

THE MOST WATCHED SHOW ON TELEVISION



Wheel of Fortune, America's Game®, is the most successful game show in television history. With 21 million viewers per week, it continues to attract a larger audience than all primetime TV shows. Entering its 40th season in fall 2022, *Wheel of Fortune* has been a fixture on American TV for more than three decades and is the #1 syndicated show for co-viewing.



BRAND OPPORTUNITIES

Advertisers have the unique opportunity to reach the show's engaged and loyal viewers through in-show activations, including:

- **Mystery Round Sponsorship**
- **Branded Theme Weeks**
- **Bonus Round Sponsorship**



AD SALES: NEW YORK: 212-833-8418 | CHICAGO/LA: 312-261-4506

Source: Nielsen NPower, 4Q21 Average Weekly Reach based on P2+, 6-minute Qualifier, All Broadcast Primetime, originals only (excludes repeats, sports, news and special programming); #1 Show in Co-Viewing=Live+SD co-view share % of P2+ watching with another P2+, rank among all syndication programs (excluding sports, specials, and breakouts)

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