

Broadcasting World Media Kit

for Companies,
Organizations and
Institutions

broadcastingworld

What's Broadcasting World?

We are a site for broadcasters, webcasters and imaging professionals from all corners of the globe. We love all kinds of radio, the making of radio, history of radio, listening to radio, broadcasting radio, imaging radio and everything else radio is about!

We have a team of volunteer writers, imaging professionals and staff to help you succeed in any section of the broadcasting world. Our friendly members at our forum from all corners of the globe are here to help you or even just to talk with.

Broadcasting World is the new foundation of a bridge between terrestrial broadcasters and internet broadcasters.

The Power of Internet Radio (Source: Arbitron study in the US)

Arbitron study conducted in the US (2010)

- 70 million Americans listened to online radio in the past month
- 55% on listeners listen to internet-only radios vs. 45% simulcast of FM radios
- 66% of the audience is 25-54 years old, mainly educated workers
- 27% of the people would like to listen to online radios in their car, and it is predicted to be widely integrated into US cars within 2 years.

Advantages of online radio for advertisers

Internet Radios stream high quality sound (128 kbps).

Most of our auditors are at the office or at home, in front of their computers, ready to click on advertisers logos and links.

We offer advertisers the possibility to get some visibility on our radios (audio spots), our website and players (visual placement).

Advertisers can target auditors by profile, or by geographical position.

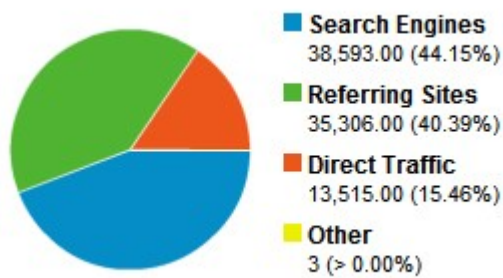
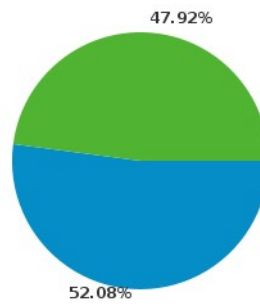
They also get full real-time reports and stats for their campaign.

Auditors are 1 click away from your website!

Broadcasting World Analytics

1. Visitor Data

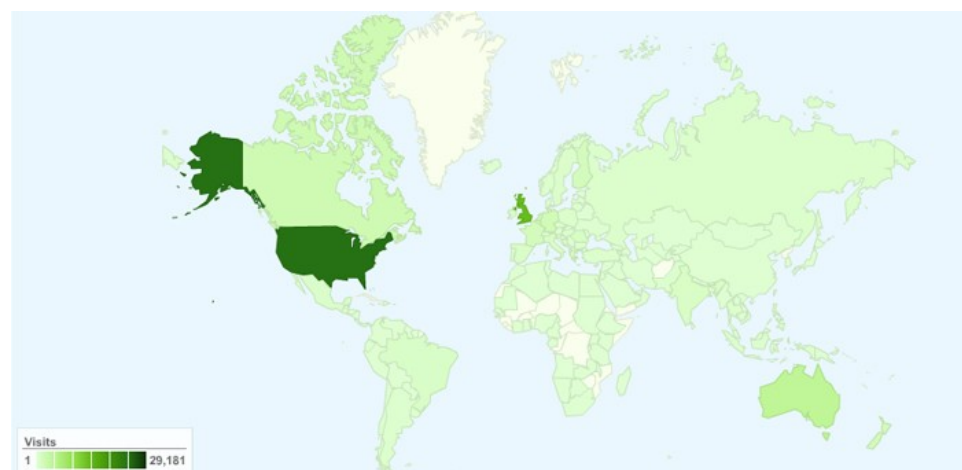
1. ■ Returning Visitor	52.08%
2. ■ New Visitor	47.92%



2. Visits (Nov 29 2009 – Jun 12 2010)



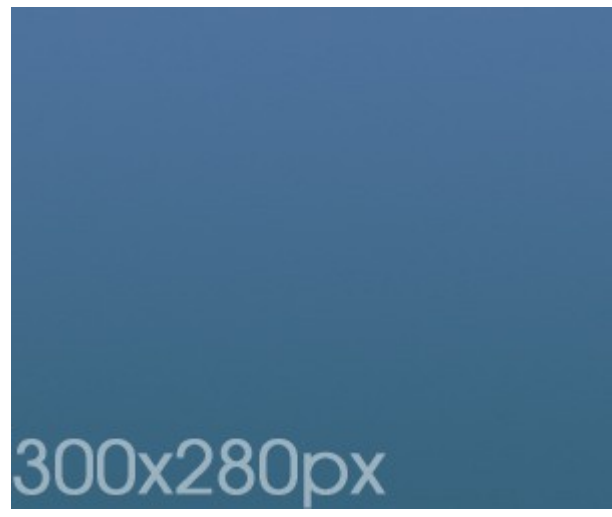
3. Where Our Visitors Come From



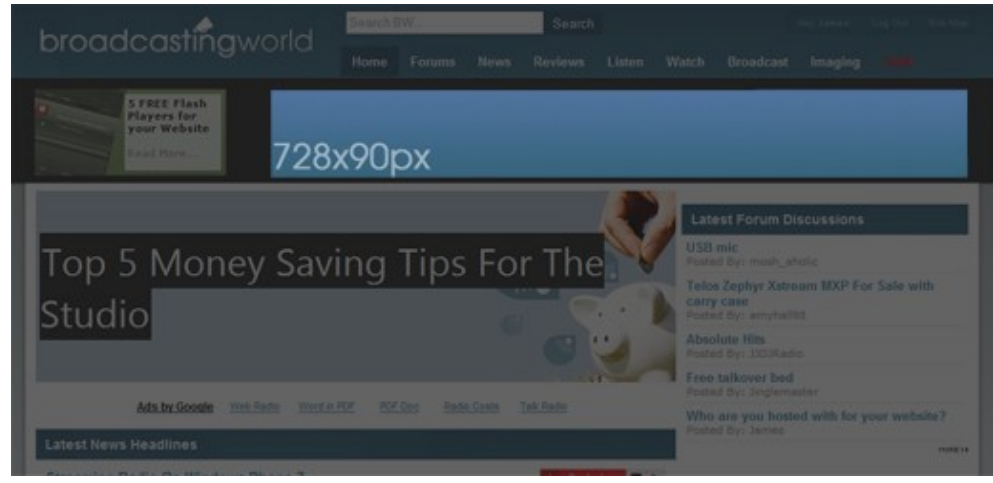
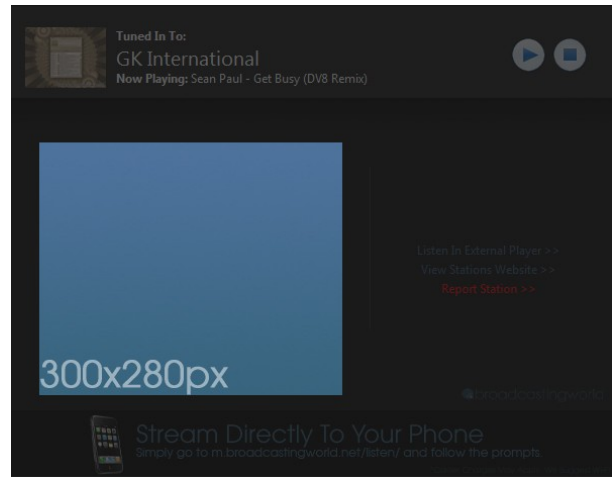
4. Who Our Visitors Are

- Technology-driven people
- Music lovers looking for alternative music channels
- Plugged on social networks (mostly Facebook & Twitter)
- 50% of our auditors listen to internet radios everyday
- Regular online purchasers of broadcasting equipment
- 65% of visitors daily are looking for Stream Hosting
- 55% of our visitors are at home, 35% at the office, 10% on the go
- 20% visit Broadcasting World via their iPhone/iPod

Advertising Formats



Examples:



Rate Card

728x90px Rotation	\$10.00 Per Month
300x280px Rotation	\$7.00 Per Month

Advertisement Rules

1. Banners may only be in Image (.gif, .jpg, .jpeg, .png) or Flash (.swf) formats.
2. We do not accept advertisements for Adult Websites, 'Warez' sites or sites with Malware/Viruses.
3. All advertisements are in rotation with a maximum of five banner ads.
4. Rotation includes our own Google Ads.
5. Discounts apply for companies listed in our Partners sidebar or who have advertised with us before.
6. We will beat any price on websites with more visitors/hits in the same Genre (broadcasting/webcasting/voiceovers) by 5%.

Contact Us

For any general questions or extra detail regarding advertising at Broadcasting World, feel free to send a Private Message to **James** in the forums. Otherwise please Email Us at admin@broadcastingworld.net

Contact Details:

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