

BUSINESS
RADIO



Business RadioX



BUSINESS RADIOX Founder Lee Kantor started the company in 2005 when he was the producer and co-host of “Dr. Fitness and the Fat Guy” Radio Show and Podcast, one of the first podcasts in the country. The company soon became one of the first mass podcast producers and programmers in the nation.

BUSINESS RADIOX currently has 12 studios across the country serving markets such as Atlanta, Phoenix, Tucson, Denver and Pensacola.

BUSINESS RADIOX is highly targeted Pro-Business, Earned Media. We don't cover politics, sports, religion, or music (unless it relates to business in some meaningful way).

BUSINESS RADIOX has captured over 36,000 inspiring and informative interviews with business executives, entrepreneurs, and community leaders, sharing their experience and insight on virtually every business topic from any industry you can imagine. Over 2,500 local business leaders and executives have visited the Gwinnett studio since 2013 to share their stories.

BUSINESS RADIOX had over 40 million download requests, live listens, and on-demand plays in the 4th quarter of 2019. *(Source: Digital Tool Factory)*

BUSINESSRADIOX.COM is in the Top 1% (worldwide and nationally) in popularity and website traffic. *(Source: Alexa.com)*

Podcast Popularity



UNITED STATES

- Over half the US population (165 million people) have listened to a podcast.
- In 2019, over 100 million people listened to a podcast every week.
- Podcast listeners consume an average of seven different shows per week.
- There are over 700,000 active podcasts and 29 million podcast episodes available in the U.S.
- The most popular age group for podcasts listeners is 25-44 which make up 49% of total listeners.

MULTI-TASKING AND PODCASTING

- As the world becomes busier, the podcast format has become incredibly popular. Audio content allows the listener to multi-task.
- A recent study showed that while 49% of podcast listening happens at home, 22% happens while driving, 11% at work, and 8% while exercising.
- Podcast audio content gives listeners the ability to dive into topics without having to set aside time to read or watch a video.
- Podcasts also offer topics in smaller bite-sized chunks, perfect for daily commutes or busy routines.

Audience



BUSINESS RADIOX reaches 100% intentional and engaged listeners with demographics that track well with terrestrial (over the air) business talk radio:

- College Educated
- Affluent
- Management and Executives
- People who build new relationships to grow their business
- People who write checks to companies like yours to solve important problems and capitalize on new opportunities

BUT with a few major differences:

- Our footprint is global
- 100% of our listenership is intentional and engaged
- Our interviews are real and conversational - not canned sound bites squeezed in between traffic reports and commercials
- Our content never goes away - it's not perishable
- The audience for every interview is always growing

Gwinnett Shows

GWINNETT BUSINESS RADIO

A logo for Gwinnett Business Radio featuring the text in a bold, sans-serif font. The background shows a blurred image of a building and trees.

Celebrating **Powerhouse Women**

Logo for a show celebrating powerhouse women, featuring a stylized illustration of a woman in a blue uniform and a red bandana. The text is in a bold, sans-serif font. A small logo at the bottom reads "HAB INCORPORATED Over 35 Years of Excellence".

Gwinnett Chamber **The VOICE of BUSINESS Podcast**

Logo for the Gwinnett Chamber's "The Voice of Business Podcast", featuring a stylized camera lens icon and the text in a bold, sans-serif font. The background shows a blurred image of a building.

CASE IN POINT **PARADIGM SECURITY SERVICES**

RICK STRAWN

Logo for "Case in Point" featuring Paradigm Security Services. It includes a photo of Rick Strawn, the Paradigm Security Services logo, and a white patrol car with "PARADIGM SECURITY PATROL" and "678-684-4400" written on it. The text "PRIVATE SECURITY SERVICES AND TRAINING SINCE 2006" is at the bottom.

TRAVEL SAFELY with Bryan Mulligan

Logo for "Travel Safely" featuring a photo of Bryan Mulligan and the text in a bold, sans-serif font. The background is green with a road and buildings illustration. It is presented by "ai applied".

Simon Says **LET'S TALK BUSINESS**

Presented by Al Simon

Sandler Training

Logo for "Simon Says Let's Talk Business" featuring a photo of Al Simon and the text in a bold, sans-serif font. The background is blue with a grid pattern. The Sandler Training logo is at the bottom left.

MARKETING matters with Ryan Sauers

cared for by

Athens Orthopedic Clinic

The Heart of What Matters

Logo for "Marketing Matters" featuring the text in a bold, sans-serif font. The background is red. It is presented by Athens Orthopedic Clinic, with their logo and the tagline "The Heart of What Matters" at the bottom.

GoProcure Radio

Procurement Innovation with Raj Verma

VP - Procurement Services, GoProcure

brought to you by BUSINESS RADIO X

Logo for "GoProcure Radio" featuring a photo of Raj Verma and the text in a bold, sans-serif font. The background is white with a blue and green wavy line. The Business Radio X logo is at the bottom.

HOW'S YOUR ePresence? with Mark Galvin

Logo for "How's Your ePresence?" featuring a photo of Mark Galvin and the text in a bold, sans-serif font. The background is white with a blue and green wavy line. The ePresence logo is at the bottom.

JUSTICE AT WORK

Hosted by Amanda Farahany

BARRETT & Farahany JUSTICE AT WORK

Logo for "Justice at Work" featuring a photo of Amanda Farahany and the text in a bold, sans-serif font. The background is white with a red diagonal stripe. The Barrett & Farahany logo is at the bottom.

Gwinnett Shows

Injury Insider
with **DEREK HAYS**



LAW OFFICE OF
DEREK M. HAYS

STATUS LIFE WITH LETA

JOIN LETA FOR AN INSPIRATIONAL JOURNEY FOLLOWING FAITH, LOVE, AND DESIGN.

LET HER HELP YOU #DESIGNYOURLIFE



STATUS LIFE

STRATEGIC INSIGHTS RADIO

Presented by **Sterling Rose CONSULTING CORP.**



LeaderDialogue

Malcolm Baldrige National Quality Award




SOAR VISION GROUP

10K

A DAY DENTIST PODCAST

WITH DR. BILL WILLIAMS



REACHING THE SUMMIT

Proudly Presented by...



PINNACLE CUSTOM SIGNS

where...
THE VIEW IS BETTER FROM THE TOP

Giving back to Gwinnett



BEVELY S. BILGACI
ATTORNEY AT LAW

GF Wealth Matters

Gaslowitz Frankel Radio Show & Podcast Series



Join us each month for a lively and thoughtful discussion about the opportunities and challenges associated with preserving and managing wealth.

Proudly Present...

Business Made Simple Podcast



Tim and Chrystal Mansour

BUSINESS RADIO X
GWINNETT



Corporate Partners



SUBARU



Distribution

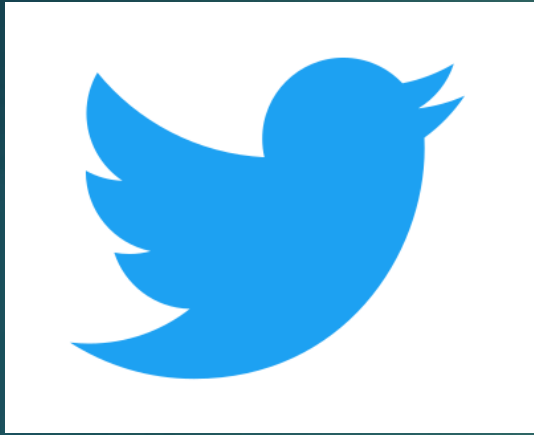


PODCHASER



Castbox

Social Media



5 Reasons



1. BUSINESS DEVELOPMENT

Grow your business by spending quality face-to-face time with key business leaders and decision makers. We will get you in front of the people you want to meet quicker and easier than you could on your own to create those authentic warm business relationships that move the meter.

2. MARKETING

Business RadioX is the nation's fastest-growing B2B Online Radio Network. Reach an engaged audience that is interested in what you have to say.

3. CONTENT CREATION

Create digital content. You'll never lack for interesting, relevant and informative content for your company's website and social media platforms ever again.

4. GIVE BACK

You now have a popular forum to give back to the business community and give a voice to other businesses and organizations you support to share the great work they are doing.

5. BECOME AN AUTHORITY

You're already an "expert" in your field, but you instantly become an "authority" when you're on the radio. Perception is reality. Separate yourself from your competitors.

Purpose Statement



BUSINESS RADIOX is in the relationship building business. Our expertise centers on helping you grow your business. Our live shows have all the benefit of radio and these shows later become podcasts with an exponential reach and shelf life. Simply said, you get the best of both worlds.

We help build your brand, gain exposure, build relationships with people who are difficult to reach or meet, save you time, and position you as in industry leading authority. We focus on bringing quality people together for much needed distraction-free conversations that build relationships. We are not simply about about ROI (although that is great) but about ROR (return on relationship).

Business Radio is the tool and our “X factor” is saving you time (your most valuable currency) to expedite the sales cycle built on authenticity and trust. Let us help you grow your business to the “X” level.

Testimonials



“Hosting a show on Business RadioX has allowed us to meet and create warm relationships with more C-suite executives and decision-makers faster than we could on our own. It’s been good for business!”

- NIKOLE TOPTAS / MARKETING MANAGER / CDI MANAGED SERVICES

“Our weekly show offers useful information and helpful hints to small business owners, which is the market we serve. I’ve received positive feedback from our clients while also opening doors to prospective new clients.”

- JOE MOSS / PRESIDENT / EMBASSY NATIONAL BANK

“Our partnership with Business RadioX has given Subaru of Gwinnett great awareness within the business community and we are excited about our continued partnership.”

- STEVE KENDRICK / EXECUTIVE GENERAL MANAGER / SUBARU OF GWINNETT

Game Plan

We will show you how to leverage the **BUSINESS RADIOX** media platform in your local market to attract your best prospects, to serve your local business community, and to generate new revenue for your company - all in an elegant, non-salesy way. Meeting and getting facetime with your area's business leaders and your most coveted prospects is as easy as inviting them onto your show.

RELATONSHIPS = SALES

