



Do movies like *National Velvet*, *Old Yeller*, and *Black Beauty* tend to pull at your heart strings? You're not alone. What is it about those movies that makes our emotions bubble out through our eyes and warms our hearts in the process? It's the relationship between human and animal. And it's not just any relationship, it's a relationship dreams are made of, the kind of relationship we all strive to have with our animals.

The Kim Baker Radio Show is an internet talk radio show focusing on the amazing relationship between our animals and humans. With a holistic and symbiotic approach to the relationships our animals have with humans, food, and world around us, it's in a category like no other.

The show will embrace the healing power horses have with humans, the special and often spiritual connection between horses, animals and humans, and natural/organic/holistic ways to improve the quality of life for animals and humans.

Past guests include Linda Tellington-Jones, Lynn Palm, Al Dunning, Bob Avila, Julie Goodnight, Jackson Galaxy, Ginger Kathrens, Ann Judge-Wegener, Susan Harris, World Wildlife Fund and Defenders of Wildlife to name just a few.

What are the benefits of advertising on the Horse Radio Network?

☑ **The podcast lives forever! Your commercial does too!** Studies have shown when a listener finds a podcast they like, they go back and listen to all the episodes. That means they hear your commercials again and again, reinforcing your brand in the mind of the listener.

☑ **Podcasts reach a very dedicated, motivated niche audience.** Niche podcasts allow the advertiser to target their ads directly at that niche market with a specific message and call to action. Podcast listeners are the active engaged 20% you are looking for.

Contact: Kim Baker 303-981-2127 or radio@kbnaturalhorsemanship.com
1699 S. Trenton St. #19 Denver, CO 80231

📻 **HRN show hosts are respected equine industry professionals.** When they speak, our audience listens...and our advertisers benefit. Paul Harvey style host read ads are effective and HRN is in a unique position to deliver those for you.

📻 **We provide you with audio clips of your segments.** These clips can be used as content on your website, blog, or social media to reinforce your marketing campaigns *and* boost your SEO results!

📻 **Radio vs. Print:** Think about the way you read a magazine. Most of us scan the pages looking for an article that is interesting or relevant ignoring anything that looks like an ad. Even when a radio listener is not paying full attention, their minds are absorbing the information in commercials and with repetition it becomes ingrained.

📻 **Radio offers less competition making your dollars more effective.** In our shows you only hear 3 to 4 ads per episode whereas a magazine may have hundreds of ads. And HRN protects your brand by not allowing competitors to advertise on the same episode where in a magazine you may be on the same page as your competitors.

The Numbers - Horse Industry

In the U.S., the horse world has a direct economic impact of \$40 billion annually:

- Over 9 million horses, owned by 2 million individuals.
- Nearly 4 million of those horses are considered 'recreational use' - meaning they're members of the family. And those horses need 'stuff' - feed and supplements, grooming supplies, tack, healthcare items, transportation, insurance, housing, etc.
- Over 65% of American horse owners have an annual household income greater than \$50,000, and 28% have an income greater than \$100,000.
- A 2010 study indicated that the majority of horse owners are responsible for their own equine care decisions, and that they're spending more money on their horses now than they did prior to the economic downturn.

Contact: Kim Baker 303-981-2127 or radio@kbnaturalhorsemanship.com
1699 S. Trenton St. #19 Denver, CO 80231

HRN's Audience is 85% female between the ages of 30-55, with some variations by show.

The Numbers - HRN Listeners

Horse Radio Network began in 2008 with one show, now there are eight shows with over 3,500 episodes available for listening covering a variety of equestrian lifestyles and disciplines.

A humble beginning with only 12 listeners after 3 months has grown into the largest online equine radio network in the world.

HRN can help you reach the 20% of buyers that you are looking!

HRN is growing by leaps and bounds...

- HRN has an average monthly listening audience of over 120,000 from 40+ countries.
- HRN is adding 2,000 to 4,000 new listeners per month.
- Listeners tune in while cleaning stalls, riding, driving, working or doing chores. HRN has their ear when they are most receptive.

Sponsorship and Advertising Rates*

Reach thousands of potential new customers!

Cost/month	Guest Speaker Slot	Your Logo on the website	Social Media Promotion	Title Show Sponsor Mentions
\$150		X	X	
\$300	X	X	X	X

*Rates include ad spot and creation fee. You supply the script, we'll supply the voice.
Don't have time to write your own script? For \$25 we'll write your script for you.

Contact: Kim Baker 303-981-2127 or radio@kbnaturalhorsemanship.com
1699 S. Trenton St. #19 Denver, CO 80231

