

THE GEN XTRA SHOW



The GenXtra Show airs across 90 + streaming networks (OTT platforms) including Apple TV, Amazon FireTV, ROKU, GooglePlay, Sony reaching more than 30 million viewers.

Each episode features the latest beauty, fashion and lifestyle trends, must-have products and must-know news, plus expert advice in other important areas of your life including career, cooking, health and wellness, finance, and relationships. We also

journey down memory lane with a nostalgic look at the people, places and things that shaped our childhood.

Have your product, story or idea heard and seen by one of the most powerful consumer groups, Generation X. We range in age from 40 to 55 and number 65 million strong with tremendous buying power and interest in resources that help us live our best lives.

GenXtra speaks directly to this consumer group, that has been overlooked and underserved by marketers. GenXtra features the latest lifestyle tips, trends, news, and must-haves to enhance the quality of life for GenXers, filling a media void. Our show offers the following sponsored segment opportunities:

Feel GenXtra: Featuring health and wellness companies, providers, products and services

Look GenXtra: Focused on beauty and fashion tips, trends, products and services

Live GenXtra: Focused on relationships, career and personal growth

Invest GenXtra: Financial and legal advice, news, products and services to help Gen X'ers plan for the future

Design GenXtra: Focused on the latest trends, ideas and inspiration in home decor and design and featuring stories about art, artists, artisans, and makers.

Cook GenXtra: From favorite childhood recipes to the latest foodie trends, Cook GenXtra brings you recipes, cooking styles and entertainment ideas from Celebrity Chefs that fuse the past and present of culinary pop culture.

GenXtra Must Haves: Innovations that make life easier and more efficient for GenX'ers

GenXtra Memories & Musings: A nostalgic look at cultural artifacts, stories, and people who shaped our formative years in the 70s and '80s.

Each 4-minute sponsored segment is professionally hosted and includes scriptwriting, production, editing and promotion across our social media network of 21.7 Instagram followers via BingeNetworks. In addition to airing on the GenXtra show, each sponsor receives a copy of the segment to use as marketing, publicity and website content.

For more information on sponsorship opportunities and rates, contact gentrashow@gmail.com or call 407-416-1566