



Live! with Regis and Kelly

Hosts:

Regis Philbin
Kelly Ripa

Frequency:

Monday - Friday

Duration:

60 minutes

Format:

4.0 National, 10.5 Local

U.S. Coverage:

99%

Primary Daypart:

100% Daytime

Target Audience:

W18-49

W25-54

**One of the highest indices in daytime for reaching young mom (W18-34 w/child under 3).*

30% of Live's total audience is comprised of W25-54, whereas only 22% of total people in all TV households fall into W25-54.

Ad-supported website: www.liveregisandkelly.com



This light, fun-filled entertainment is America's favorite morning show thanks to the ever-popular hosts, Regis Philbin and Kelly Ripa, along with the constant stream of Hollywood's hottest stars! Returning for its 22nd season, *Live!* continues to be daytime's most success talk show. Now, produced in HD!

As two of TV's most recognizable stars, Regis and Kelly add value popularity and relevance to the shows. This season, *Live!* was even featured on primetime hits, such as: *Brothers & Sisters*, *Ugly Betty*, *How I Met your Mother*, and *Damages*.

"Morning talker Regis Philbin has dethroned Oprah as the most "bankable" star in syndication"
-Electronic Media

"Kelly Ripa turns out to be a super-duper on-air partner for Regis Philbin and thus entirely worthy of an honor that comes but to a few. Ripa's performance is breezy and sassy and occasionally rib-tickling"
- The Washington Post

"Kelly Ripa displays spunk and enthusiasm. Likeable, funny and down-to-earth"
- The Orlando Sentinel