



REACH MEDIA



*Connecting Arabs with their American communities while cherishing their cultural roots.*





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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.



REACH MEDIA

## OVER 2 MILLION VIEWERS

**ARAB RADIO & TELEVISION GROUP (ART)**



*Connecting Arabs with their American communities while cherishing their cultural roots.*

Exclusively  
on  
  
america

AMERICA'S LEADING ARABIC CONTENT PROVIDER

## 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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**ARAB RADIO & TELEVISION GROUP (ART)**

# THE BRIDGE الجسر

*Connecting Arabs with their American communities while cherishing their cultural roots.*

*Exclusively  
on*



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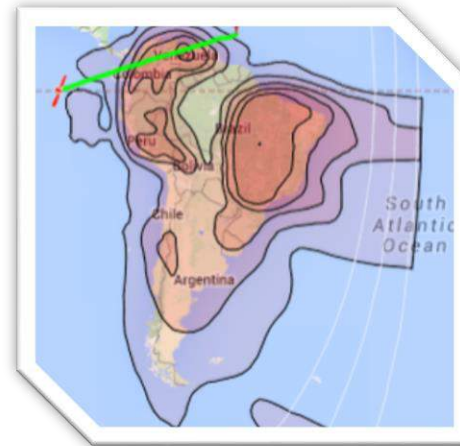
## OUR REACH

### NORTH AMERICA



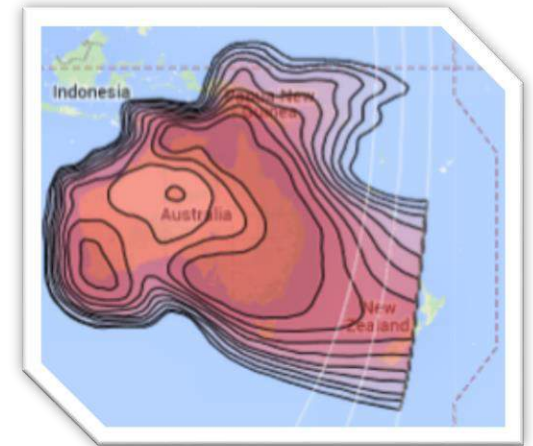
**ECHOSTAR**

### SOUTH AMERICA



**INTELSAT 9**

### AUSTRALIA



**ASIA SAT 5**



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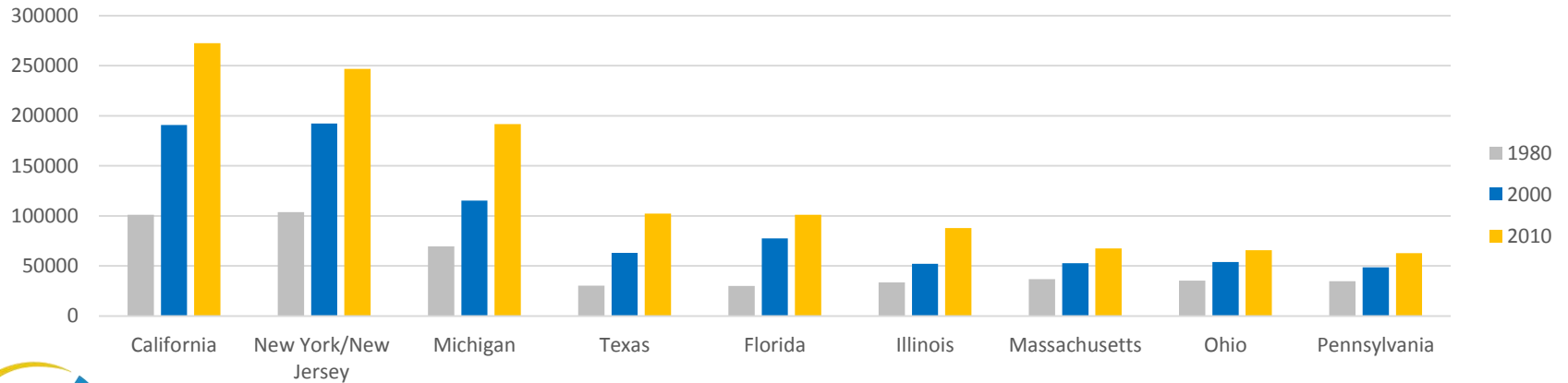
*Connecting Arabs with their American communities while cherishing their cultural roots.*



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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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## AMERICA'S LEADING ARABIC CONTENT PROVIDER

**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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LET'S TALK  
**DEMOGRAPHICS**

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## AMERICA'S LEADING ARABIC CONTENT PROVIDER

**6 MILLION**

Arabs currently reside in North America.

**75%**

Of Arab Americans have access to satellite Arabic channels.

**186%**

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 **THE BRIDGE**

**Show Duration:** 120 Minutes

**Air Time:** Every Friday 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:** Mohamed Elkhshab and Rita Zihenni

## SEASON 3 (LATE 2014)



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## SYNOPSIS

# THE BRIDGE

“The Bridge” is the only Arab American variety talk show dedicated to serving Arab American communities across North America. The two hour show airs live every Friday night from New York City at 9PM EST exclusively on ART America. The show is distributed through DISH Network in the U.S. and through major cable providers across the continent. The main focus of the show is to connect Arabs with their American communities while cherishing their cultural roots. The show is broken down into several different segments that are interchangeable every week. The segments presented widely range from a multitude of professional, social and entertainment topics every week. We often encourage selecting guests whom have an expertise in a specific industry and allow them to educate our viewers about existing controversial issues in an open forum type manner. We also dedicate a social/entertainment segment every week where we invite celebrities, superstars, political icons, professional athletes, musicians, actors/actresses and other entertainers.



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## SEASON 3 (LATE 2014)

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# THE HOSTS

Mohamed Elkhatab is the CEO and President of Reach Media Inc. which is the exclusive distribution, marketing, and production arm of the ART (Arab Radio & Television) in North America. He also is the founder of ART America which is a TV network designed for the Arabs living in North America and under Reach Media holds the exclusive distribution rights for many other top Arab TV networks. He had a vision for creating "The Bridge" in order to keep Arab Americans in touch with their culture and strengthen ties within the Arab communities across North America. Mohamed has interviewed and built relationships with some of the most influential icons of our time. He has hosted multiple shows in the past such as "Min America" which revolved around the same concept.



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## MOHAMED ELKHATAB

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# THE HOSTS

Rita Zihenni graduated from Studio El Fan for her superb singing which launched her career back in 1996. Over the years she has pursued and successfully performed major leading roles in Lebanese television shows and programs. Between 2006 and 2008, Rita was the host of “Min America” which was the precursor show to “The Bridge” in North America. Rita then pursued other passions and directions for her career which led her to become a television news correspondent and producer for the United Nations to the Kingdom of Saudi Arabia which broadcasted on major networks such as LBC, LBCI and Al Hayat. Rita then came to host “The Bridge” on ART America to continue her journey.



## RITA ZIHENNI



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## PROMINENT GUESTS



Metropolitan Philip Saliba



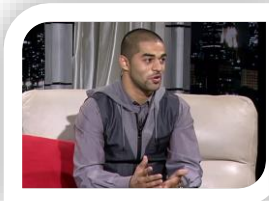
Egyptian Actor Mohamed Sobhi



Talk Show Host Gamal Enayet



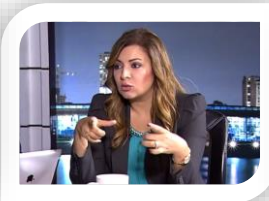
Talk Show Host Amr Adib



Olympic Boxer Sadam Ali



Egyptian Actor Sami Fahmi



Talk Show Host Reham Alsahly



Altahrir Owner Dr. Emad Gad



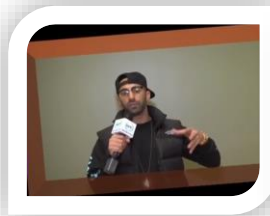
Egyptian Consul H.E. Ahmed Farouk



Senator Tony Avella



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YouTube Entertainer  
FouseyTube



Lebanese Consul  
H.E. Magdi Ramadan



Attorney At Law  
Joumana Kayrouz



Lebanese Singer  
Nicolas El Osta



Egyptian DJ/Producer  
Fady from Aly & Fila

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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

## **MAIN SPONSORSHIP**



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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

## MAIN SPONSORSHIP



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## CONTACT US

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