



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 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



Monthly Listeners
40 million



Registered Users
150 million



GNN Radio offers 12+ hours of fresh content each weekday

A mixture of live and recorded content completes our programming mix

**GNN
Radio**

GNN Radio features hosts from around the world

Our 30-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 live and recorded 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 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 live shows (and more soon) 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 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 is 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

GNN Contact



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