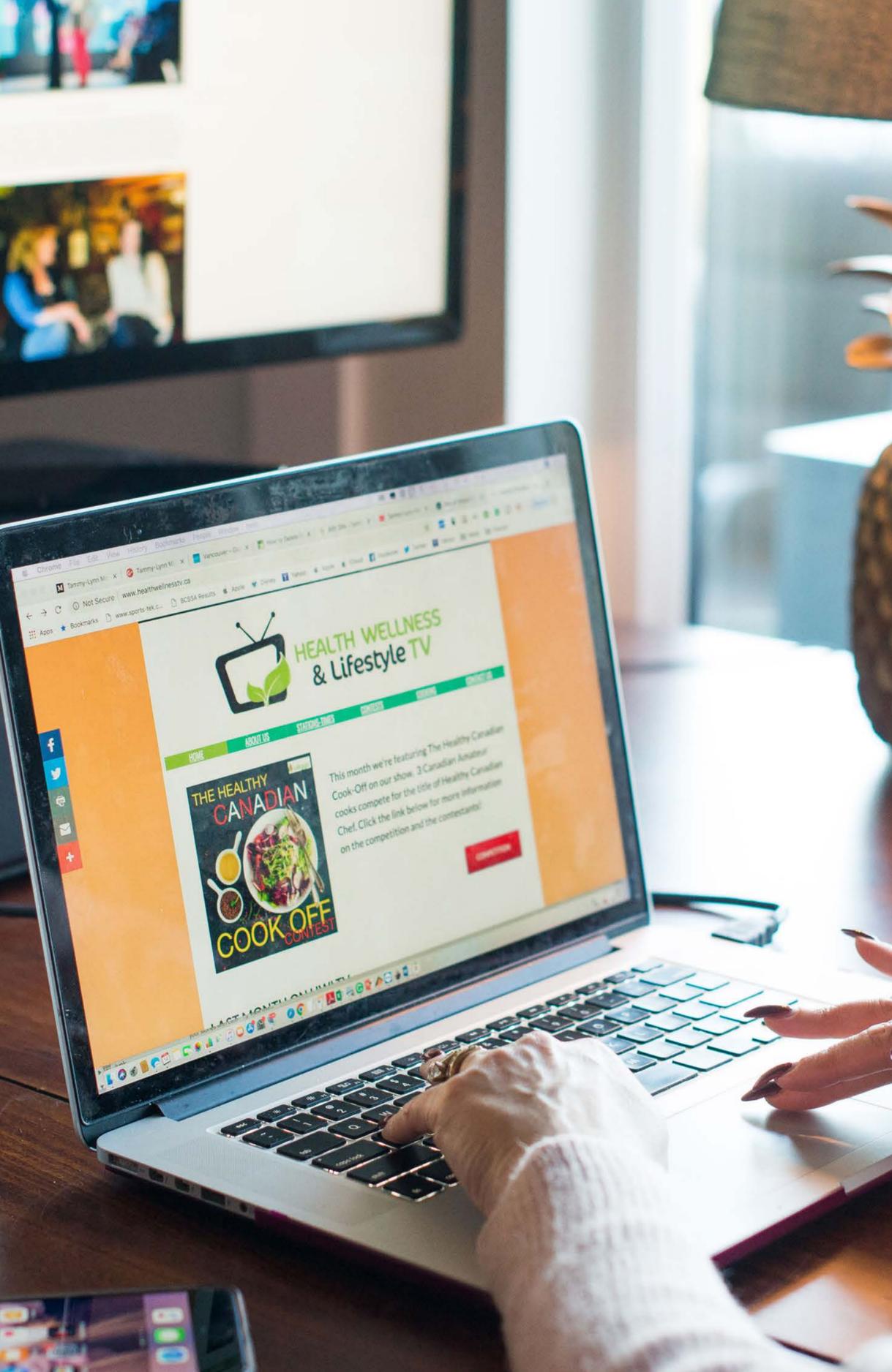
The host of the show directs the viewer through various opportunities to learn and know more about the foods they eat, where it comes from, who are the people behind the brands, popular fitness trends, choices for living and lifestyle, cooking with chefs and healthy beauty choices.

Viewers meet producers of products and food, doctors, scientists, bakers, chefs, authors, teachers, animals, and real people! This is information packaged in an entertaining and inclusive way

Through social media we get a strong sense of what is important to the viewer/consumer and engage with them through our social media networks.

Many shows produced for TV don't often have you meet the person, family or company behind the product. This is a key aspect to our show. There is a strong connection to a brand (be it a service or a product) when there is a face and a personal story associated to the product or company.

You are left with a visual marketing piece that you are able to use on your website or in your marketing plan that tells your story in a unique and authentic way!



SOCIAL MEDIA MARKETING

Viewers and listeners of our television and radio programs love getting to know Tammy-Lynn and her guests—from their fun personalities to their incredible knowledge of health & wellness. But the experience doesn't end there—our audiences flock to our TV show website and Radio Show website where they find full episodes, recipes, contests and more.

With our social media team, HWLTV fans continue to subscribe to our e-newsletters, buy our sponsor's products, visit their locations, listen to our radio show, and immerse themselves in our health, wellness and lifestyle culture.

Our television sponsors reap the benefit of our multimedia strategy. Every sponsorship package can be custom designed to satisfy your unique marketing and sales objectives.

Aside from producing a show that will air on TV daily, the show also:

- runs on HealthWellnessTV's YouTube Platform (which sponsors can link to on their own platform)
- promote to 40,000 plus on Twitter, Facebook and Instagram followers
- listed on iTunes, Apple TV and Microsoft TV



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2020 EDITORIAL CALENDAR



JANUARY

DETOX & GUT HEALTH:
Start the year off right with recipes and products to help detox your body with after the



FEBRUARY

HEART HEALTH MONTH:
Heart-healthy products and recipes to share with your loved ones, including a romantic treat.



MARCH

WOMEN'S HEALTH MONTH:
This episode focuses on hormonal health & products created for the woman in your life... even if that woman is you!



APRIL

SPRING IS HERE:
Time for spring cleaning! Fibre-full recipes to help clean your insides & skin care products to help clean your outside.



MAY

CELIAC AWARENESS MONTH: Gluten-free recipes for the entire family & naturally gluten-free products and



JUNE

KETO & LOW-CARB:
Get yourself in summer shape with a month of Keto and Low-Carb recipes and products.



JULY

SUMMER CELEBRATION:
Recipes to cook outside & summer skincare products including safe sunscreen.



AUGUST

HAPPINESS & SUNSHINE:
Travel episode including recipes from around BC and products that boost mental health.



SEPTEMBER

BACK TO SCHOOL:
Children's Health Month! Recipes and back to school products to make the transition back a little easier.



OCTOBER

AGING:
Anti-aging recipes and tips to help you feel your best throughout the year.



NOVEMBER

BRAINFOOD:
Can food make you smarter? Recipes and products to stimulate your brain.



DECEMBER

HOLIDAYS:
Celebrate in a healthy way & holiday gift guide for the chef in your life!



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WHO'S WATCHING?

Our viewers - female (60%) own their own home (67%) and are mortgage free (67%)

Our audience is more likely than the General Population to:

- Have a Technical/Skilled Occupation with average income of \$150,000
- Spend \$5,000 to \$9,999 on Home Improvements
- Be the Main Shopper
- Attend a Post-Secondary Institution
- Have a Registered Retirement Saving, Stocks/Mutual Funds

Source: BBM Numeris Vancouver, Aug. 26, 2013 – May 25, 2014 (Exc. Olympic! Weeks), Mon-Sun. 2am-2am, Base: 2+

WHERE ARE THEY WATCHING?

THE ONE presents shows on yoga and meditation, weight loss and fitness, natural health and nutrition, and alternative medicine to over 1 million Canadian viewers with an average income of \$150K.

JOYTV serves over 2.5 million viewers in British Columbia and an additional 2 million viewers across Canada offering quality contemporary/classic entertainment and local information with a strong community focus, for a spiritually and culturally diverse audience of all ages.

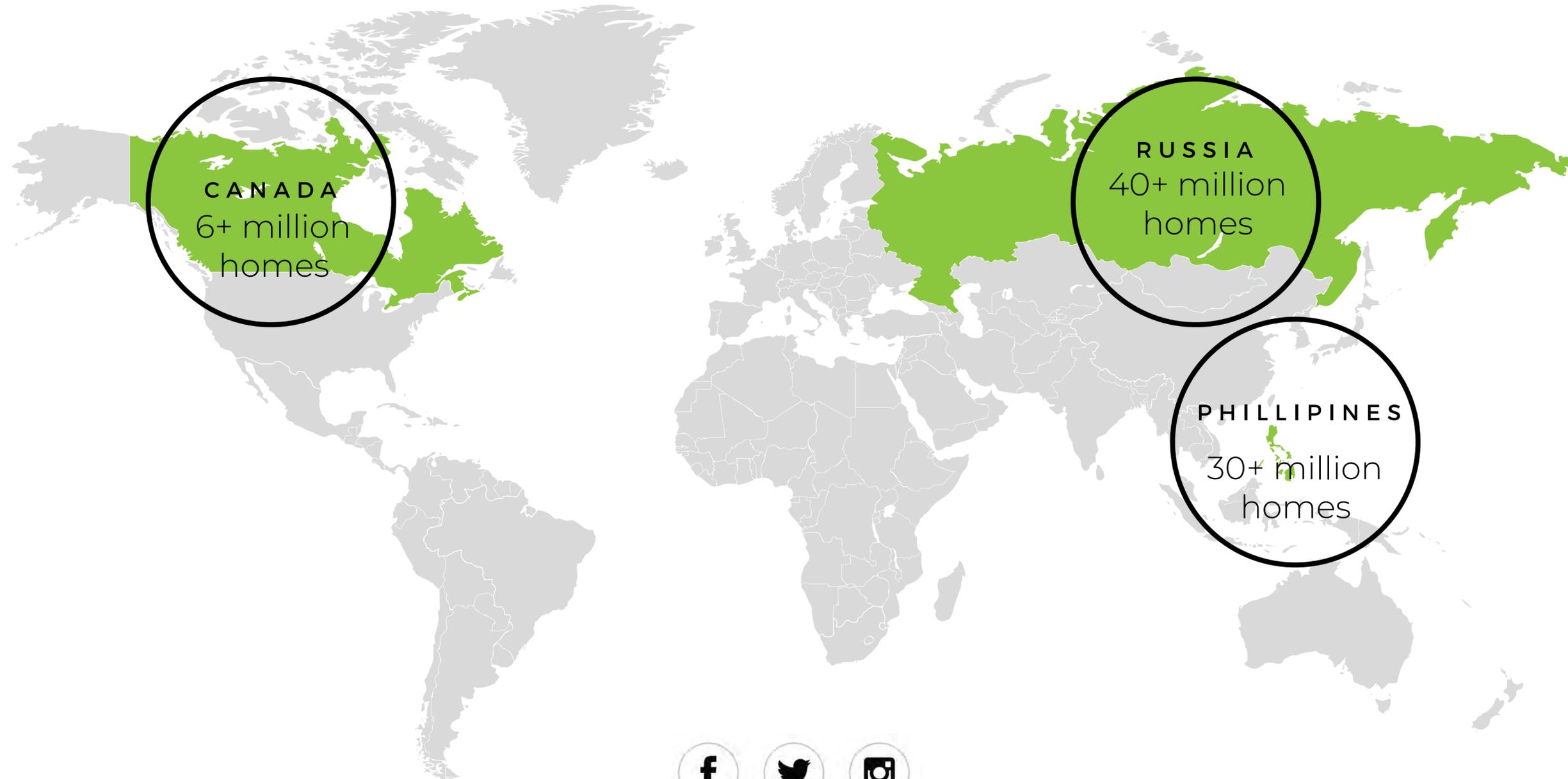
Where to find JOYTV: Shaw channel 10 (Vancouver), channel 7 (Victoria) - Telus channel 123 - Bell Satellite (National) channel 656 Rogers (GTA) channel 173 - Novus (Delta) channel 10 - Other ZoomerMedia, Television Division Channels





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WORLDWIDE VIEWERS



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RATE CARD

<ul style="list-style-type: none">• 7 minute interview• Exclusive Brand• 3 Month commitment• 30-40 air dates per month (Monday to Saturday)• Web Banner• 15 minute radio interview• Intro Mention• Logo at Extro	<ul style="list-style-type: none">• 4 minute interview• 3 Month commitment• 30-40 air dates per month (Monday to Saturday) <p>ONLY ONE SPOT!</p>	<ul style="list-style-type: none">• 2 minute interview• 30-40 air dates per month (Monday to Saturday)	<ul style="list-style-type: none">• 1 minute interview• 30-40 air dates per month (Monday to Saturday)	<ul style="list-style-type: none">• 30-40 air dates per month (Monday to Saturday)
GOLD	FEATURED	SEGMENT	INTRO	15s & 30s COMMERCIAL
Ask for pricing	\$7499 per month	\$3599 per month	\$2499 per month	\$999 & \$1499 per month

**CONTACT US TODAY TO
BOOK YOUR SPOT ON THE SHOW!**

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