



“Unplugged with Eraldo and Daryn” is an authentic, fun, fast-paced lifestyle TV show that covers a variety of trending topics including pop culture, celebrities, fitness, health, money, fashion, cooking and of course social issues that are making the headlines.

UNPLUGGEDwithERALDOandDARYN.COM

Featured on



SOCIAL MEDIA

55k+ Twitter

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45k+ Instagram

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@CARPEDARYN

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Unplugged with Eraldo and Daryn is a fun and fast-paced half hour lifestyle weekend TV show that airs on top-rated, CBS owned-and-operated WLNY-TV New York, the #1 ranked DMA in United States with nearly 7.1 million TV homes.

ABOUT:

Co-host & Executive Producer Eraldo Maglara

In addition to being a nationally recognized fitness trainer, Eraldo is a television talk-show host, Executive Producer, brand ambassador, entrepreneur, influencer, public speaker and accomplished author. Eraldo’s highly successful book “The Real Fountain of Youth: Simple Lifestyle Changes for Productive Longevity,” offers relatable tips and advice on aging and health. Eraldo is also a multimedia lifestyle contributor as seen on The Daily Meal, WGN Chicago, CBS Houston, CT Live, Good Morning Washington, FOX Baltimore and many others. Eraldo has been featured in Forbes, MoneyInc, SELF, Oxygen, Muscle and Fitness, Huffington Post, Prevention as well as many digital sites. Eraldo received his certifications from the National Personal Training Institute (NPTI), as well as the National Strength and Conditioning Association (NSCA).

Co-host Daryn Carp

Daryn came right out of the NBC Page Program to assist one of the most influential pop culture icons currently on television, Andy Cohen. While at Bravo, Daryn created the web series, “@sk Andy” that she hosts and runs on bravotv.com. At the start of 2014, Andy and Daryn left Bravo to start a new production company, Most Talkative. Daryn currently is the assistant to Andy Cohen. In the summer of 2017, Daryn began anchoring Bravotv.com’s newest exclusive behind-the-scenes series, “Bravo Pregame,” where she breaks down the exciting and shocking moments on Bravo in the week ahead and scores exclusive talent interviews in the green rooms of the Watch What Happens Live with Andy Cohen studio.

Daryn co-hosts a weekly Oxygen podcast, “Martinis and Murder,” which dives deep into the actual crime and the theories surrounding each murder, while drinking an appropriately themed cocktail. The podcast has over 7 million downloads and was featured in the New York Times. The podcast was part of CrimeCon in Nashville in the Spring of 2018, and soon to be coming to New Orleans for Crime Con in 2019. “Martinis and Murder” was nominated for the 2018 Shorty Awards for Best Branded Podcast.





Eraldo & Daryn with Joe Gorga of Bravo TV's Real Housewives of NJ

MONTHLY REACH

New York DMA

Cumulative Reach: 2.8 Mil

WLNY-TV Market

NYC Area: 1.2 Mil

Northern Suburbs: 337k

Long Island: 564k

Northern NJ: 415k

Central NJ: 336k

18+ Male Viewers

1.2 Mil

18+ Female Viewers

1.6 Mil

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WLNY attracts nearly 2.8 million viewers per month with a great variety of Entertainment, News, and Sports! WLNY is a part of the CBS Television Stations family and is the sister station of WCBS.

From New York City to Long Island, the Northern Suburbs, Connecticut, and New Jersey, WLNY is widely distributed on major cable and satellite systems including Optimum, Spectrum, Verizon FiOS, Comcast, RCN, DirecTV, and Dish Network.

WLNY is the home of all-time favorite comedies such as "The King of Queens," "2 Broke Girls," and "Mike & Molly" and first-run syndicated hits such as "Dr. Phil" and "Judge Judy."

"WLNY News at 9:00 pm," anchored by Dick Brennan and Alice Gainer, provides viewers with an hour of live local news every night!

WLNY is also the home of ACC Football and Basketball, which includes local favorites Syracuse!

TOPICS:

Wellness, Social Issues, Trending Topics, Celebrities, Lifestyle, Travel, Entertainment, Interior Design, Fashion, Beauty, Pets, Parenting, Cooking, Party Planning, Cooking, HR, Technology, Business, Money, Medical, Non-profits, Legal Topics, Sustainability, Authors, Sports, Products and much more.

INTEGRATIONS:

- Social Media Promotion
- Brand Ambassadorship
- Product Placement- Endorsement
- Branded Content
- Dedicated Product Segments
- Brand Messaging
- Giveaways
- Commercial Break (:30-1:00)

SPONSORSHIP:

- Category Exclusivity
- Featured As Title Sponsor
- Brand Banner
- Host Brand Mentions/Messaging
- Host Brand Demo/Endorsement
- Giveaway/Special Offer/Contest
- Social Media Promotion
- Link To Segment/Show

Note: produced in studio or on location