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Tap into millions of listeners on BlogTalkRadio and reach a targeted audience that is relevant to your brand.

The Largest Talk Radio Network
BlogTalkRadio is home to thousands of hosts across categories and millions of listeners tuning in to hear some of the best content on the Web.

Reach the Right Audience
We offer multiple advertising products to reach listeners in categories that align with your product or service.

- Branded Content & Syndication
- Display & Pre-Roll Advertising
- Category, Keyword, Event Sponsorship
Top brands are using BlogTalkRadio to reach and engage an audience in a new way.
About BlogTalkRadio: Our Guests

2 million
Original Episodes

Notable individuals across all categories including business, sports and entertainment are interviewed on BlogTalkRadio everyday.
BlogTalkRadio features the most influential hosts with listenership and social reach in the millions.

Deepak Chopra brings to BlogTalkRadio his established audience including over 1.8 million Twitter followers, 400K Facebook fans, and 48K YouTube subscribers.

Jamey Duvall of Movie Geeks United turned his show into one of the most popular movie-themed podcasts on the Internet with over 3 million listeners.

About BlogTalkRadio: Our Hosts

Active Hosts: 12,000+
creating 35K new shows each month
Site & Social Statistics

Unique Visitors
23 million

Page Views
170 million

Visits
31 million

Source: Quantcast, October 2012

Top 50 Quantcast US Site Property

- 67% New Visitor
  - 21 million Visits
- 33% Returning Visitor
  - 10 million Visits

facebook
- 42K & growing

twitter
- 29K & growing

quantcast
- 3.1 million monthly unique extended web visitors from Twitter and Facebook

viralheat
- 6 million monthly social media impacts
- 45,000 monthly social media mentions
- 4,500 weekly unique authors
## Audience Demographics

### Gender

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>55%</td>
</tr>
<tr>
<td>Male</td>
<td>45%</td>
</tr>
</tbody>
</table>

### Age

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 18</td>
<td>28%</td>
</tr>
<tr>
<td>18-24</td>
<td>9%</td>
</tr>
<tr>
<td>25-34</td>
<td>16%</td>
</tr>
<tr>
<td>35-44</td>
<td>17%</td>
</tr>
<tr>
<td>45-54</td>
<td>12%</td>
</tr>
<tr>
<td>55-64</td>
<td>8%</td>
</tr>
<tr>
<td>65+</td>
<td>9%</td>
</tr>
</tbody>
</table>

### Ethnicity

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caucasian</td>
<td>73%</td>
</tr>
<tr>
<td>African Amer.</td>
<td>11%</td>
</tr>
<tr>
<td>Asian</td>
<td>6%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Children in Household

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Kids</td>
<td>53%</td>
</tr>
<tr>
<td>Has Kids</td>
<td>47%</td>
</tr>
</tbody>
</table>

### Education Level

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>College</td>
<td>62%</td>
</tr>
<tr>
<td>No College</td>
<td>36%</td>
</tr>
<tr>
<td>Grad School</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: Quantcast, October 2012
Engage and delight your audience with branded content in multiple channels.

- Curate your brand’s station with the best original content in select categories from BlogTalkRadio.
- Reach your audience via phone, web, iTunes or Skype and amplify your efforts with one-click syndication to social networks like Facebook and Twitter.
- Create branded content to share and interact with your audience.
- Tap into over 23 million listeners/month on BlogTalkRadio.

Our Advertisers: ACUVUE® CRAFTSMAN LEXUS
Advertising Products: Display & Pre-Roll

Select from multiple ad units with display, audio or video options.

728 x 90
Display Banner

400 x 300
Video Pre-Roll
and
Audio Pre-Roll

300 x 250
Display Banner

Our Advertisers:

- AARP
- ComEd
- AMTRAK
Advertising Products: Category, Keyword & Event Sponsorship

Sponsor categories, keywords and broadcast events to reach a targeted audience.

Top Categories

Technology 1.6 million
Automotive 1.5 million
Business 1.4 million
Sports 1.2 million
Finance 1.1 million
Fitness 1.1 million
Entertainment 540 thousand
Current Events/News 220 thousand

Monthly Unique Page Views
Source: Google Analytics, Oct 2012

Our Advertisers: at&t McDonald's

Example Category Page
Client Case Study (Branded Content): Sears Craftsman

Sears created the first interactive DIY radio show for the Craftsman brand.

**Challenge**
Sears wanted to reach and engage Do-It-Yourselfer enthusiasts online to increase awareness for the Craftsman brand.

**Solution**
BlogTalkRadio helped Sears quickly launch an online talk radio show called *The Down and Dirty with Frank Fontana*. The Sears-Craftsman team creates and broadcasts their show weekly, taking questions from Do-It-Yourselfers and sharing it on their site, iTunes, social media and BlogTalkRadio.com.

**Results**
The *Down and Dirty* show for Sears was successful in generating engagement around the Craftsman brand:

- No. 1 DIY talk radio show on the Internet with over 4.1 million listens
- Top Pick and Voted Most Newsworthy and Notable podcasts of 2011 by iTunes
- 7,000 listens per show and growing
Client Case Study (Branded Content): Sears Craftsman, continued

Onsite Page Roadblock

iTunes Integration

Display Banner Ads
**AT&T launched a first of its kind tribute to Black History Month.**

**Challenge**
AT&T wanted to drive traffic and awareness for their newly created multicultural website, TheBridge.com around a campaign that paid tribute to Black History Month.

**Solution**
To commemorate Black History Month, BlogTalkRadio worked with AT&T to launch *The Listen 2 Learn* and *Ear 2 The Future* stations. The curated stations featured existing interviews from BlogTalkRadio.com of African-American entrepreneurs, community leaders, actors and more. Noted guests included Bill Cosby, Dionne Warwick, Russell Simmons and Queen Latifah sharing insights into family, community, career and trends in music, entertainment and technology.

**Results**
In just 28 days, AT&T exceeded expectations in raising awareness for Black History Month through their stations:

- **1.2 million station page views**
- **7 million social media impressions**
- **250,000 listener streams of interviews**
Client Case Study (Sponsored Content): AT&T, continued

Sponsored Episode Page

AT&T Presents: Listen 2 Learn! Esperanza Spalding by Listen2Learn in Education
Thu, January 26, 2012

Esperanza Spalding, jazz bassist, and musician Esperanza Spalding, whose latest album is titled Chamber Music Society, offers up her definition of sensuality—in sound and sight. "The other day I was in a hotel in Chicago and they had these close-up photos of Pearl Bailey. You could just see her collar bone and a little bit of shoulder and neck," she tells Sundays with Joy Keys host Joy Keys. "But just the way her head was thrown back singing, and her licks and her eyes and

Tags:
- Esperanza Spalding
- Chamber Music Society
- Sundays with Joy Keys
- Jazz bass
- AT&T Presents An Ear 2 the Future

Onsite Page Roadblock

Celebrate Black History Month with AT&T and start your journey today.

On-Demand Episodes

AT&T 28 Days: Make Your Own Mark on History—Live!
by Listen2Learn in Education on Thu, March 1, 2012
Capping off AT&T's dual Black History Month series, Listen 2 Learn! and Ear 2 the Future, Make Your Own Mark on History—Live! features excerpts from documentary interviews with historic African American figures including Rosa...

AT&T Presents: Listen 2 Learn! Eddie Levert
by Listen2Learn in Education on Thu, January 26, 2012
As a founding member of legendary R&B group The O'Jays, Eddie Levert enjoyed seven Top 20 singles throughout the 70s—followed...
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