

RADIOFACTS

THE INDUSTRY INFORMATION STATION

DIGITAL
MARKETING
MEDIA KIT

20
24



Our Clients Have Three Options to Reach Our Readers:

RADIO FACTS WEBSITE

Ideal for long-form, detailed stories, interviews, and features.
Comprehensive platform to engage readers with in-depth content.

RADIO FACTS NEWS AND PRODUCT EMAIL BLASTS:

Concise news and information delivered 3 to 5 times a week.
Directly targets our list of engaged subscribers. Product Email blasts, Dedicated product-focused emails.
Precisely targets our readership with exclusive information about your brand.

THEINDUSTRY.BIZ - DIGITAL MAGAZINE

Bi-monthly digital magazine catering to mainstream industry fans.
Features, honors, and spotlights designed for music fans and consumers worldwide.

Additionally, Everything We Produce is Also Posted on Our Social Media Channels: Ensuring a wider reach and extended exposure for your content.



Beyoncé

COLUMBIA



Key Features of Radio Facts:

- **News:** Timely articles covering radio and music trends, from breaking news to in-depth analyses.
- **Insights:** Thought-provoking content on radio strategies, music trends, artists, and media's cultural impact.
- **Interviews:** Exclusive talks with industry leaders, artists, and influencers, providing valuable perspectives.
- **Events:** Reports on major media and entertainment events, offering industry insights and innovations.
- **Advertising:** Connects advertisers with an engaged audience, showcasing products and services.
- **User-Friendly:** Easy-to-use website design for enhanced reading experience and accessibility.
- **Global Reach:** Attracts worldwide readers and contributors passionate about media and radio.

The 38th Annual Stellar Gospel Music Awards is scheduled to make its debut on BET, and Bounce TV

By Shann - July 20, 2023

102 0

1800 contacts®

Listen 2 f t w i s



CeCe Winans performs during the 38th annual Stellar Gospel Music Awards at the Orleans Aren

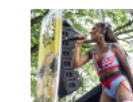


SEARCH

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Recent Posts



Recap of the BMI Stage Performances at the 17th Annual Lollapalooza...
August 7, 2023



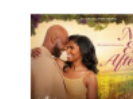
iHeartMedia Set to Purchase Four Radio Stations
August 7, 2023



Aspiring Rapper Found Dead in Barrel at Malibu Lagoon
August 5, 2023



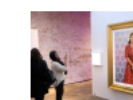
Jamie Foxx Apologizes to the Jewish Community
August 5, 2023



New Trailer: Mahogany Presents "Napa Ever After" on Hallmark Channel
August 4, 2023



Audacy Unveils New Afternoon Program on 102.5 KSFM in Sacramento
August 4, 2023



Landmark HeLa Cells Settlement: Thermo Fisher's Agreement with Henrietta Lacks Family...
August 4, 2023



Jay-Z's "Book of Hov" Exhibit Sparks Library Card Frenzy and Visitor...

For More Information , Contact kevin.ross@radiofacts.com or 818.220.3537

TESTIMONIALS AND READERSHIP



"Radio Facts is the premier source for all things Radio. I respect what they do because they still hold radio in high regard and still care about the culture of this thing of ours that we call radio broadcasting!!!"

Charlamagne Tha God
Nationally syndicated
radio host of The Breakfast
Club
Black Effect podcast
Media Mogul



"Radio Facts is THE credible source for industry information in the urban music universe."

Doc Wynter
President
Hip Hop n' R&B
Programming Strategy
Program Director REAL
92.3 Los Angeles
iHeartMedia



"At a time when Black Radio is becoming harder and harder to navigate. Radio Facts stands as a pillar of Black excellence. And a much-needed resource for so many talented African American radio professionals."

Frank Ski
@frankski Social Media
Kiss 104.1 Mornings
WHUR 96.3 Afternoons
Frank Ski Global Corp
Frank Ski Kids Foundation

DJs
DJ Equipment
DSPs
HBCUs
Industry Influencers
Independent Musicians
Independent Promoters
Internet Radio Stations
Legacy Artists
Major Label Musicians
Music Agents
Music Attorneys
Music Consumers
Music Educators
Music Festival Organizers
Music Journalists
Music Managers
Music Publishers
Music Researchers and
Historians

Music Streaming Services
Music Technologists
Music Therapists
Podcast Listeners
Producers and Engineers
Promoters and Concert
Organizers
Radio DJs
Radio GMs
Radio Marketing Companies
Radio News Services
Radio Program Directors
Radio Sales Managers
Record Label Executives
Songwriters
Sound Designers
Syndicated Radio Hosts
TV Streaming Fans

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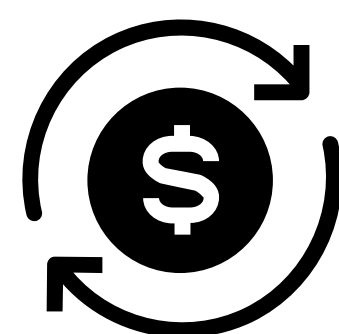
Ratebase
129,257

Unique Monthly
Website Visitors

133,000

Monthly Email News
and Blast Opens

72,857



\$84,593

Median HHI

37

Median Age

50.1%

Female

49.9%

Male



Bad Bunny

WHY RADIO FACTS EMAIL BLASTS?

- 73,000 Opens: Monthly access to engaged industry pros.
- Segmented Reach: DJs, Radio, Consumers, Marketing, or all 20,000+ subscribers.
- Fresh Engagement: Amid media saturation, direct and convenient messages to pros.
- Powerful Impact:
 - Proven Strategies: Tailored resonance.
 - Convenience: One-stop news source.
 - Third-Party Value: Bonus insights.

EXPERT MARKETING:

- Optimal Visibility: Mastery for high impact.
- Captivating Content: Tips for engagement.

YOUR ADVERTISING EDGE

- Impactful Delivery: Expertise in action.
- Collaborative Success: Crafting compelling campaigns.

**73,000
EMAIL
OPENS
MONTHLY**



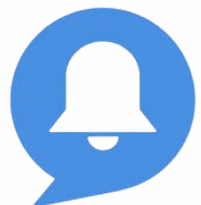
13,000 FANS



56K VIEWS



4000 FANS



webpushr

1500 SUSCRIBERS



22,000 SUBSCRIBERS



1.5 MILLION
DOWNLOADS

Tems
RCA





Thea Mitchem
Power Play List
Magazine Cover



JANUARY: Artist Spotlights - We begin the year by featuring an up-and-coming artist's journey, highlighting their aspirations and upcoming projects.

APRIL: Music Business Insights - We dive into a guide on music licensing and how artists can navigate the complex world of royalties.

JULY: Community Engagement - We highlight music-related charity events or initiative that's making a positive impact on the community.

OCTOBER: Global Music Scene - We explore the thriving music scene of a specific country, spotlighting local artists and their contributions.

FEBRUARY: Music History - We celebrate the anniversary of a classic album's release, reflecting on its impact on music and culture.

MAY: Genre Deep Dives - Spotlight the history of a specific genre, such as jazz, tracing its roots and influential artists.

AUGUST: Behind-the-Scenes - Explore the making of a hit song, interviewing the songwriters, producers and musicians involved.

NOVEMBER: Music Technology - We review the latest music production software and hardware, offering insights into their benefits for creators.

MARCH: Industry Trends - We analyze the evolving trends in music consumption, discussing the impact of streaming, vinyl resurgence, and more.

JUNE: Black Music Month Stories - We honor the contributions of Black artists and their influence on the music industry throughout history.

SEPTEMBER: Industry Challenges - Address mental health challenges faced by musicians, providing resources and expert advice for coping.

DECEMBER: Music Education - We honor Performing Arts schools around the country. Highlighting their accomplishments and contributions

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TheIndustry.Biz DIGITAL MAGAZINE



Launched in Feb 2023, [TheIndustry.Biz](https://www.theindustry.biz) is an online magazine focusing on the music business, offering insights into the industry's inner workings. With 10,000+ views, this bi-monthly digital publication integrates Radio Facts to cover diverse industry-related topics, attracting an engaged readership. It bridges industry insights with consumer interests through in-depth stories, offering prime brand exposure to a passionate music audience. All magazines are heavily marketed across our multiple platforms.

CALENDAR/INDUSTRY.BIZ

FEBRUARY

Black History Month

Celebrating the contributions of Black Music through history
DEADLINE JAN 31, DIGITAL
RELEASE FEB 15

APRIL

Celebrating Radio and DJs

Honoring Five Programmers and DJs who make the greatest contributions to the industry.
DEADLINE MARCH 29, DIGITAL
RELEASE APRIL 15

JUNE

Black Music Month Issue

Celebrating the amazing contributions of music, the industry, technology and more
DEADLINE MAY 31, DIGITAL
RELEASE JUNE 13

AUGUST

Celebrating Women in Media

Spotlighting six women in the industry and their contributions
DEADLINE JULY 31, DIGITAL
RELEASE AUGUST 15

OCTOBER

Celebrating Hip Hop

Spotlighting artists and industry pros who bring the genre to the forefront
DEADLINE SEPT 30, DIGITAL
RELEASE OCTOBER 15

DECEMBER

Power Play List magazine

Honoring those who have made the greatest contributions to the industry for 2024
DEADLINE NOVEMBER 15, DIGITAL
RELEASE DEC 3

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RADIOFACTS

THE INDUSTRY INFORMATION STATION

HONORS

EVENTS

The Radio Facts Honors Luncheons for radio stations are set to take place in March, June, September, and December. Stay tuned for upcoming announcements regarding the locations and stations where these prestigious events will be held.

Join Our Honors Luncheons: Celebrate Outstanding Radio Stations!

- Recognize community service excellence
- Highlighted stations receive plaques & lunch events
- Amplify brand presence through extensive social media coverage

Partner with us to support community excellence and enhance your brand visibility."

Investment:

- Platinum Level: \$5000
- Gold Level: \$3000
- Silver Level: \$1800

- Event Recognition
- Verbal Acknowledgment
- Branding Opportunities
- Social Media Exposure
- Logo Visibility
- VIP Access
- Plaque Presentation

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Amanda Seales

REACH
M E D I A
AN URBAN ONE COMPANY



RATES

Please contact us for rates
staff@radiofacts.com

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Tye Tribbett



HUFFPOST ENTERTAINMENT
...says Kevin Ross, founder of RadioFacts.com.

GlobalGrind



Kevin Ross of RadioFacts.com says it remains to be seen whether Ocean can gain traction

A big thank you to Radio Facts and Kevin Ross for including me among 6 amazing artists who have withstood the test of time. I am so honored!
CHARLIE WILSON



EBONY

according to Radio Facts. It will be the lead record from the icon's as-yet-untitled 11th album



Radio Facts magazine rolled out a list of the Best (Local) Radio Shows In The Country today, and V-103 has three in its Top 20; starting at No. 1



...voted as one of the top 20 DJ's in the country (RadioFacts.com).

billboardbiz

...said Radio Facts editor Kevin Ross



Radio Facts also named Ebony as one of the Top Black Women in Media

AJC.com

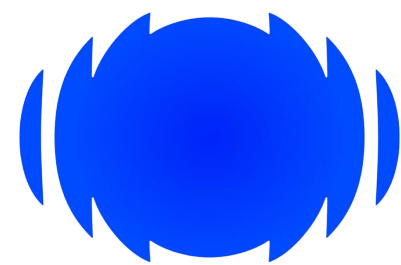


Kevin Ross, who runs an urban radio news publication Radio Facts, expects Hegwood's Old School 99.3/1010 to be the survivor.

BLACK
ENTERPRISE
WEALTH FOR LIFE



"Thanks to Radio Facts"
Charlamagne Tha God
The Breakfast Club



SONY MUSIC
PUBLISHING



RADIO



amazon music

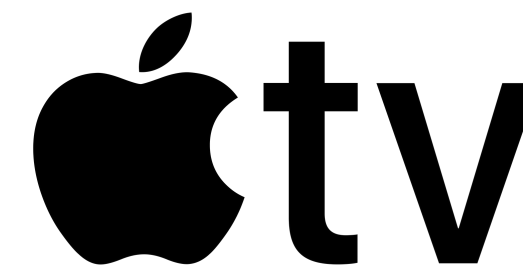
ROC NATION



REACH
MEDIA



Def
Jam
recordings



RCA



premiere
NETWORKS

