



blogtalkradiosm 

Media Kit

The World's Largest Online Talk Radio Network

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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.

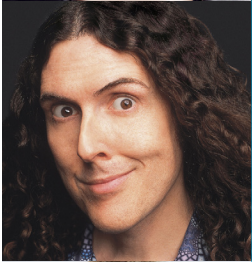
**Branded Content
& Syndication**

**Display & Pre-Roll
Advertising**

**Category, Keyword,
Event Sponsorship**

Top brands are using BlogTalkRadio to reach and engage an audience in a new way.

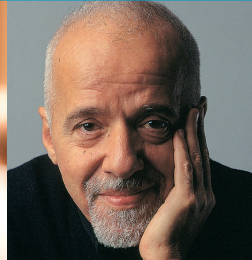




About BlogTalkRadio: Our Guests

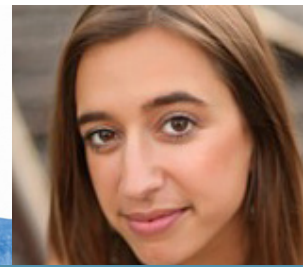
2 million
Original Episodes

Notable individuals across all categories including business, sports and entertainment are interviewed on BlogTalkRadio everyday.





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



Spirituality

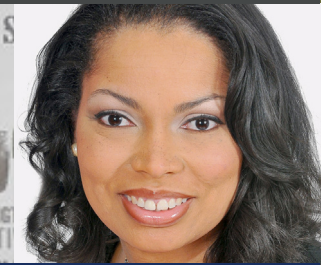
Jamey Duvall of Movie Geeks United turned his show into one of the most popular movie-themed podcasts on the Internet with over 3 million listeners.



Entertainment



Business



Lifestyle



Sports

About BlogTalkRadio: Our Hosts

BlogTalkRadio features the most influential hosts with listenership and social reach in the millions.

Active Hosts: **12,000+**
creating 35K new shows each month



Monthly

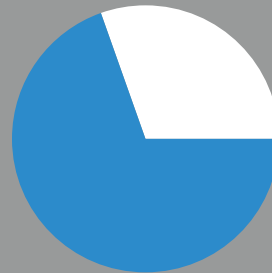
Unique Visitors
23 million

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

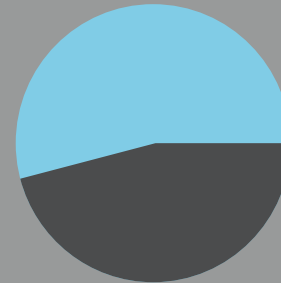
viralheat

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

Gender

Demographic Percent

Female 55%
Male 45%



Age

Demographic Percent

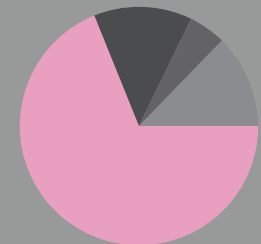
< 18 28%
18-24 9%
25-34 16%
35-44 17%
45-54 12%
55-64 8%
65+ 9%



Ethnicity

Demographic Percent

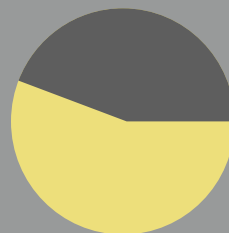
Caucasian 73%
African Amer. 11%
Asian 6%
Hispanic 8%
Other 1%



Children in Household

Demographic Percent

No Kids 53%
Has Kids 47%



Education Level

Demographic Percent

College 62%
No College 36%
Grad School 2%



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

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



The screenshot displays the BlogTalkRadio website interface with several advertising units highlighted:

- 728 x 90 Display Banner:** A green rectangular banner at the top of the page.
- 400 x 300 Video Pre-Roll and Audio Pre-Roll:** A large green rectangular area on the left side of the main content, positioned over a video player.
- 300 x 250 Display Banner:** A green rectangular banner on the right side of the page, below a "BROADCAST NOW!" button.

The main content area features an article titled "Legendary Singer Tony Bennett by Storytellers" with a "Featured Host" badge. The article text includes: "On the first episode of Storytellers presented by BlogTalkRadio, catch an interview with legendary singer Tony Bennett discussing his latest album, *Viva Duets* and a new documentary on his life, *The Zen of Bennett*. In the film, Tony reflects back over his 60 year career, his philosophy on life, lessons learned and his passion for art and music."

Other visible elements include a search bar, navigation links (On Air, Featured, Popular, Stations), a "Create My Talk Show" button, and a "Recent Listeners" section with various show thumbnails.

Our Advertisers:



Advertising Products: Category, Keyword & Event Sponsorship

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

Top Categories

-  Technology
-  Automotive
-  Business
-  Sports
-  Finance
-  Fitness
-  Entertainment
-  Current Events/News

Monthly Unique Page Views

- 1.6 million
- 1.5 million
- 1.4 million
- 1.2 million
- 1.1 million
- 1.1 million
- 540 thousand
- 220 thousand

Source: Google Analytics, Oct 2012

Our Advertisers:



Example Category Page

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

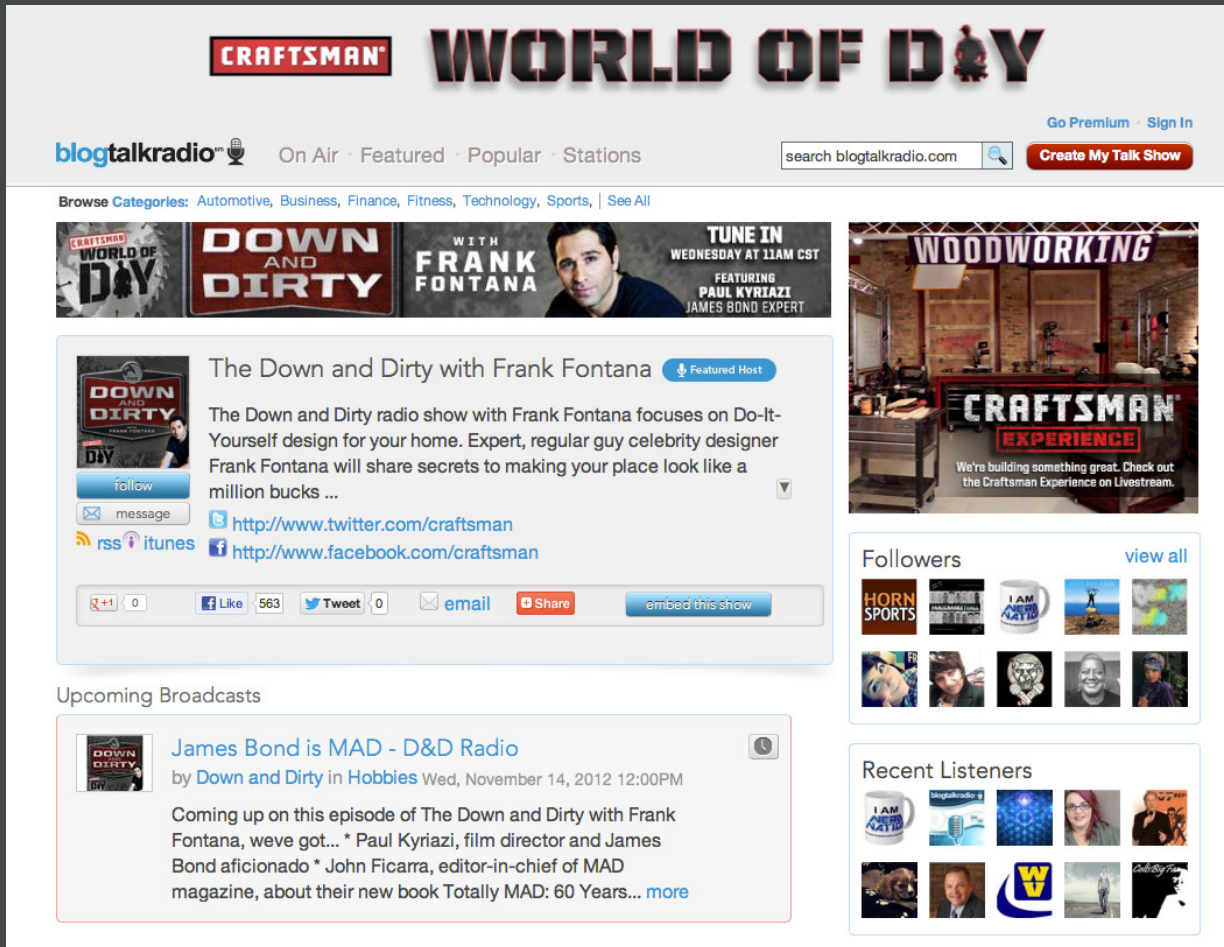
BlogTalkRadio helped Sears quickly launch an online talk radio show called *The Down and Dirty with Frank Fontana*. The Sears-Craftsman team creates and broadcasts their show weekly, taking questions from Do-It-Yourselfers and sharing it on their site, iTunes, social media and BlogTalkRadio.com.

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**

Onsite Page Roadblock



CRAFTSMAN WORLD OF DIY

blogtalkradio  On Air · Featured · Popular · Stations

search blogtalkradio.com [Create My Talk Show](#)

Browse Categories: Automotive, Business, Finance, Fitness, Technology, Sports, | See All

DOWN AND DIRTY WITH FRANK FONTANA TUNE IN WEDNESDAY AT 11AM CST FEATURING PAUL KYRIAZI JAMES BOND EXPERT

WOODWORKING CRAFTSMAN EXPERIENCE We're building something great. Check out the Craftsman Experience on Livestream.

The Down and Dirty with Frank Fontana [Featured Host](#)

The Down and Dirty radio show with Frank Fontana focuses on Do-It-Yourself design for your home. Expert, regular guy celebrity designer Frank Fontana will share secrets to making your place look like a million bucks ...

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[+1](#) 0 [Like](#) 563 [Tweet](#) 0 [email](#) [Share](#) [embed this show](#)

Upcoming Broadcasts


James Bond is MAD - D&D Radio by Down and Dirty in Hobbies Wed, November 14, 2012 12:00PM

Coming up on this episode of The Down and Dirty with Frank Fontana, we've got... * Paul Kyriazi, film director and James Bond aficionado * John Ficarra, editor-in-chief of MAD magazine, about their new book Totally MAD: 60 Years... [more](#)

Followers [view all](#)

Recent Listeners

iTunes Integration



iTunes

The Food Seen - Episode 120 - Charlotte Druckman's book "Skirt Steak: Women Chefs on..."

Podcasts > Arts > Design > Craftsman World of DIY

The Down & Dirty Radio Show With Frank Fontana

Description

The Down & Dirty with Frank Fontana is the first live DIY design show that lets you be a part by helping out folks who need it and giving you great, simple, and cheap design projects in Chicago, the Down & Dirty is your go-to for great current home design tips.

Name	Time
1 Jim Beam - D&D Radio	57:25
2 The Pyramid - D&D Radio	1:00:17
3 Going Yard - D&D Radio	58:38
4 Boss on Starz - D&D Radio	1:01:34

Subscribe Free

Category: Design
Language: English
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Display Banner Ads



CRAFTSMAN DAYS OF THE LOWEST PRICES EVER

CLUB SAVER DAYS

EXCLUSIVE DEALS FOR MEMBER ONLY

Not a Member? Join Now

CRAFTSMAN EXPERIENCE

We're building something great. Check out the Craftsman Experience on Livestream.

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**

Sponsored Episode Page

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

[follow](#)



Esperanza Spalding Listen2Learn

Presented by 

Grammy-winning jazz bassist **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 lips and her eyes and



07:33 / 14:14


[Play in your default player](#) [Download this episode](#) [Open in new window](#)

[Like](#) 3 [+1](#) 0 [Tweet](#) 1 [email](#) [Share](#) [embed this episode](#)



Tags:
[Esperanza Spalding](#) [Chamber Music Society](#) [Sundays with Joy Keys](#) [Jazz bass](#)
[ATT Presents An Ear 2 the Future](#)

Onsite Page Roadblock

 Celebrate Black History Month with AT&T and start your journey today. [GET INVOLVED](#) 

blogtalkradio  On Air · Featured · Popular · Stations [Create My Talk Show](#) [Go Premium](#) [Sign In](#)

Browse Categories: Automotive, Business, Finance, Fitness, Technology, Sports, | See All



 **AT&T Presents: Listen 2 Learn!** 

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BROADCAST NOW!
It's free. Sign-up in 60 seconds.



Celebrate Black History Month with AT&T and start your journey today.
[GET INVOLVED](#)

Followers [view all](#)



Recent Listeners

On-Demand Episodes [Sort by newest first](#)

 **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... [more](#)

 **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 OJays, Eddie Levert enjoyed seven Top 20 singles throughout the 70s—followed

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