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## ANTIQUES ROADSHOW™



### ANTIQUES ROADSHOW and insurance brands: A perfect match

ANTIQUES ROADSHOW has been sold out to the insurance category for 15 years. But in 2021, the category is open to a new insurance sponsor.

[WATCH THE CLIP](#) and see why ROADSHOW is a great match for insurance brands—the importance of having insurance is promoted in every episode!

Reach millions of ROADSHOW viewers who understand the value of insurance and are in the market now.

44% more likely to have homeowners or personal property insurance valued at \$500,000+

45% more likely to carry a floater policy or additional coverage for collections

36% more likely to be the decision-maker for a homeowners or property insurance policy purchased in the past year

There's no need to fight the competitive clutter on ROADSHOW. Stand out, and own your category.

1 hour = 8 spots

Your insurance brand Your insurance brand



National messages only.

1 hour = 39 spots



Source: Kantar Media typical night in June 2020 during NCIS on CBS, 6/30/20. National messages only.

Let's talk about how insurance and ANTIQUES ROADSHOW are the perfect fit. Contact us or visit [SGPTV.org](http://SGPTV.org) to get started!

**CONTACT US**

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Source: GfK MRI Doublebase 2020, A18+ Viewers of Antiques Roadshow



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