



cheddar news

look forward™

LIVE NEWS | STREAMING STORIES | ORIGINAL SHOWS

Cheddar News is breaking the mold of traditional news by focusing on the next generation of innovators and decision-makers. Live news and original shows that feed your curiosity about the people, ideas and innovations shaping your world. Cheddar news is the voice of what's next.

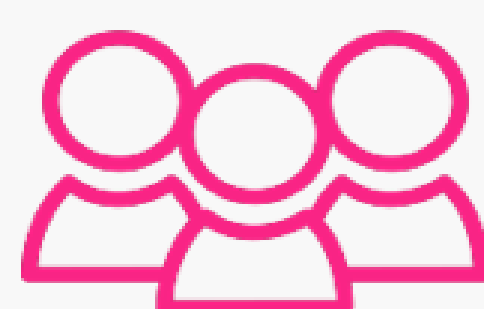
11+ Hours of Daily Live News Covering business, innovation; culture, tech and more

7:00am to 9:00am		12:00pm to 2:00pm		Tuesdays	200pm to 2:30pm		
9:00am to 11:30am		2:00pm to 5:00pm		Wednesdays	1:30pm to 2:00pm		
11:30am to 12:00pm	Mon		5:00pm to 6:00pm		Thursdays	12:00pm to 1:00pm	
	Tues		8:00pm to 9:00pm		Fraturdays	9:30am to 10:00am	
	Wed			12:30pm to 1:00pm			
	Thurs						
	Fri						



Reach

- #1 Business News Publisher on Facebook & LinkedIn
- 4.4M Unique Viewers
- 17M+ Subscribers across Social Media
- 180,498 Avg Viewing Minutes/Hour
- 1.5B Total Viewing Minutes in 2020



Audience

- 163 Index Post Grad Degree
- 118 Index HHI \$100k+
- 173 Index Check Stock Quotes Multiple Times/Day
- 120 Index Value of Portfolio \$1M+



Partner Opportunities

- Sponsored Shows
- Branded Content
- Linear, CTV/OTT, OLV, DOOH
- Twitter Amplify
- Research

