



# ON *PURPOSE*

*with Paul*

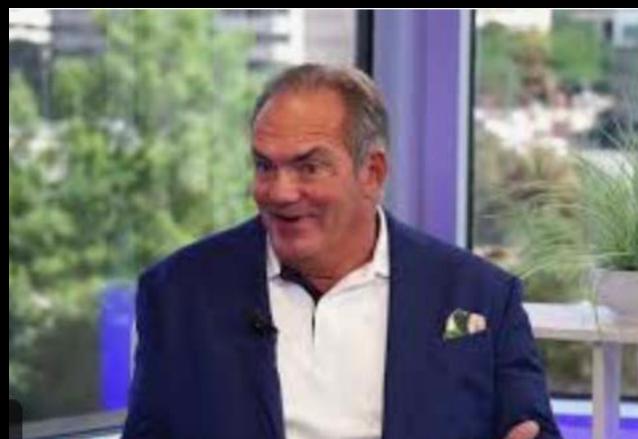
# MEDIA KIT



## ABOUT THE SHOW

*Broadcasting every Monday at 19:00 CT  
on NowMedia*

- On Purpose explores what it truly means to live and lead with intention.
- Hosted by Paul Peters, featuring stories of growth, alignment, and transformation.
- Inspires viewers to connect their daily actions with their deeper purpose.
- Offers practical wisdom to live more meaningfully—in business, relationships, and life.





# ABOUT THE HOST

## PAUL PETERS

- Paul Peters is a speaker, coach, and purpose-driven leader.
- Dedicated to helping others find clarity and fulfillment in their lives.
- Known for his authentic storytelling and heart-centered perspective.
- Encourages people to lead with intention and act with meaning every day.





# ABOUT NOWMEDIA TELEVISION



## 1. The Premier Bilingual Television Network in the U.S.

**NowMedia is the premier and first bilingual television network in the United States**, broadcasting **24/7 English and Spanish content simultaneously** across the U.S. and Mexico.

With a unique cross-border presence, NowMedia connects millions of bilingual viewers with exclusive programming tailored to entrepreneurs, innovators, and decision-makers.

## 2. Nationwide Broadcast and Digital Distribution

NowMedia broadcasts **over-the-air in Texas, Louisiana, and Florida**, and is available **nationwide in the U.S. and Mexico through Roku and Apple TV**.

This unmatched distribution network gives your brand expansive visibility, reaching audiences wherever they consume content — from traditional broadcast to cutting-edge streaming platforms.



## 3. Strategic Syndication and Audio Expansion

NowMedia proudly partners with **premium syndicated networks such as iHeart Radio, XM Radio, and Pandora**, with **audio versions of our shows available across all major podcasting platforms**.

These partnerships extend your reach, ensuring your message resonates through every medium — TV, streaming, and on-the-go audio.





# ABOUT NOWMEDIA TELEVISION



## 4. Extensive Video on Demand Library and Continuous Exposure

NowMedia maintains a **vast catalog of Video on Demand (VOD)** content available on **Roku and Apple TV**, keeping your interviews and appearances accessible long after they air.

This sustained visibility builds long-term brand recognition and positions your business as an authority within the bilingual marketplace.

## 5. Accessible Anytime, Anywhere, on Any Device

NowMedia has its own **dedicated iOS app**, with **Android, Fire TV, and Google TV apps launching soon** — making **NowMedia's broadcast and content available anywhere, anytime, on any device**.

Whether at home, on the go, or on your favorite screen, NowMedia keeps your audience connected to your message 24/7.





# WHY YOU SHOULD DO THIS?



## 1. Connect with High-Impact Entrepreneurs

NowMedia gives you direct access to a powerful bilingual audience of business owners, decision-makers, and innovators who are actively looking for new ideas, strategies, and partners to grow their ventures.



## 2. Own and Leverage Your Media Content

Gain full access to broadcast-quality interviews with no usage restrictions—perfect for repurposing across your website, social media, marketing campaigns, and client outreach to maximize your brand visibility.



## 3. Establish Your Authority on Television

Being featured on NowMedia positions you as a trusted authority in your field, elevates your professional credibility, and builds lasting trust



## 4. Amplify Your Brand Across Platforms

Our amplification team ensures your message reaches beyond TV—your interviews are available on-demand across Roku, Apple TV, Amazon, and more, giving you continuous exposure and strong long-term brand impact.





# AUDIENCE DEMOGRAPHICS

## Gender

Female

Male

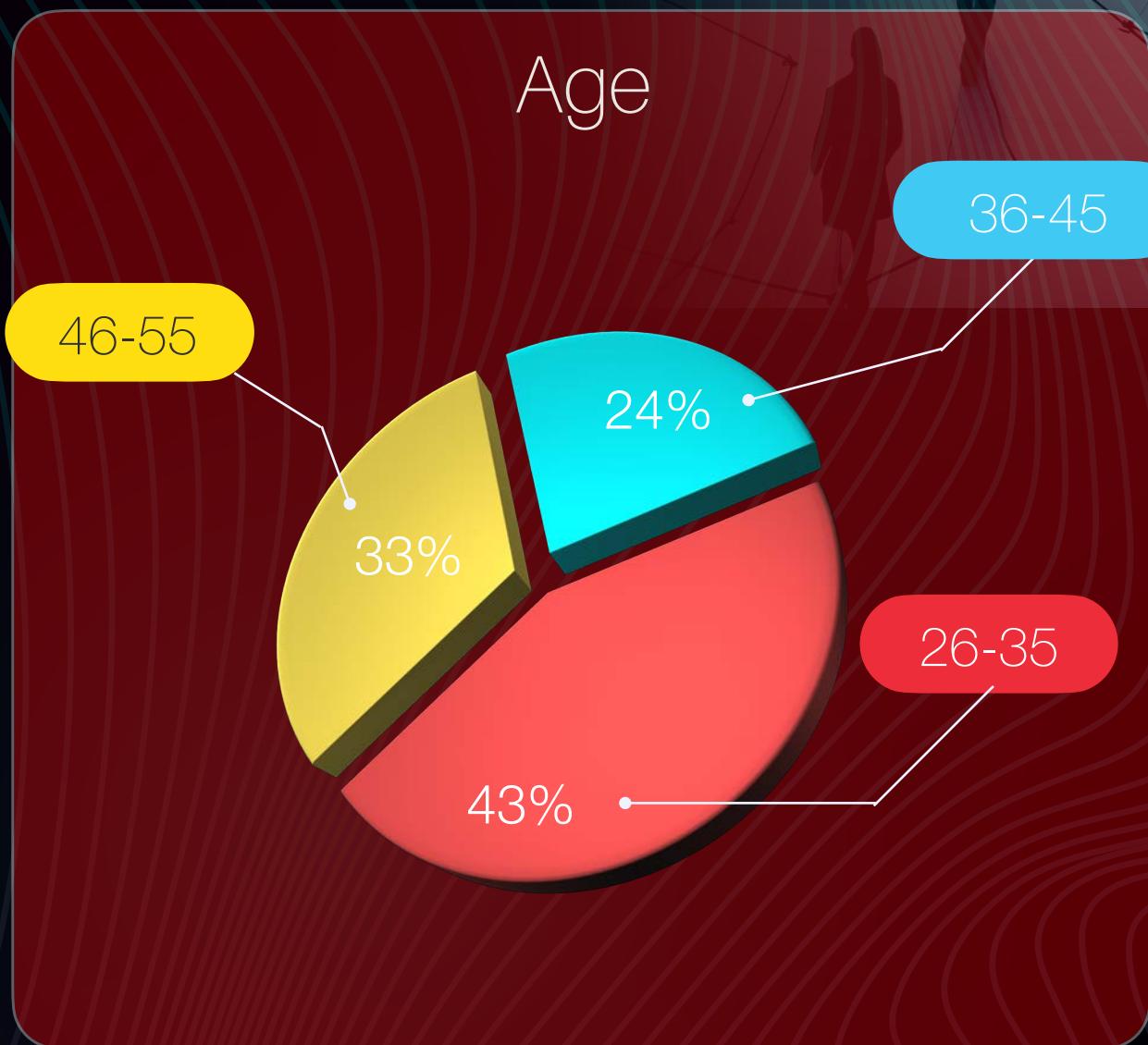
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# AUDIENCE DEMOGRAPHICS





# AUDIENCE DEMOGRAPHICS

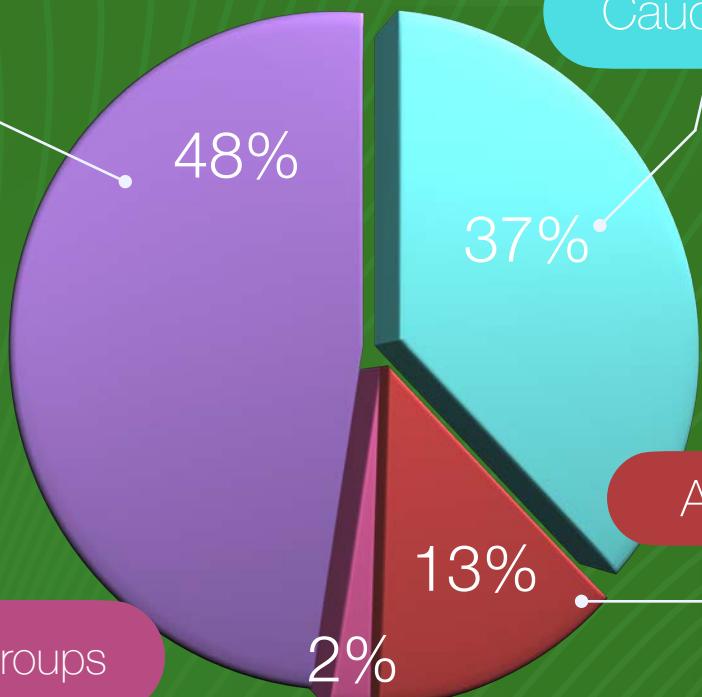
## Race

Bilingual Hispanic

Caucasian

African American

Other Ethnic Groups





# AUDIENCE DEMOGRAPHICS

## Income

\$501k-\$1M

20%

52%

\$351k-\$500K

18%

10%

\$151k-\$300K

\$150K





# YOUR TELEVISION APPEARANCE



## 1. Multiple Appearances for Maximum Impact

Consistency builds recognition. With a series of at least four interviews across different shows, your brand gains sustained visibility and audience engagement—turning exposure into influence.



## 2. Meaningful Conversations, Not Commercials

Every interview is designed to deliver authentic, insightful dialogue that inspires bilingual entrepreneurs. It's not advertising—it's storytelling that connects, educates, and builds trust.



## 3. Flexible Recording: Studio or Remote

NowMedia offers cutting-edge production quality whether you record in-studio or remotely. All interviews are captured in Ultra High Definition, ensuring your brand always looks its best.



## 4. Amplify Your Personal and Business Brand

Regular appearances elevate your credibility and strengthen your brand identity—opening doors to new partnerships, audiences, and business opportunities across all markets.





# RECENT AIRED EPISODES

**On Purpose**  
On Purpose with Paul Peters is a powerful, heart-centered talk show that explores what it means to live a life filled with meaning, direction, and intentional impact. Hosted by transformational speaker and strategist Paul Peters. [...more](#)

Latest Episodes

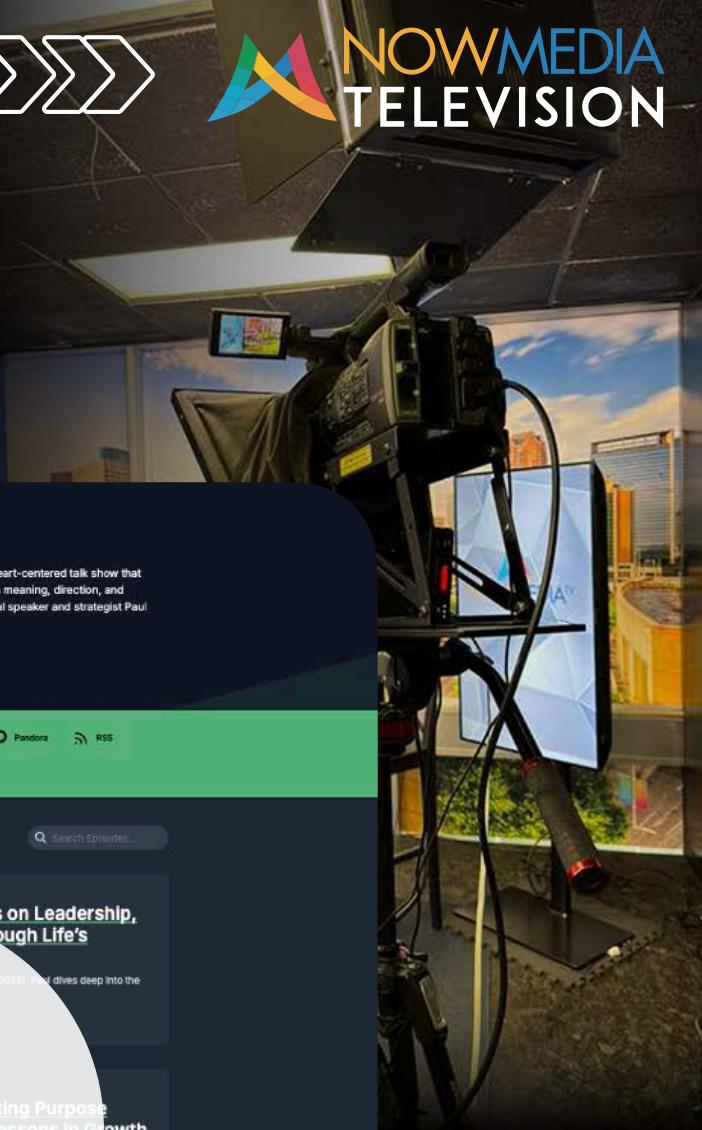
November 26, 2025  
**On Purpose (11-17-25)-Lessons on Leadership, Identity & Finding Purpose Through Life's Turning Points**  
In this episode of On Purpose with Paul Peters (Aired 11-17-2025), Paul dives deep into the defining moments that shape who we are and...

November 25, 2025  
**On Purpose (10-27-25)-Unlocking Purpose Through Everyday Moments: Lessons in Growth and Impact**  
In this inspiring episode of On Purpose with Paul Peters, we explore how purpose is often revealed in simple, everyday moments that impact our...

November 12, 2025  
**On Purpose (11-10-25)-Living with Intention: Faith, Purpose, and Action**  
In this episode of On Purpose with Paul Peters, discover what it truly means to live with intention. Paul explores how faith, clarity, and...

November 12, 2025  
**On Purpose (11-03-25) Living with Purpose: Inspiring Stories of Transformation**  
In this inspiring episode of On Purpose with Paul Peters, aired on November 3, 2025, we explore powerful stories of individuals who found meaning...

October 22, 2025  
**ON PURPOSE 10-20-25 | Dr. Andrew Sun: The**





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