

Sean's back *big time* . . .



He's addressed the nation as White House press secretary and made it to the quarterfinals on "Dancing with the Stars."

Now Sean Spicer is back, talking directly to America with his new show — *Spicer & Co.* — exclusively on Newsmax TV, America's fastest-growing cable news channel.

Spicer & Co. just debuted and airs weekdays at 6 p.m. ET.

The Washington-based *Spicer & Co.* features Sean and co-host Lyndsay Keith as they broadcast from studios near the White House.

Each day, Spicer and Keith lead an ensemble of Washington insiders, experts, journalists, and power brokers to analyze the top headlines from the Beltway and the key news from the U.S. and the world.

With the 2020 election upon us, Americans are hungry for **real news, real information, and honest views**. Bestselling author and respected commentator Sean Spicer is helping Americans become truly informed.

And Newsmax, described by Forbes as a "news powerhouse," is his platform.

Newsmax's audience reach is growing — **up nearly 200 percent in overall reach** since August 2019 — surpassing Bloomberg Television in total household reach, household

coverage area rating, and average audience.

Viewers are responding and *big time* . . .

Americans want something new. **Fresh. Compelling. Real.**

Newsmax TV is it — and is now carried in more than

70 million U.S. homes via DirecTV, Xfinity, Dish, Spectrum, Fios, Cox, Optimum, U-verse, Suddenlink, WOW!, Armstrong, and dozens more systems and paid OTT platforms.

Newsmax TV targets highly responsive baby boomers who are the stickiest and most loyal subscribers to pay TV. And, as **Newsmax TV** grows, MVPDs will benefit from more competition with the potential of lower licensing fees to other cable news channels.

Each day the channel provides 16 hours of original news content with programming focused on breaking news, **talk, and analysis** — **all with a heartland perspective**.

The **Newsmax TV** programming lineup, in addition to *Spicer & Co.*, includes *Greg Kelly Reports*, *Newsmax Now with John Bachman*, *Conversations with Nancy Brinker*, *The Chris Salcedo Show*, *Huckabee*, and more.

So check out **Newsmax TV** and *Spicer & Co.* — catch this wave. **Early. Ride it. Big time.**

NewsmaxTV
Real News for Real People

To Carry Newsmax TV

Andrew Biggers

646-393-3828

abiggers@newsmax.com

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