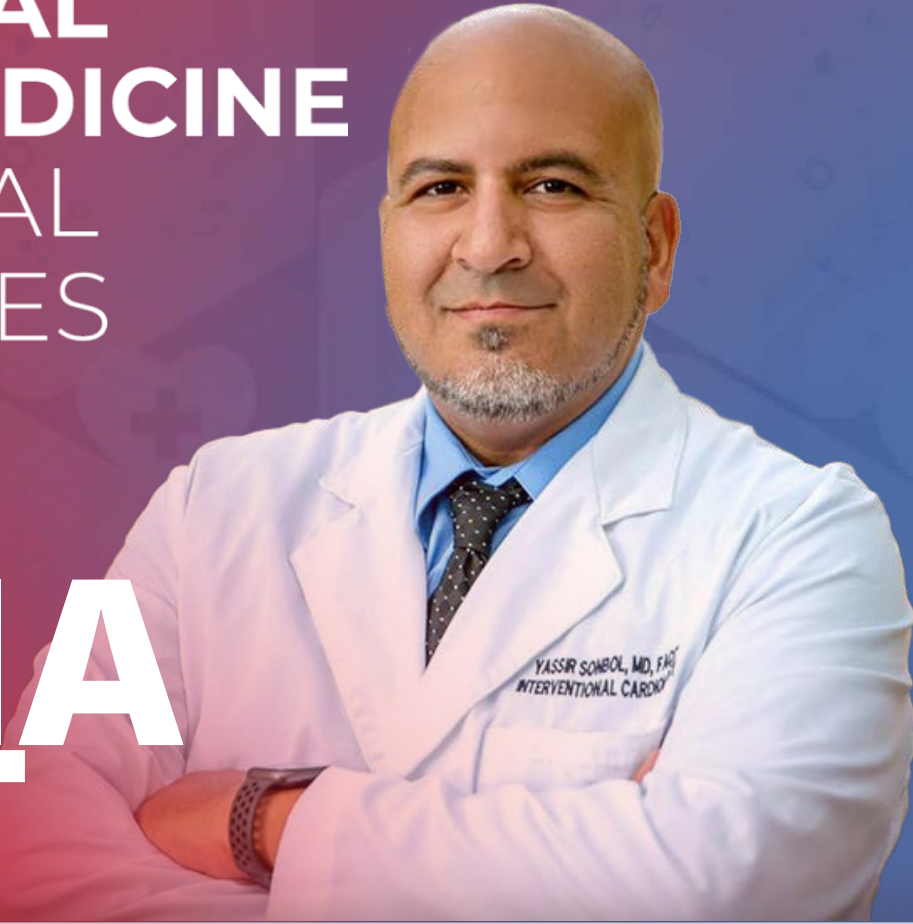




**REAL
MEDICINE**
REAL
LIVES

MEDIA KIT



ABOUT THE SHOW

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

- Explores real medicine, evidence-based science, and practical strategies to optimize long-term health.
- Breaks down complex medical topics into clear, actionable insights for everyday life.
- Shares powerful stories behind modern healthcare and patient-centered outcomes.
- Empowers audiences to make informed decisions and take control of their well-being.





ABOUT *THE HOST*

DR. YASSIR SONBOL



- Dr. Yassir Sonbol is a board-trained physician with extensive expertise in internal medicine, general cardiology, and interventional cardiology.
- He completed his medical degree at Indiana University School of Medicine and advanced specialty training at the University of Minnesota, where he also served as Chief Resident.
- A member of leading medical associations, his clinical focus spans coronary artery disease, heart failure, vascular conditions, and cardiovascular prevention.
- Known for his evidence-based approach, he is dedicated to advancing patient-centered care through education, precision, and medical excellence.



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.



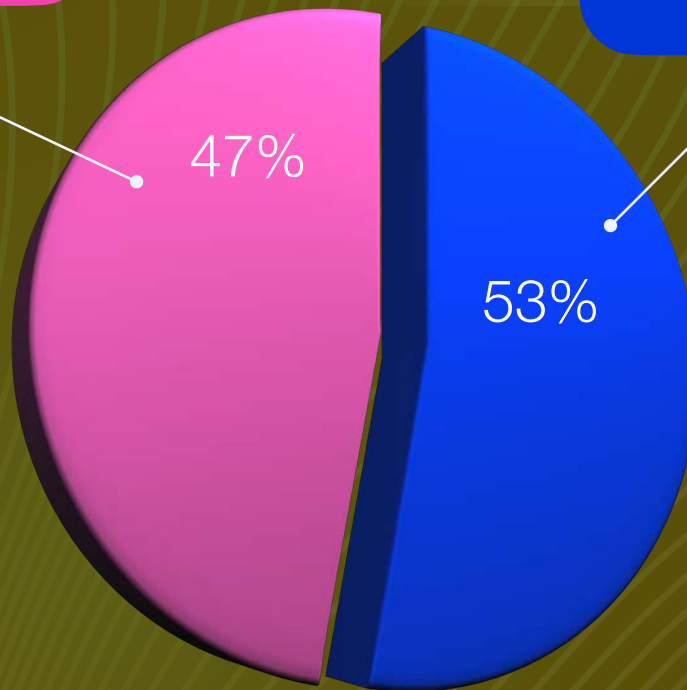


AUDIENCE DEMOGRAPHICS

Gender

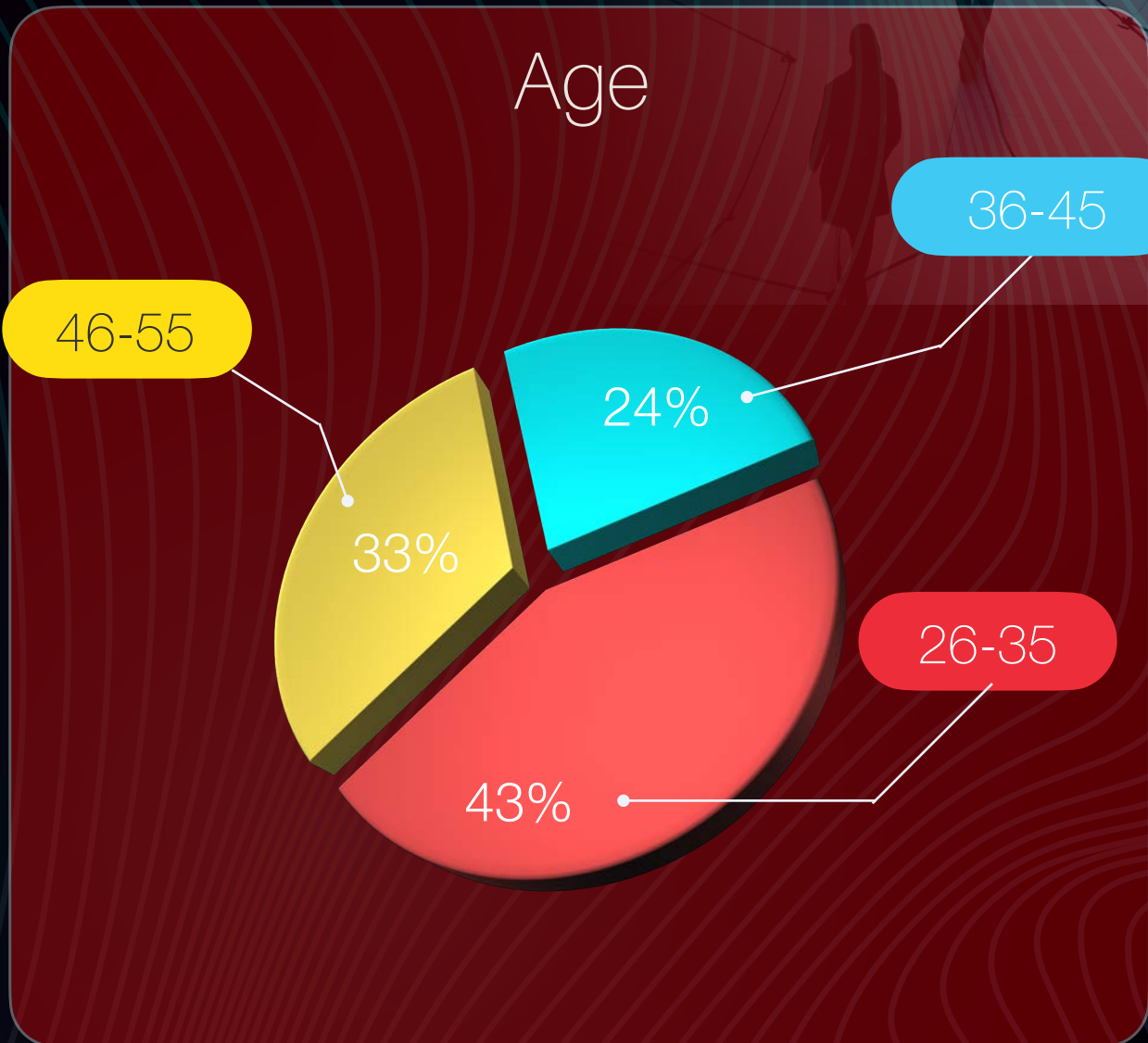
Female

Male





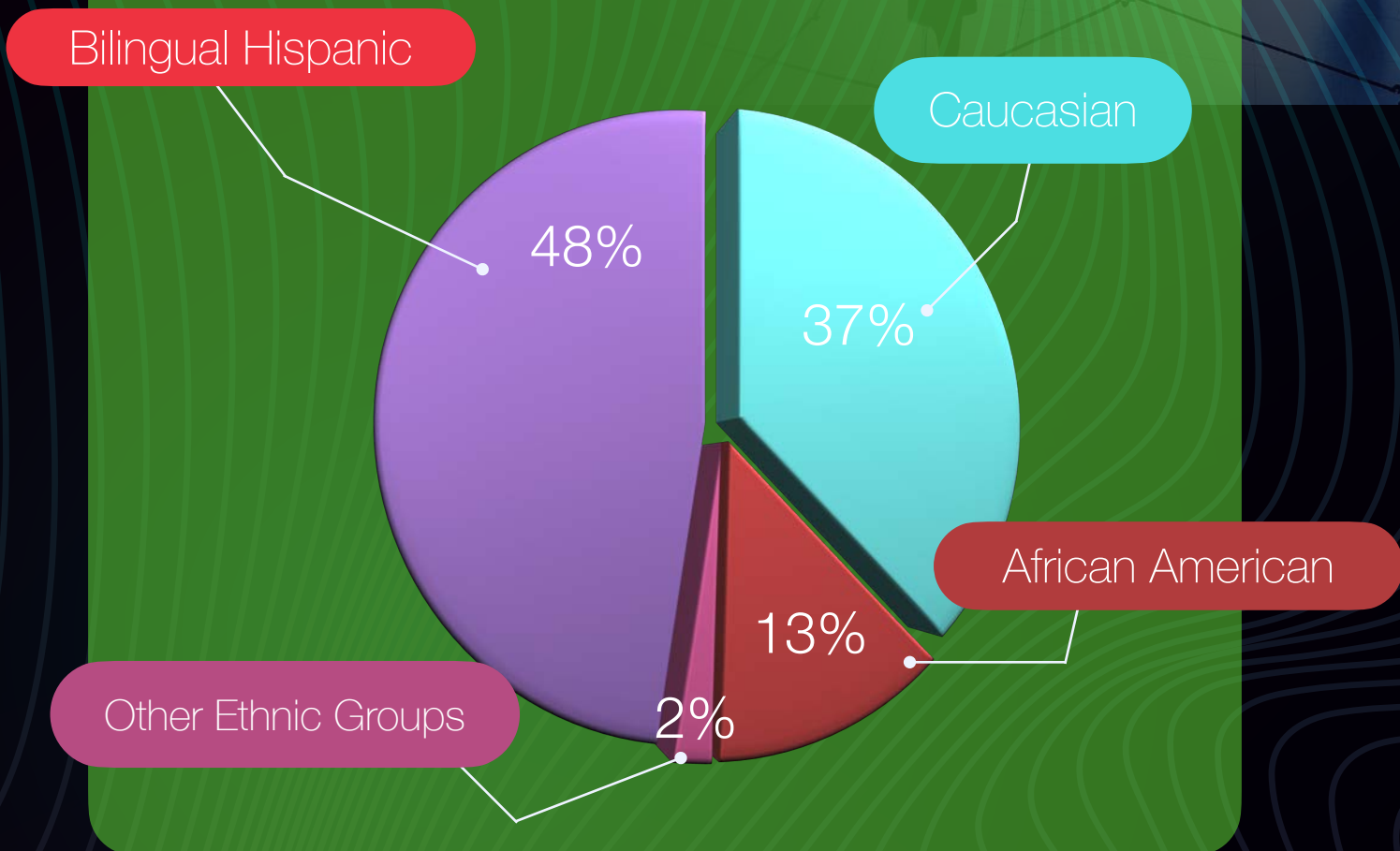
AUDIENCE DEMOGRAPHICS





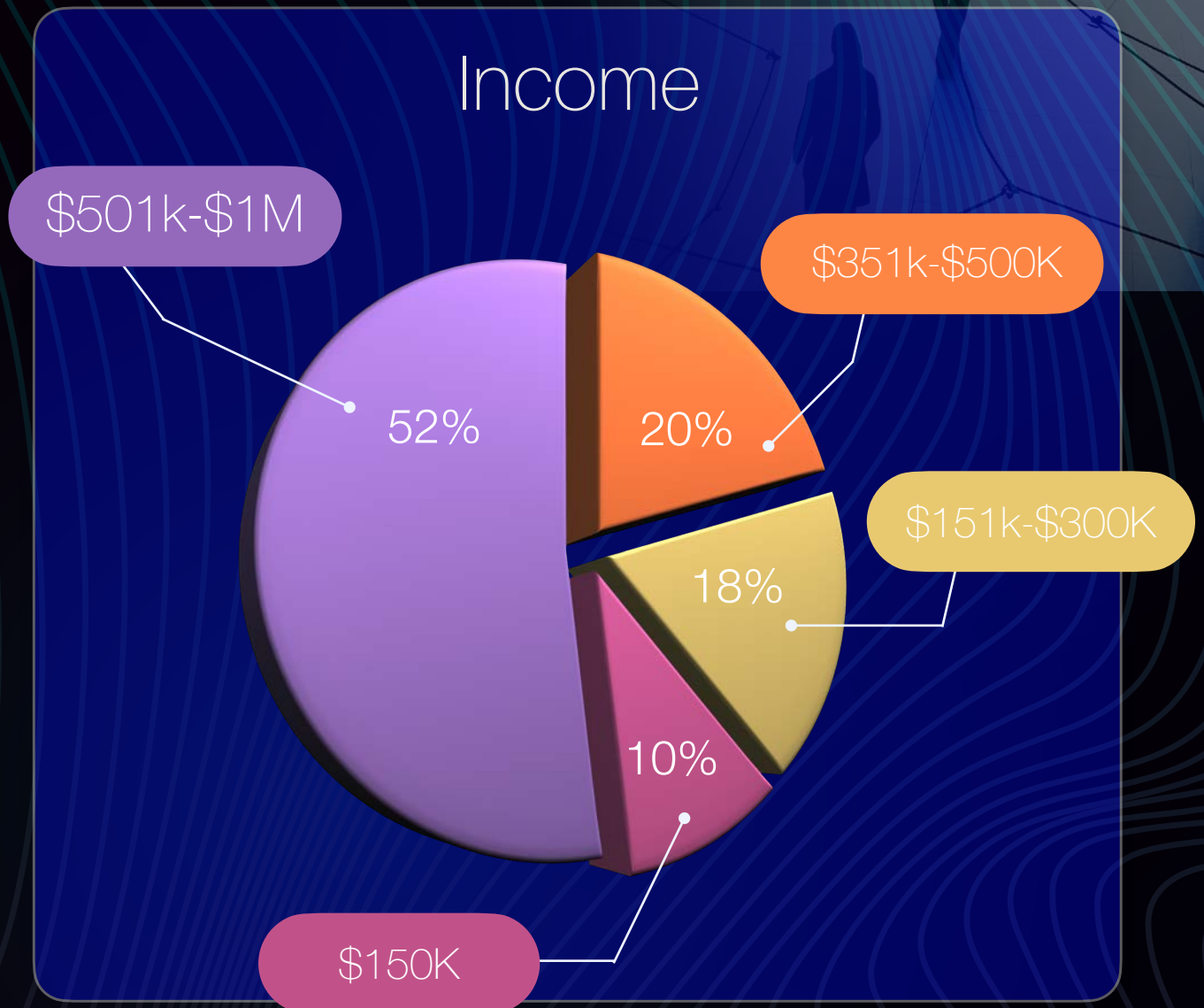
AUDIENCE DEMOGRAPHICS

Race





AUDIENCE DEMOGRAPHICS





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



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Real Medicine Real Lives

Join Dr. Yasser Sambol on a journey to optimize and elevate your health. Each episode explores the truth behind real medicine, uncovering the stories, science, and strategies that create lasting impact in your life.

 Apple Podcasts  Spotify  Amazon Music  Pocket Casts  iHeartRadio  Pandora

 RSS  More


Latest Episodes




December 16, 2025

Real Medicine Real Lives (Aired 12-04-25) | The Hidden Health Crisis of Medical Debt & Financial Stress

In this powerful episode of Real Medicine Real Lives, Dr. Yasser Sambol explores one of the most overlooked health crises facing families today...


 **PLAY** 00:49:36




November 13, 2025

Real Medicine Real Lives (Aired 11-06-2025) — Bringing Advanced AI and Telemedicine to Remote Communities

In this episode of Real Medicine Real Lives, Dr. Yasser Sambol sits down with Dr. Alan Bades to discuss how artificial intelligence and cutting-edge...


 **PLAY** 00:50:08




November 13, 2025


Real Medicine Real Lives (Aired 10-30-2025) — Transform Stress and Pressure Into Growth and Well-Being

In this episode of Real Medicine, Dr. Yasser Sambol and Dr. Jesse Hansen explore how daily stress and societal pressure impact mental and physical...

 **PLAY** 00:49:23



November 13, 2025

 **REAL
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