




# NEW YORK

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# DOCTORS



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on*  
  
america

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AMERICA'S LEADING ARABIC CONTENT PROVIDER

## A LITTLE ABOUT US

Reach Media is the Leading Provider of Arabic Programming & Exclusive Content with over 30 Premium Channels that broadcast on Most Satellite, Cable, and IPTV Platforms in North America.

## OVER 2 MILLION VIEWERS



REACH MEDIA

ARAB RADIO & TELEVISION GROUP (ART)

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WE ARE THE MISSING LINK  
INTO THE **ARAB AMERICAN** MARKET



REACH MEDIA

**YOUR DIRECT SOURCE**  
TO SUIT ALL YOUR ETHNIC ADVERTISING NEEDS

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## OUR PARTNERS



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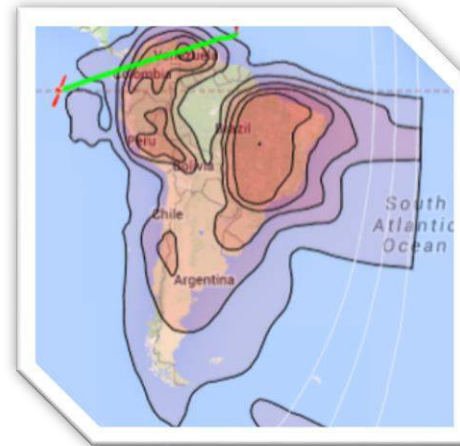
## OUR REACH

### NORTH AMERICA



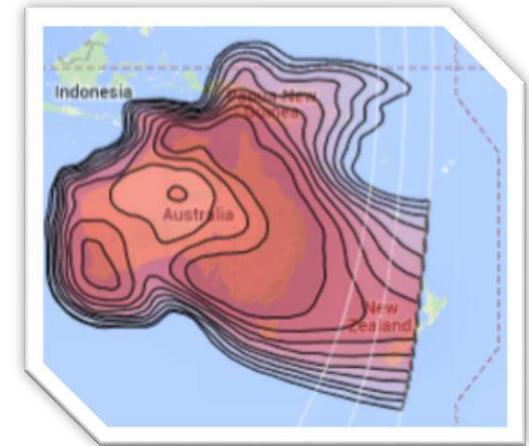
**ECHOSTAR**

### SOUTH AMERICA



**INTELSAT 9**

### AUSTRALIA



**ASIA SAT 5**



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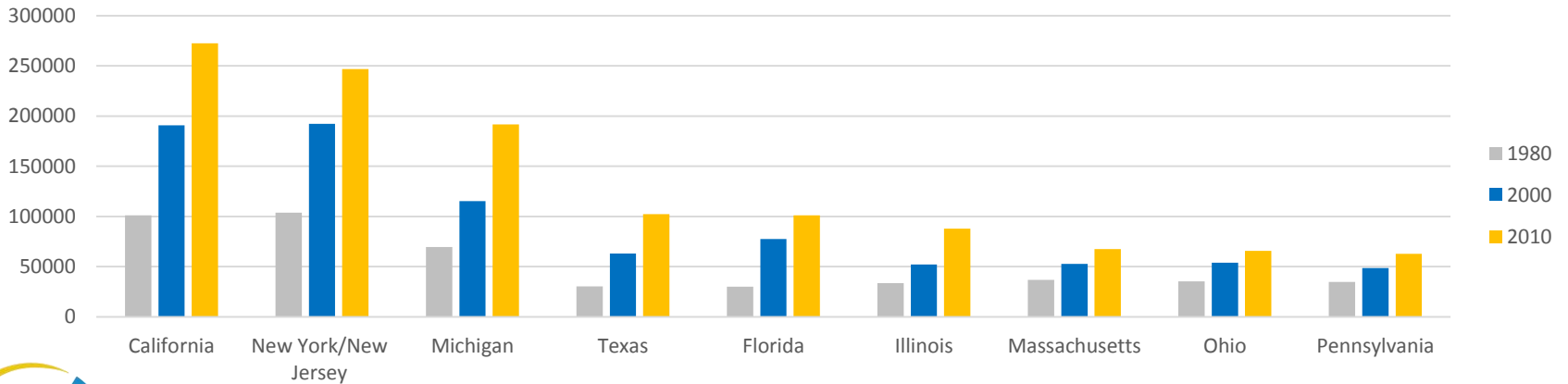


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## TARGETING AN EVER GROWING POPULATION IN KEY METROPOLITAN AREAS

U.S. Census Arab American Population by State



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**73%**

OF ARAB AMERICANS ARE EMPLOYED IN  
MANAGERIAL, PROFESSIONAL, TECHNICAL,  
SALES OR ADMINISTRATIVE FIELDS

**\$78,640**

IS THE MEAN INDIVIDUAL INCOME OF AN  
ARAB AMERICAN WHICH IS 27% HIGHER  
THAN THE NATIONAL AVERAGE OF \$61,921

**89%**

HOLD  
HIGH  
SCHOOL  
DEGREE

**45%**

HOLD  
BACHELORS  
DEGREE

**18%**

HOLD  
POST  
GRADUATE  
DEGREE

**80%**

OF ARABS IN AMERICA ARE UNITED STATES  
CITIZENS



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LETS TALK  
**DEMOGRAPHICS**

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**6 MILLION**

Arabs currently reside  
in North America.

**75%**

Of Arab Americans have access  
to satellite Arabic channels.

**200%**

Increase in subscribers  
between 2005 and 2014.

**60%**

Of Arab Americans watch Arabic  
television on a daily basis.



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## A FEW IMPORTANT INSIGHTS

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ART America provides a unique blend of Arabic and multi-language programming consisting primarily of series, sitcoms, dramas, sports, movies, music videos, and children's educational programs. ART programming is carefully selected and produced to cater to Arabs living across the American continent. ART America is also the only Arabic channel to produce content from within North America and is widely available on many platforms ranging from Satellite to Cable to IPTV. ART's goal is to link the Arab communities to their homeland with programming in their own languages. ART also focuses on the younger generation of Arab Americans, offering broadcast language lessons and learning programs. ART is committed to delivering a cultural message to Arab Americans, with a powerful distribution system and global network. ART is available 24 hours a day in North America.



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## ART AMERICA

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PRESENTING

## NEW YORK DOCTORS

**Show Duration:** 90 Minutes

**Air Time:** Every Monday Night At 9pm EST/Primetime

**Frequency:** Weekly with at least 1 re-run per episode

**Target:** Arabs 13 years of age to 65+ years of age

**Regions:** North America, South America and Australia

**Platforms:** DISH Network Channel 635/North American Cable Operators

**Hosts:** Dr. Hossam Amin, Dr. Estelle Torbey & Faten Al Ali




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## WINTER 2014

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## SYNOPSIS

# NEW YORK DOCTORS

An exciting evening talk show delivering a wide variety of health topics from a panel of practicing medical professionals in a compelling and entertaining format. The group of specialists that comprise the panel deliver medical knowledge in an easily digestible, down-to-earth manner. The doctors start each show by talking about new advances in medicine, giving daily health tips and quizzing viewers to test their knowledge and keep them engaged. Afterwards, they invite doctors as guests on the show and each doctor will weigh in on medical topics brought up by the guests based on their knowledge and real life experiences. The doctors will also discuss issues raised by viewers provided through the phone, email and social media.



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## THE HOSTS



**Dr. Hossam Amin, MD**  
Critical Care Medicine

**Dr. Estelle Torbey, MD**  
Cardiology



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## PROMINENT GUESTS

**Dr. Kayane Hanna-Hindy, MD**  
**Gastroenterology**



**Dr. Ridwan Shabsigh, MD**  
**Clinical Urology**



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## PARTNERSHIP BENEFITS

**Promotional Announcements:** 90 x 5"

**Logo with Voice Over:** 36 x 5"

**Adjacent Spots (Before & After):** 8 x 30"

**Participation Spots:** 24 x 30"

**Spot Package:** 90 x 10" & 90 x 30"

**Additional Spots:** 90 x 10" on ART Movies & 90 x 10" on ART Cable

**Frequency:** Monthly for 3 Months

## MAIN SPONSORSHIP

(Call to Inquire about Pricing)




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## ADDITIONAL BENEFITS

**In-Show Mentions:** 4 times throughout

**Logo Visibility on Set:** Full

**Website Banner:** Leaderboard 728px wide x 90px high

**Social Media Sponsored Ads:** 4 times throughout (Sponsored by...)

**YouTube/TrueView:** All Episodes Uploaded/Sponsored Promos

**Frequency:** Monthly for 3 Months

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## PARTNERSHIP BENEFITS

- Promotional Announcements:** 30 x 5"
- Logo with Voice Over:** 12 x 5"
- Adjacent Spots (Before & After):** 8 x 30"
- Participation Spots:** 24 x 30"
- Spot Package:** 30 x 10" & 30 x 30"
- Additional Spots:** 30 x 10" on ART Movies & 30 x 10" on ART Cable
- Frequency:** Month to Month

## PARTIAL SPONSORSHIP

\$15,000



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## CONTACT US

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[ads@reachmediatv.com](mailto:ads@reachmediatv.com)



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