



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 is live worldwide

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



**iHeart
Radio
Reach**

**GNN
Radio**

iHeart Registered Users
150 million

iHeart Monthly Listeners

40 million

GNN Radio Live Monthly
Listeners

75,000

GNN Radio offers 12+ hours of fresh content each weekday

A mixture of content completes our programming mix

**GNN
Radio**

GNN Radio features hosts from around the world

Our 40-plus shows are 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 programming airs all day

Every night of the week, GNN Radio airs fresh 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 content completes our programming mix

**GNN
Radio**

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 from 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 content is seen by millions monthly

Video versions of our shows reach millions on Golf News Net and syndicated websites

GNN
Radio

GNN Radio is seen by millions, too

Several GNN Radio shows are recorded for video and is seen an average of 3 million each month on Golf News Net's owned-and-operated properties, video channels and video distribution partners, including SendToNews, CMC and Video Elephant.

Video integrations get noticed

Our video programming offers the opportunity for our viewers to see your message and brand in addition to hear about it from our hosts. From on-site broadcasts to product demos to logo and brand placement, our video content is an ideal delivery method for your message.

GNN Radio programming is available on-demand, where golfers are

Making our content more accessible.

GNN Radio is available on all Golf News Net platforms

- Radio player available on every GNN website page, reaching 1.5 MM golfers monthly
- GNN Radio has its own subsite with schedules, access to on-demand programming
- Shows are distributed to all major podcast platforms, complete with in-content ads
- Several shows are filmed and distributed through GNN TV apps for Roku, Amazon Fire and Apple TV, as well as on-demand on GNN's website, YouTube and video distribution networks

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

Making our content more
accessible.

GNN Radio content has broad social reach

- **Content is amplified by GNN and host social accounts, reaching more than 250K accounts between Instagram, Twitter and Facebook**
- **Videos featuring audio highlights are shared by GNN, show host accounts**
- **Content features sponsor branding**
- **Consumers can 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

GNN Contact



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