

2010 Media Sponsorship Opportunities

Lightbridge Media, LLC
Rescue, California



healing quest

your journey
to better health



your healing quest guides
judy brooks, olivia newton-john and roy walkenhorst



Wellness: A Trillion Dollar Market



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Nearly one fifth (\$2.5 trillion) of the U.S. economy is now devoted to healthcare, what Paul Zane Pilzer refers to as the "Sickness Industry."

By the end of this decade, an **additional \$1 trillion** of the U.S. economy will be devoted to the "Wellness Industry" -- products and services that keep us healthy, make us look or feel better, slow down the effects of aging, and prevent disease.





Target Audience



Boomer women (42-60) are leading the way into wellness

- Boomers own more than 77% of U.S. financial assets and control more than 83% of consumer spending.
- Boomer spending in the next decade will be a trillion dollars greater than consumers ages 18-39.
- Boomer spending in wellness is approximately \$165 billion per year and is expected to increase 300% in the next decade.
- Women are responsible for wellness care decisions in 4 out of 5 U.S. households.



PBS viewers are frequent consumers in wellness

- 40% higher than the U.S. average in buying natural and organic foods;
- 45% higher than the U.S. average in using antioxidant supplements;
- 50% higher than the U.S. average in using vitamins and minerals.

FACT:

75% of U.S. households are looking to natural remedies as part of their health regimens.

World Health Organization

A Trusted Guide for Consumers



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Healing Quest is the only weekly national television series serving a **core audience of women 30+** interested in integrative and natural ways of keeping themselves and their families healthy.

“Hurray for Healing Quest! You have a great show. I record it then play it back several times over the week. Organic tips, vitamins, alternative therapies – I love it all. Hope you are on the air for many years to come.”

- Jane Gray

“Unlike some programming where you like one segment and fast forward through others, all of your offerings are interesting, informative and to the point.”

Everything to do with natural living and organic foods are my favs, and I love the wellness clips and the mind-body connections. From smoothies and omelets to massage therapy, it's all good!”

- Doreen Grant

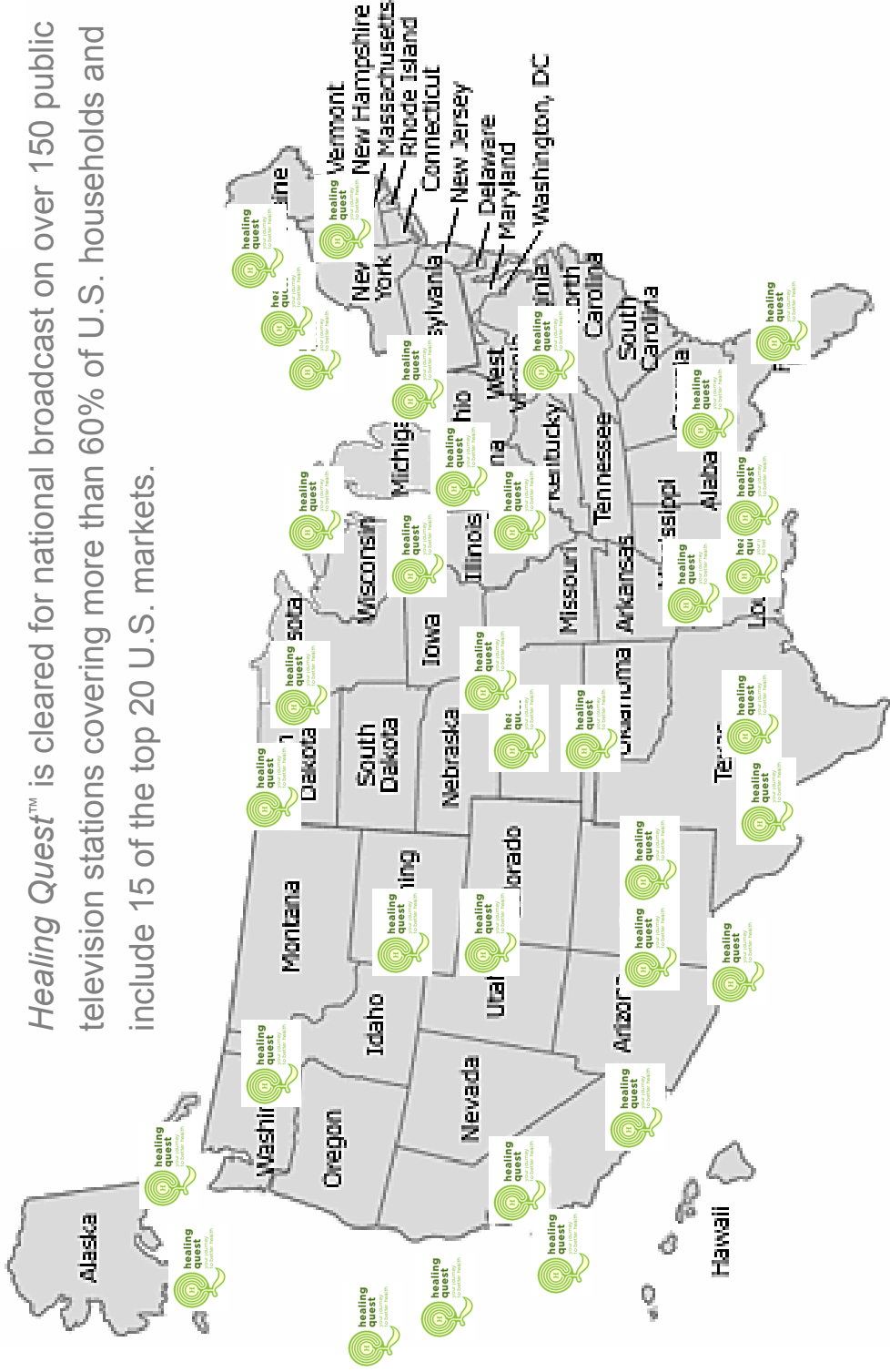




National Coverage



Healing Quest™ is cleared for national broadcast on over 150 public television stations covering more than 60% of U.S. households and include 15 of the top 20 U.S. markets.





Viewership Trends



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18 million impressions per year

- According to PBS research, weekend shows like *Healing Quest* attract viewership from 9 million households over a 52-week period.
- Each *Healing Quest* episode offers its sponsors two 15-second spots, one at the beginning and one at the end of each program.
- Calculation: 9 million households x 2 spots = **18 million impressions**

PBS viewers are more likely to buy

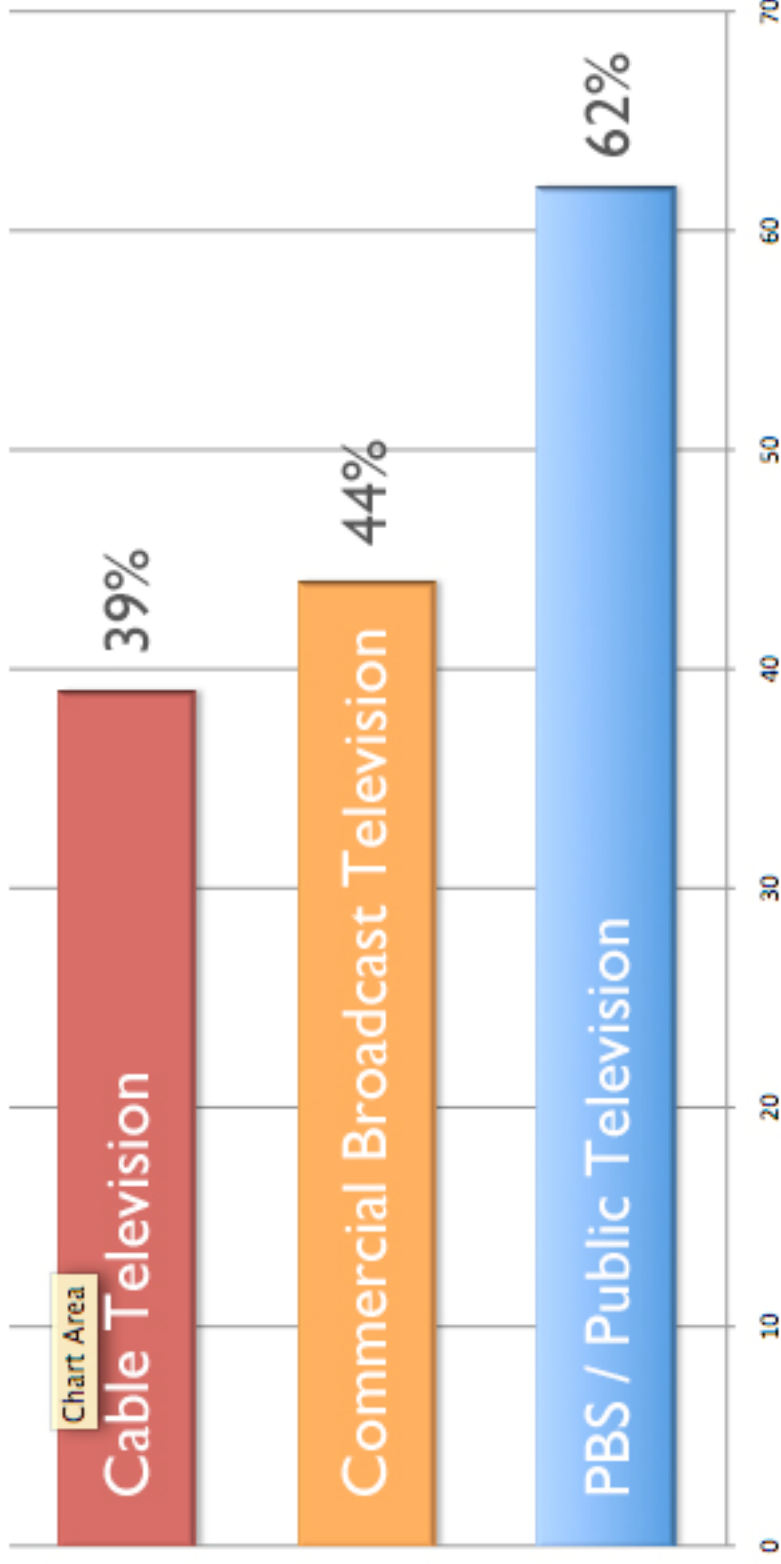
- 62% of PBS viewers are likely to buy a PBS sponsor's product or service.
- 74% of PBS viewers feel companies that sponsor public television have a commitment to quality and excellence.
- 82% of PBS viewers believe PBS sponsors are industry leaders.
- 93% of PBS viewers believe PBS sponsors provide a public service.



PBS: More Than Just Television



In Your Opinion, how important is it that we have public television, commercial television,



Elevate Your Brand Connection



Sponsor benefits include:

- Two 15-second advertising spots in each episode with 18 million impressions a year on PBS;
- Prominent placement in all new media campaigns:
 - ✓ Additional sponsor impressions on YouTube video streams and DVDs sold internationally
 - ✓ Sponsor logo on all website pages -- including home page -- with links to sponsor website
 - ✓ Sponsor logo, company description and banner advertisement on the "Friends of Healing Quest" web page -- with link to sponsor website
 - ✓ Up to 5 additional banner advertisements
 - ✓ Sponsor logo with link on weekly email blasts
 - ✓ Sponsor promotions on Facebook and Twitter
- Exposure at live events such as Olivia Newton-John's *Grace & Gratitude* benefit concert;
- Participation in local station PR campaigns and grassroots marketing.



Print media partner:

HEALTHY.
HAPPY.
FOR REAL.
EXPERIENCE
LIFE

Join Healing Quest Today



For sponsorship information, please contact

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