



# INTRODUCING GNN RADIO

The first free-to-access golf-talk audio  
channel

**A first-of-its-kind platform**

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# **Golf News Net Radio launches October 2022**

**GNN Radio is a 24/7 golf talk platform launching on all iHeartMedia digital platforms, including their mobile, TV and auto apps, as well as all smart speakers, TuneIn and Golf News Net**

# iHeart Radio Reach

 **GNN  
RADIO**

Registered Users  
**150 million**

Monthly Listeners  
**40 million**

**GNN Radio offers 12+ hours of fresh content each weekday**

A mixture of live and recorded content completes our programming mix



## **GNN Radio is live from 8 a.m. - 6 p.m. Eastern Monday-Friday**

Our shows will be hosted by a variety of personalities with deep golf experience, including veterans of PGA Tour Radio, PGA Tour Entertainment, Golf News Net and Golf Channel

## **Fresh recorded programming airs from 6-11 p.m. Eastern**

On weekday nights, GNN Radio will air fresh recorded programming, with shows hosted by a diverse group and dedicated to a variety of topics in golf: travel, equipment, instruction, lifestyle, fantasy golf and golf betting

**GNN Radio offers 12+ hours of fresh content on the weekend**

A mixture of live and recorded content completes our programming mix



## **GNN Radio focuses on the golfer on the weekends**

Our weekend programming focuses on the recreational golfer with a mixture of local, regional and nationally syndicated golf-talk shows already airing around the country

## **Great programming gets its due**

These programs are well-produced and well-connected to recreational golfers but did not have access to a broader audience until Golf News Net Radio

**GNN Radio programming will be available on-demand, where golfers are**

Making our content more accessible.

## **GNN Radio will be available on all Golf News Net platforms**

- Radio player available on every GNN website page, reaching 1.5 MM golfers monthly
- GNN Radio will have its own website with schedules, access to on-demand programming
- Shows will be distributed to all major podcast platforms, complete with in-content ads
- In due course, live shows will be filmed and distributed through GNN TV apps for Roku, Amazon Fire and Apple TV, as well as on-demand on GNN's website and YouTube

**GNN Radio  
programming  
will be  
shared to a  
wide  
network of  
social golf  
fans**

Making our content more  
accessible.

## **GNN Radio content will have broad social reach**

- **Content will be amplified by GNN and host social accounts, reaching more than 250K accounts between Instagram, Twitter and Facebook**
- **Videos featuring audio highlights will be shared by GNN, show host accounts**
- **Content will feature sponsor branding**
- **Consumers will be able to click through to GNN Radio site for more**

# GNN

## Demographics

Our affluent audience loves golf and represents active players

- **Gender:** Male – 75%, Female – 25%
- **Age:** 25-54 – 46%, 55+ – 54%
- **Kids in Household:** No Kids – 54%, Kids – 46%
- **Household Income:** 36% make more than \$100,000 per year
- **Education Level:** College Degree – 50%, Post-Graduate Degree – 24%
- **Devices:** Mobile – 72%, Desktop – 28%
- **Biggest Cities:** 1. Los Angeles, 2. New York, 3. Chicago, 4. Atlanta, 5. Dallas



# Advertising Opportunities

We craft custom packages to meet your goals

- Native content creation and distribution, working together to craft content which fits your brand's voice and goals while entertaining and informing our audience
- Integrated advertising with live reads into our shows, connecting your brand or product to our audience
- In-person promotion of your event, golf facility or headquarters for on-site broadcasts, podcast recording or other content distribution, with shared rights.
- Audio advertising solutions can be combined with Golf News Net website, video and social solutions to create a multi-platform package to reach a variety of audiences

# GNNI Contact



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