

EBRO



RADIOFACTS

The Voice for the Voices



About Radio Facts

The Brand

Radio Facts is “The Voice for the Voices” highlighting all aspects of the entertainment industry from an insiders perspective. We spotlight the achievements for current and future media professionals.

Our platforms are filled with information, inspiration, lessons and humor.

The mission is to provide information on the entertainment industry for the entertainment industry and consumers entertained by the industry. Our multi-media approach includes; daily newsletter, website, podcast, social media, events, and digital magazine activations.

With a unique and distinct platform, the Radio Facts team is lead by Kevin Ross a well respected and trusted professional. The Radio Facts team disseminates news on a daily basis discussing today’s entertainment news, social commentary, celebrity interviews, and insider information since 1995.



RADIOFACTS

The Voice for the Voices

AUDIENCE PROFILE

DIGITAL



63K

PAGE VIEWS

+1.4MM

PODCAST
DOWNLOADS

AUDIENCE PROFILE



GENDER

FEMALE 60%

MALE 40%

MEDIAN HHI

\$80,000

MEDIAN AGE

35

SOCIAL MEDIA



97%

LIKELY TO
CREATE A SOCIAL
MEDIA PROFILE

106K

SOCIAL MEDIA
FOLLOWERS

RADIOFACTS

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DIGITAL

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according to

The headlines, videos and articles are topical, relevant and current

INDUSTRY NEWS

Industry

TOWNSQUARE HIRES TOP MANAGEMENT IN SUPPORT OF ITS "LOCAL FIRST" FOCUS

September 5, 2019 0

Industry

September 5, 2019 0

"The BOB & TOM Show" Comes to Chicago Radio

Video

September 5, 2019 0

Yo-Yo Talks Rebranding, Relationship With Ice Cube, Female Rappers In The Game...

Industry

OPRAH WINFREY AND WW ANNOUNCE OPRAH'S 2020 VISION: YOUR LIFE IN FOCUS TOUR

September 4, 2019

Industry

Trailer for "Just Mercy" starring Micheal B. Jordan and Jamie Foxx

September 4, 2019

Industry

SONY/ATV PROMOTES KRISTINA HEDRICK TO VICE PRESIDENT, U.S. BUSINESS DEVELOPMENT

September 4, 2019

Industry

September 5, 2019 0

Alicia Keys Signs Admin Deal with Universal Music Publishing Group

Video

September 5, 2019 0

RZA, Erika Alexander & Ashton Sanders Talks Wu-Tang Series + More

Video

LA Man Charged In Disappearance Of Girlfriend After He Openly Rapped About It

September 5, 2019

Video

Shameik Moore "Doesn't Need To Audition" For Roles, Talks Becoming Raekwon In Wu-Tang Series + More

September 5, 2019

Video

DL Hughley - Black Female Tennis Pros - Can't Have Black Girl Magic Without Black Father Magic

September 3, 2019

Video

Robert Stole the Show; "My Girl" at the Allstate Tom Joyner Family Reunion

August 31, 2019

What people want to know,,,

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MAGAZINES

Women of Color in Media (Sept)

Celebrates the achievements of Women of Color at various media outlets.

Power Play List (December)

Celebrates the achievements of successful industry people of color during the year.



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MAGAZINES



Women of Color in Media (Sept) Power Play List (December)

All Honorees are Interviewed

- **Reach** - 182,400 Mailed and Online

- **Women of Color in Media**

- Male/Female 20/80

- **Power Play List**

- Male/Female 40/60

- **Median HHI** - \$140,070

- **Media Age** - 42

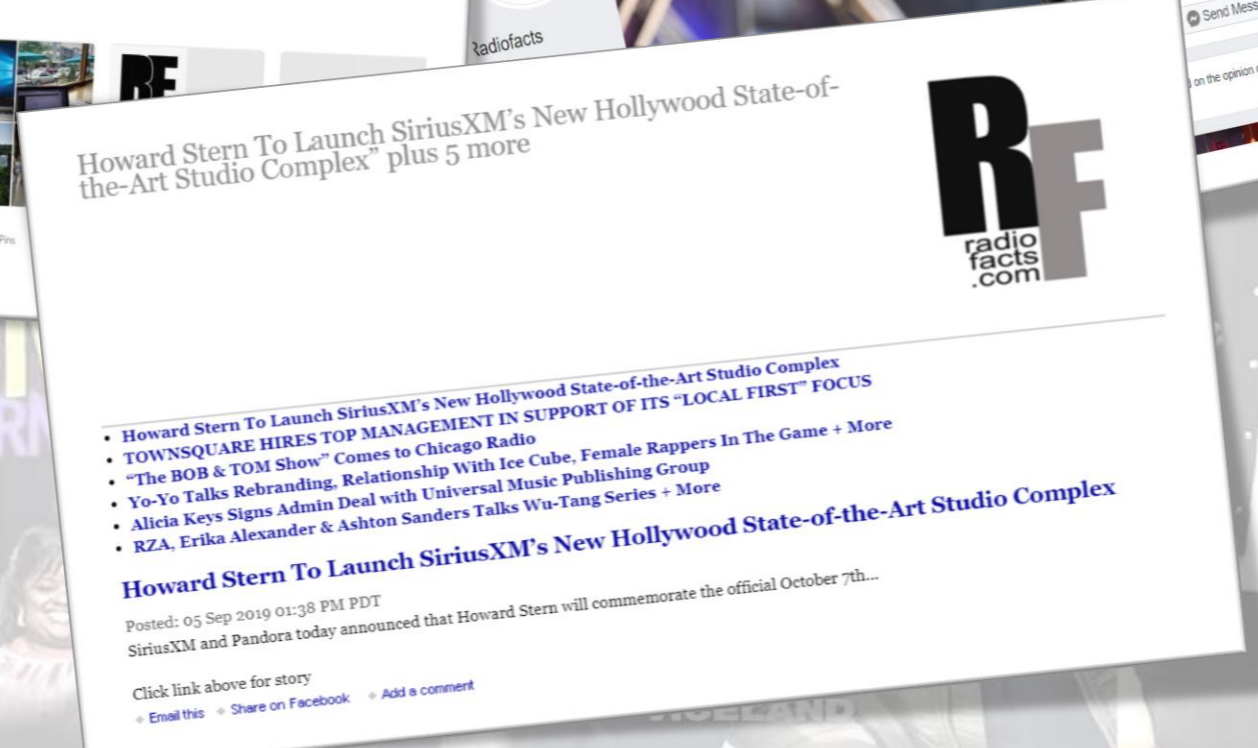
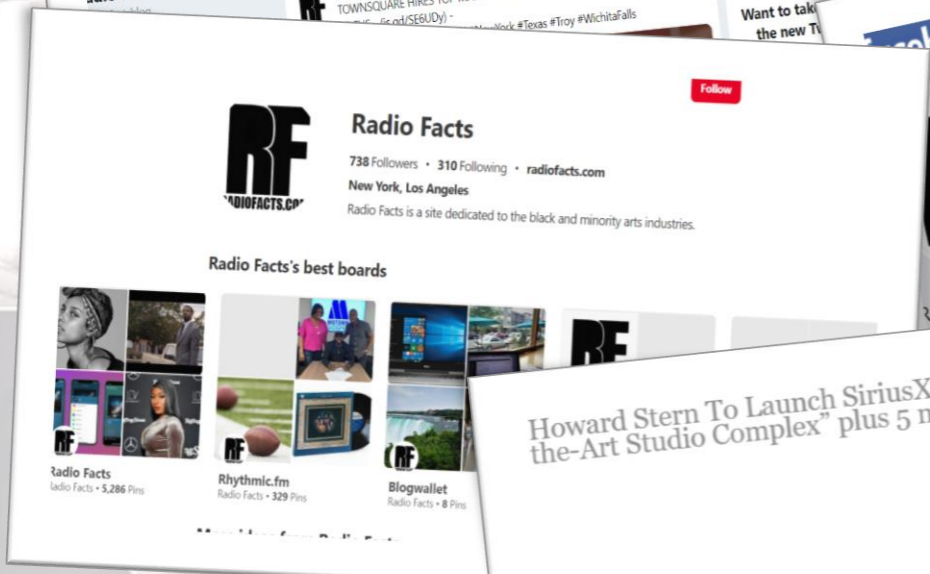
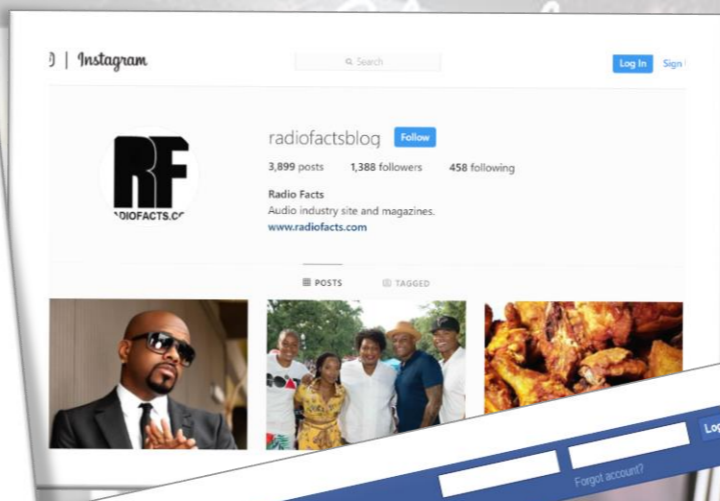


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SOCIAL MEDIA

Radio Facts provides daily entertainment information via social media and newsletters reaching over 105,000 consumers daily!



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2020 CALENDAR OF EVENTS

Radio Facts “Drive-Thru Interview”

Months: of January, February, March, April, June, July, August, October, November

An interview highlighting an Entertainer, Program Director or Popular DJ
getting the inside scoop on what people want to know

“Perspectives Magazine”

Month: May

Spotlighting Programmers and Industry leaders about the future of the industry and what they have coming up for the summer

“Women of Color in Media Magazine”

Month: September

We Honor and celebrate the achievements of six successful women of color in the media industry

“Power Play List Magazine”

Month: December

Celebrates the achievements of successful industry people of color during the year

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WORKING WITH THE BIGGEST NAMES IN ENTERTAINMENT

RCA

Epic

COLUMBIA

12tonerecords

BMI



iHeart MEDIA



EMPIRE



ascap

RECORDS

REACH MEDIA

AN URBAN ONE COMPANY

RCA INSPIRATION



RED MUSIC

LABEL GROUP • MARKETING • PROMOTION



CAFÉ MOCHA



Radio from a Woman's Perspective

VICELAND

RF

RADIOFACTS.COM

Thank you for your consideration.

Radio Facts looks forward to an opportunity to partner your Brand with our Entertainment platform and work with you to meet your brand objectives.

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