

MEDIA KIT
2022



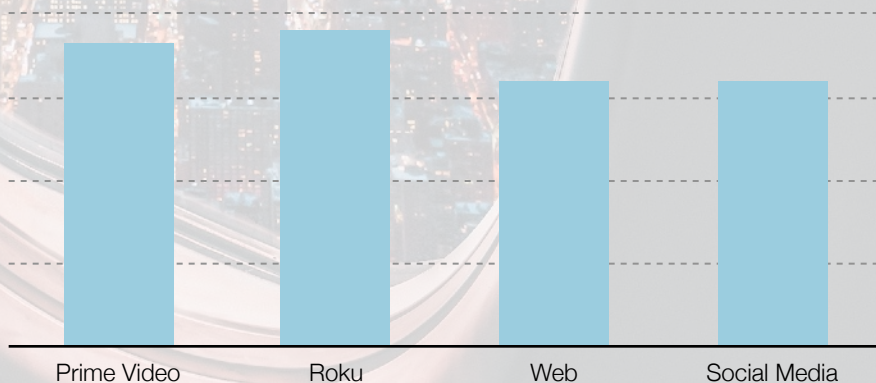
Life is a journey... travel well.



Going Global is available on Prime Video in the US, UK and Germany, as well as the Access Luxury Channel on Roku covering North America, Latin America and much of Europe.



*Connect with our
passionate and loyal
audience who want the best
the world has to offer*



MULTIPLE TOUCHPOINTS

The **Going Global** community is engaged, mobile and worldly. They cherish knowledge and insight,

access and education and they want to live life to the fullest. Our viewers, users, followers and customers respect curation and connections and highly value our team's opinions and recommendations. They are millennials and boomers and important influencers and they want to change the world; their world.



Going Global is available on Prime Video in the US, UK and Germany. These are three of the most important tourist markets.

THE RIGHT ACCESS

Going Global is available on Prime without a subscription, so viewing shows is not limited by a paywall. This allows for much wider and easier access. The feedback from fans has been amazing. **Going Global** is a renowned travel TV show with smart, target distribution to where travel lovers turn to for inspiration and entertainment.



Roku is the number one streaming platform in the US, Canada and Mexico reaching more than 111.7 million monthly users in the US alone. It beats Amazon and Apple TV combined.

THE RIGHT AUDIENCE - AFFLUENT & ACTIVE

Roku was the first streaming platform in the world. As a result it attracts viewers who are younger than traditional TV, savvy, mobile and influencers within their circle of friends. The median age of Roku's audience is 39 years old compared to over 60 for the major US broadcasters.

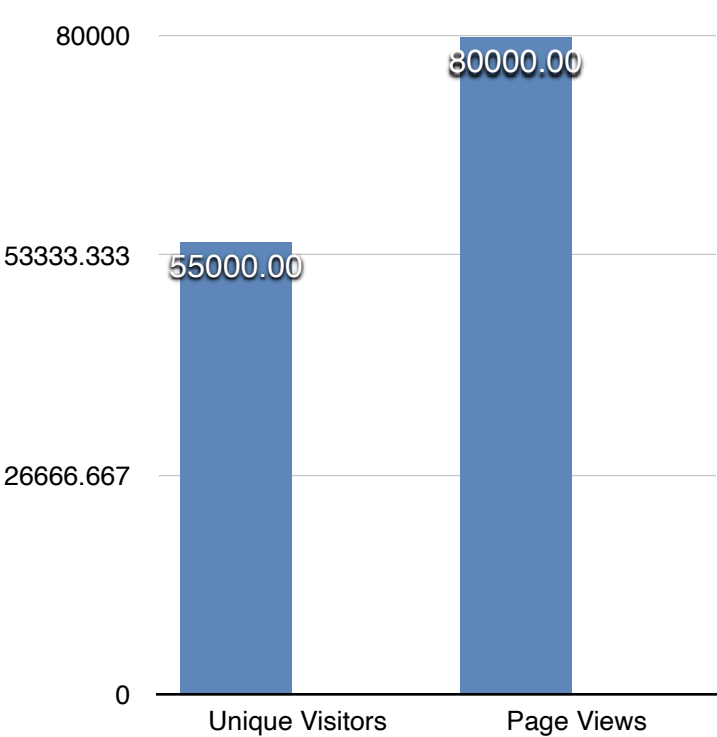
Roku is the number one streaming platform in the US and Canada with a 38% market share in the US and 31% in Canada. It is also bundled in many Smart TVs and therefore has a secondary demographic which tends to be a slightly older, more wealthy audience who prize having the latest luxury good or a new large screen TV.

Going Global is available to viewers for free and without commercials in the US, Canada, Mexico, Ireland, the UK, France and Germany, as well as Argentina, Brazil, Chile, Colombia, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama and Peru.

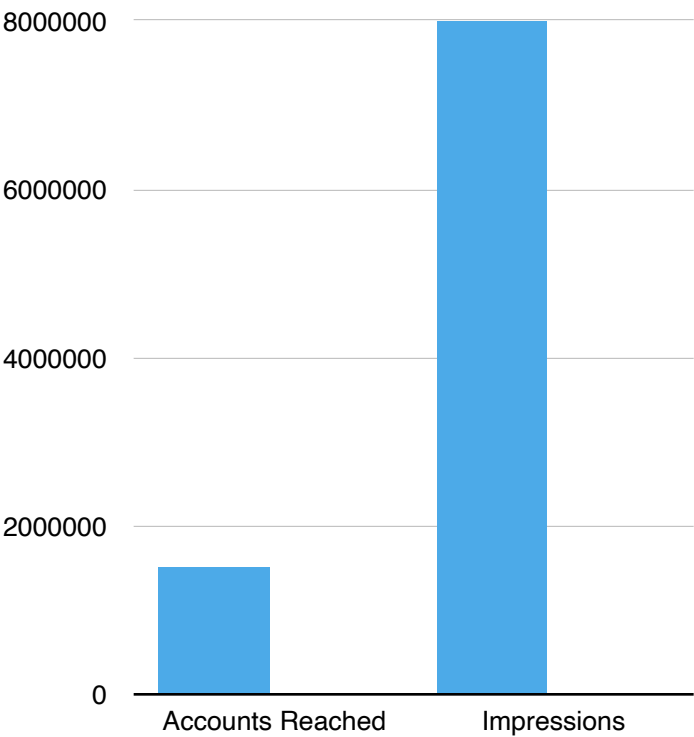
ADDITIONAL MEDIA TOUCHPOINTS

Going Global is part of a media organization which has built a large web, social media, and streaming following across this globe. This means on top of the brand’s highly engaged 19,000 Instagrammers, 50,000+ Twitter followers and 14,000 Facebook fans, we also tap into legions of other social media followers to promote our advertising partners.

goingglobaltv.com - MONTHLY REACH



SOCIAL MEDIA - MONTHLY REACH





GLOBAL REACH, LOCAL CLOUT

Going Global features an impressive international audience which gives the brand size, importance, credibility and depth. But we also can target geographical regions with earned media campaigns, social media reach outs, live events and more, offering your brand the best of both worlds.

In this way advertisers and sponsors have the benefit of being associated with an established international brand while still being able to direct marketing resources to a targeted and well-focused local campaign that will speak directly to potential customers.

It's simple, smart and extremely cost-effective.

Product Categories	Can offer category exclusivity
Product & Services	Product placement in show(s), acknowledgement in credits, online articles, featured in a behind-the-scenes video, guaranteed social media numbers, earned media mentions, live event inclusions & more
Term	One episode to an entire season
Cost	TBD

G O I N G G L O B A L

www.goingglobaltv.com

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