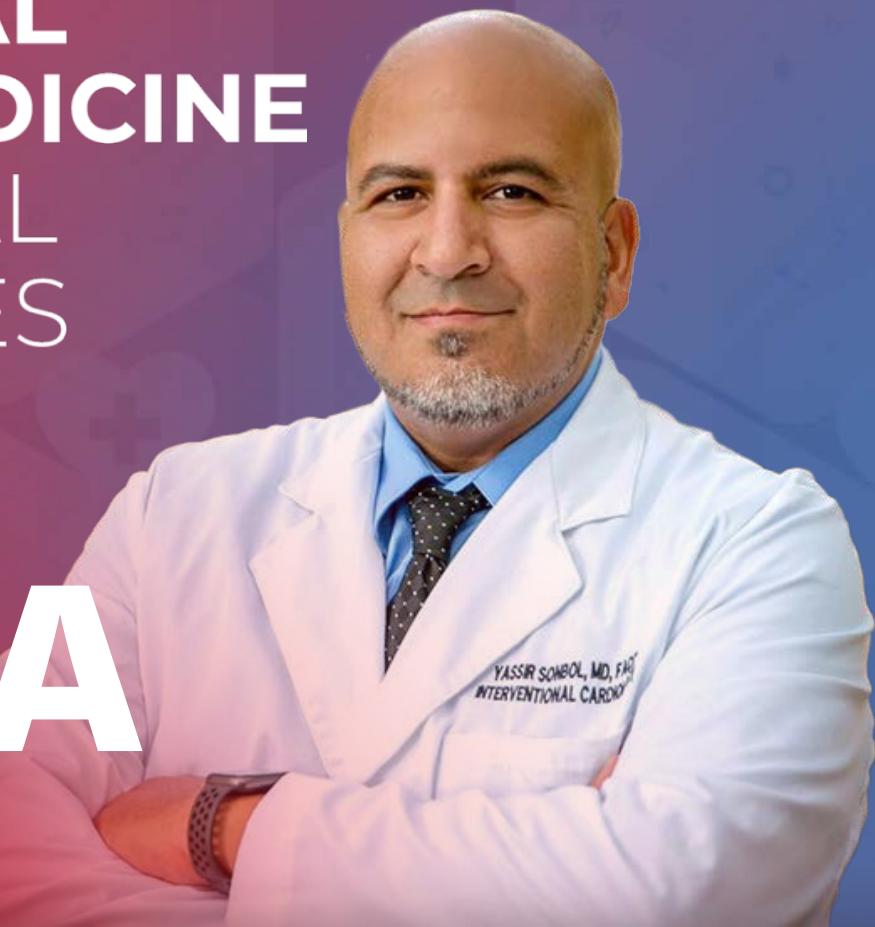




NOWMEDIA  
TELEVISION



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.



**Yassir Sonbol, MD**

Interventional Cardiologist, St. Luke's Health Sugar Land

YASSIR SONBOL, MD, FACC  
INTERVENTIONAL CARDIOLOGIST



# 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

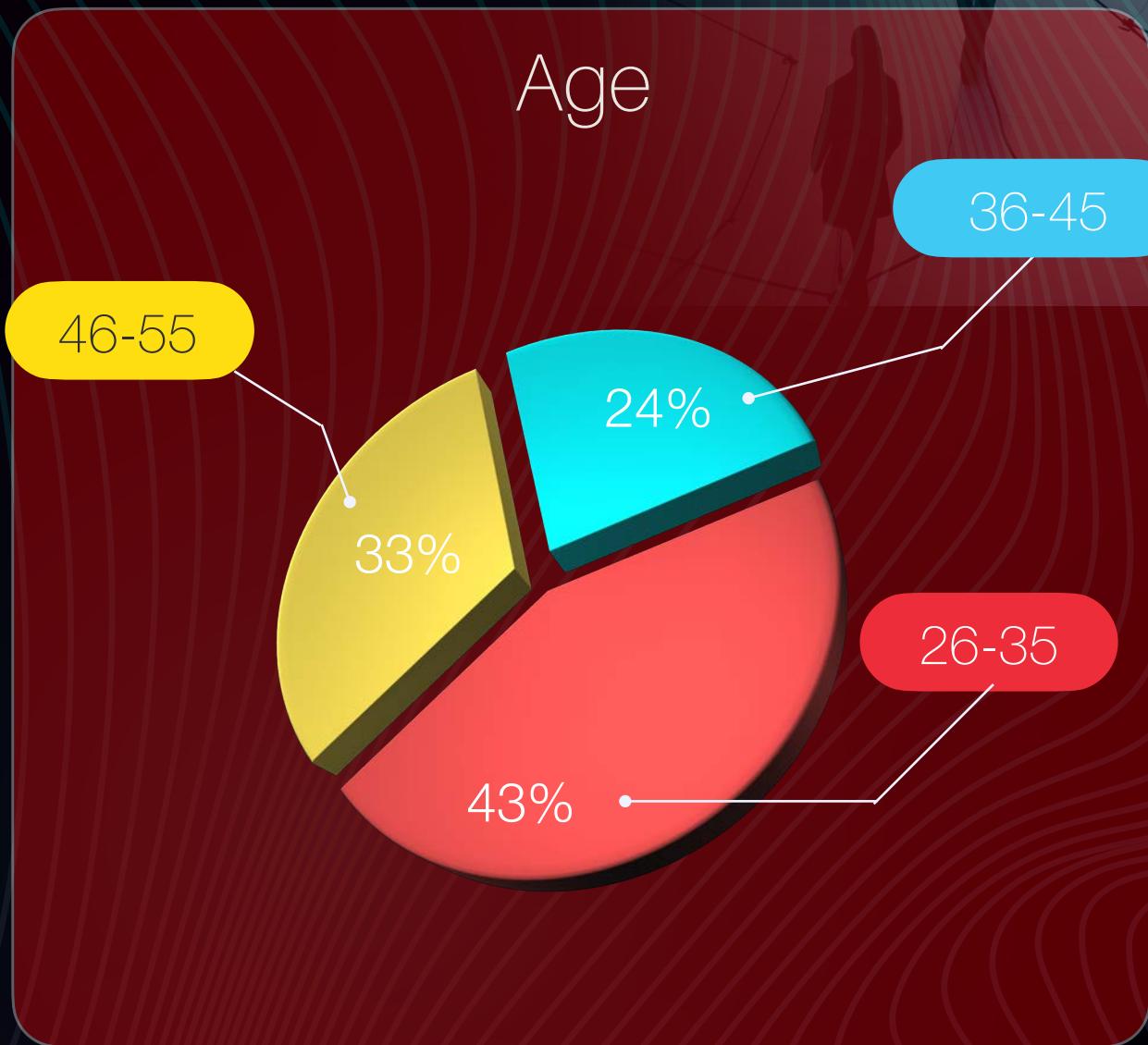
47%

53%



# AUDIENCE DEMOGRAPHICS

Age





# AUDIENCE DEMOGRAPHICS

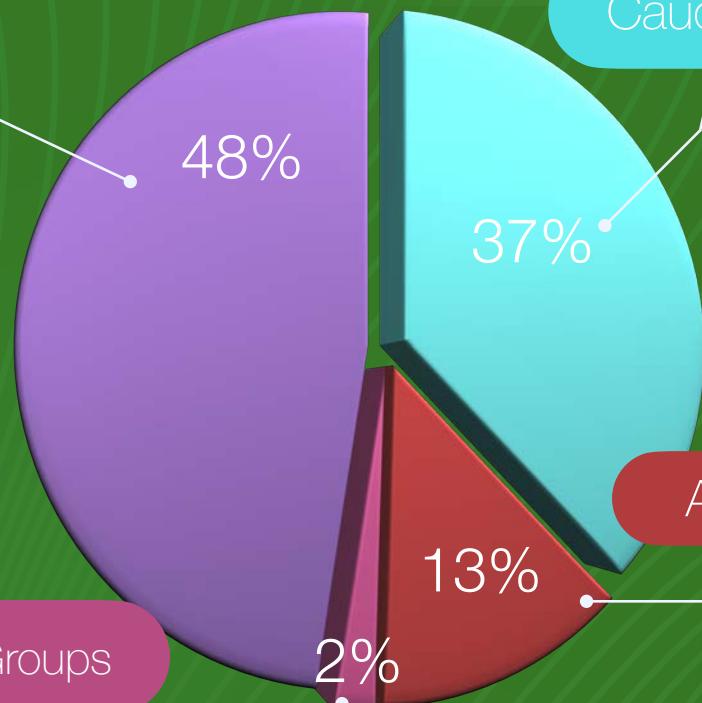
## Race

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.



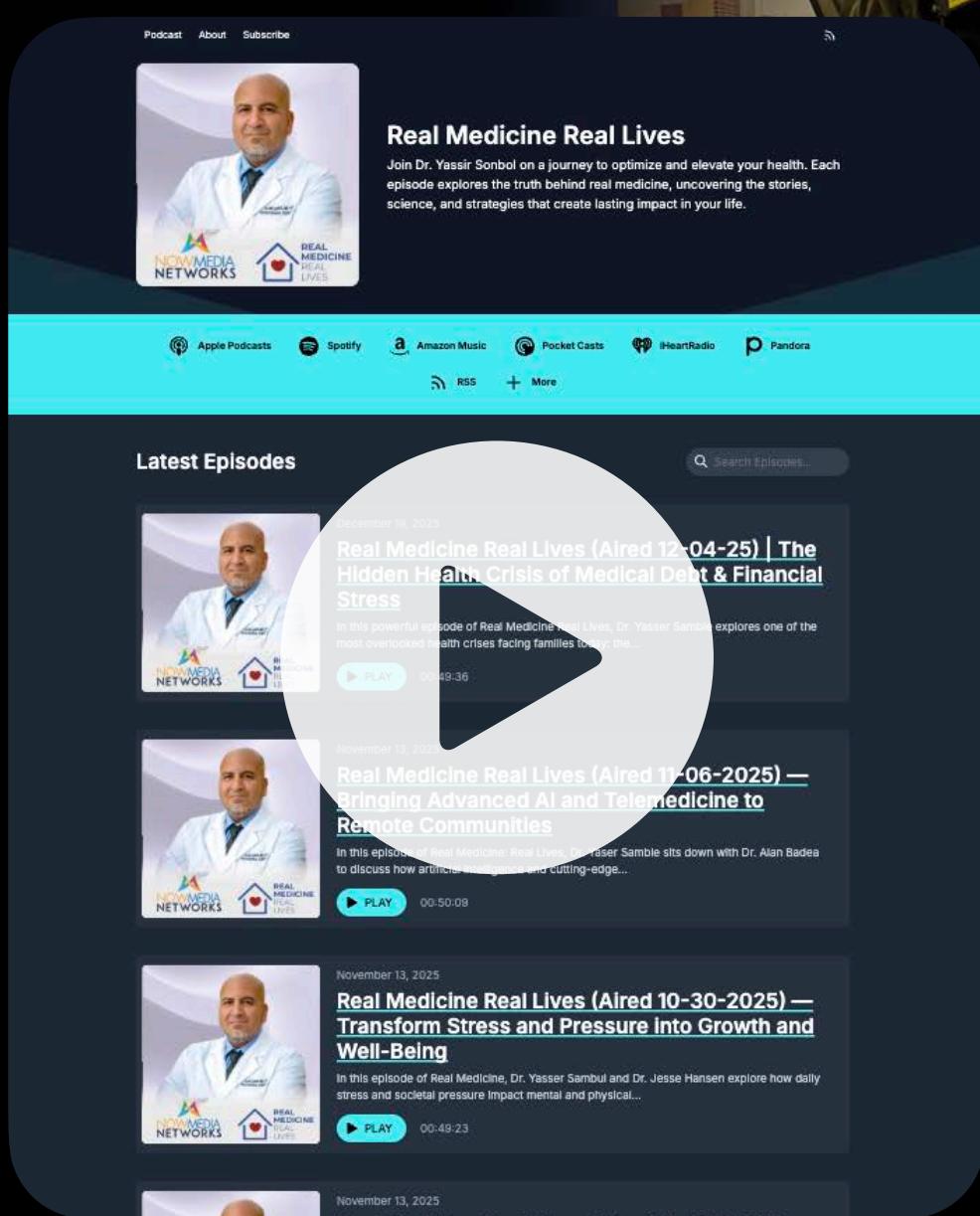
## 4. Amplify Your Personal and Business Brand

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



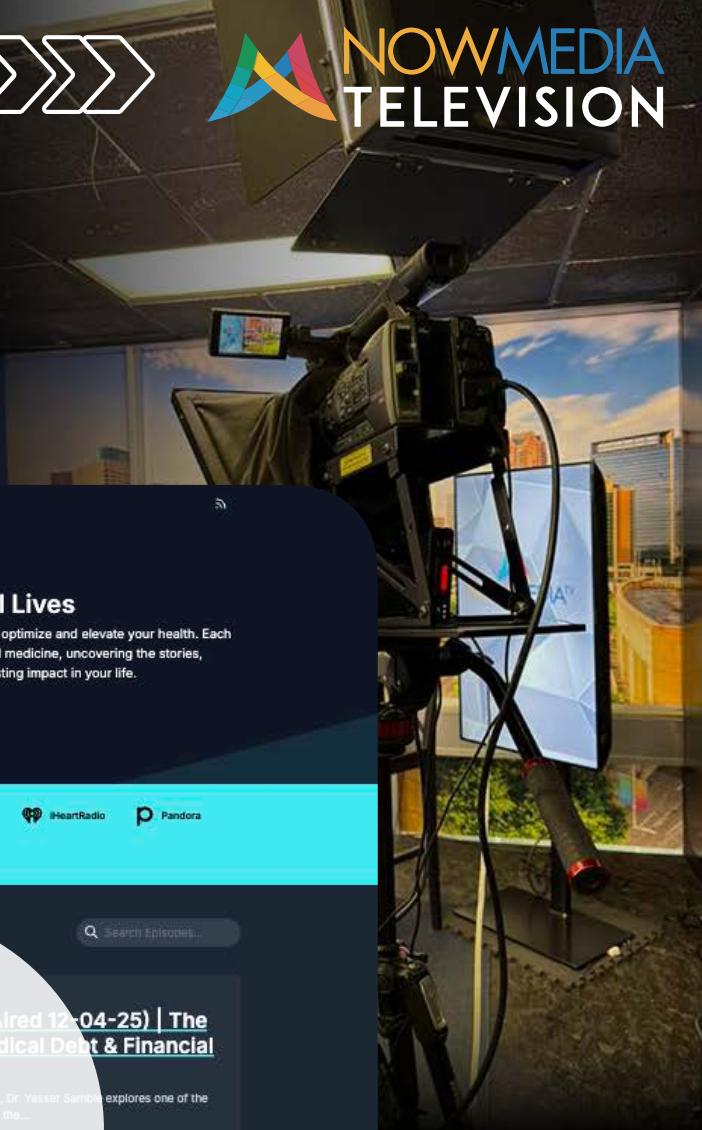


# RECENT AIRED EPISODES



The screenshot displays the homepage of the **Real Medicine Real Lives** podcast. At the top, there is a promotional image of Dr. Yasser Sambol in a white lab coat. Below this, the title **Real Medicine Real Lives** is prominently displayed, followed by a brief description: "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." A large circular play button is overlaid on the page. Below the main title, there is a navigation bar with links to various platforms: Apple Podcasts, Spotify, Amazon Music, Pocket Casts, iHeartRadio, and Pandora, along with RSS and more options. The main content area is titled "Latest Episodes" and lists three recent episodes:

- Real Medicine Real Lives (Aired 12-04-25) | The Hidden Health Crisis of Medical Debt & Financial Stress**  
December 11, 2025  
In this powerful episode of Real Medicine Real Lives, Dr. Yasser Sambol explores one of the most overlooked health crises facing families today: the...  
[PLAY](#) 00:49:36
- Real Medicine Real Lives (Aired 11-06-2025) — Bringing Advanced AI and Telemedicine to Remote Communities**  
November 13, 2025  
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](#) 00:50:09
- Real Medicine Real Lives (Aired 10-30-2025) — Transform Stress and Pressure into Growth and Well-Being**  
November 13, 2025  
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





# NOWMEDIA TELEVISION

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