



# THE AMERICAN DREAM

with your host *Michelle Kalina*  
AS SEEN ON



# MEDIA KIT

THE AMERICAN DREAM IS A NATIONAL EMMY NOMINATED AND 5X TELLY AWARD WINNING TELEVISION SHOW SYNDICATED ON CBS, ABC, FOX, TRAVEL CHANNEL, BLOOMBERG, AND STREAMING ON APPLE TV, ROKU & AMAZON FIRE

ADTV's local host representing Scottsdale, AZ & Rochester, MN, Michelle Kalina, is a Sotheby's International Realty real estate agent and lifestyle expert, focused on bringing the best of these two regions to the rest of the country.

Michelle features local businesses, developments, resorts, events, festivals, concerts, charities, real estate, people, positive stories, and community interests on her segments.

## MICHELLE KALINA

REALTOR & ADTV HOST  
Lifestyle Expert

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45M+

Social Media Views

51M+

Impressions

15M+

Engagement

## AUDIENCE DEMOGRAPHICS

37%

Women

62%

Men

190k+

Video Plays by Fans

Episodes of the American Dream run 30 minutes and feature multiple hosts in various geographic areas.

### Social Media Posts:

Each segment will be promoted on both Michelle's Social Media as well as The American Dream. Combined followers total over 100k. Both behind the scenes and segment highlights will be featured and we do ask for our guests to join in promotions, tagging, and collaboration to boost engagement

### Watch Parties & Promotion

With collaboration from the guest, red-carpet watch parties are available to create and coordinate to promote the segment

# PAST GUESTS



**Grant Cardone**

CEO and Founder of Cardone Enterprises



**Ryan Serhant**

CEO and founder of SERHANT



**Shannon Gillette**

As seen on HGTV



**Craig Sewing**

CEO and Founder of American Dream TV



**Barry Habib**

CEO and Founder of MBS Highway



**Tom Ferry**

#1 Real Estate Trainer



**Robert Reffkin**

Compass



**Glen Sanford**

EXP



**Tarek El Moussa**

Flip or Flop

## Media Distribution Channels

### Cable Networks



Traditional television channels viewed on your TV through a coaxial cable.

Examples:  
ABC, CBS,  
NBC, FOX

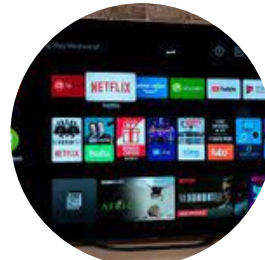
### Streaming Devices



TV connected hardware for Internet content streaming.

Examples: Roku, Apple TV, Amazon Fire, Chromecast

### Smart TVs



TVs that have built-in streaming capabilities.

Examples:  
Android TV,  
Apple TV

### Streaming Platforms



Online streaming services for movies, TV shows, and original programming.

Examples:  
Amazon Prime, Hulu,  
Netflix, Apple TV+



# THE AMERICAN DREAM



## SPREADING POSITIVE MEDIA ACROSS THE COUNTRY

### OUR MISSION

THE AMERICAN DREAM IS A SHOW DRIVEN BY A MODERN DAY MEDIA MODEL COMBATING NEGATIVE MEDIA WITH STORIES THAT INSPIRE. EACH SHOW IS CENTERED AROUND LIFESTYLE, CULTURE, AND REAL ESTATE. THE AMERICAN DREAM GENERATES MILLIONS OF VIEWS ON CABLE, SOCIAL MEDIA, AND STREAMING PLATFORMS SUCH AS APPLE TV, AMAZON PRIME, AND ROKU.

OUR MISSION IS TO FOCUS ON THE MEMBERS OF OUR COMMUNITY AND SPOTLIGHT THEIR CONTRIBUTIONS. WE HOPE TO BRING OUR GUESTS INCREASED ATTENTION IN THE COMMUNITY AND AROUND THE WORLD WITH AN AWARENESS OF THEIR BRAND. WE INVITE YOU TO BE A PART OF IT