



STAY  
INSPIRED.

**2026**  
MEDIA KIT





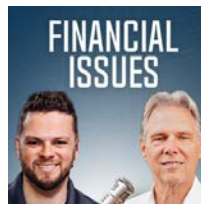
# MAIN STREET → WALL STREET

## THE VISION

BizTalkRadio was founded to provide current business news, commentary, and tell the stories of those who have launched business ventures and what made them work.

## WHAT'S ON BIZTALKRADIO

Listeners will enjoy fresh, daily programs about entrepreneurship, the markets, investing, travel, and work/life balance. Find the resources you need to manage your money, start your latest venture or grow your business.





# *Take us on the go with the BizTalkRadio App!*



BizTalkRadio Podcasts  
Also Available On:

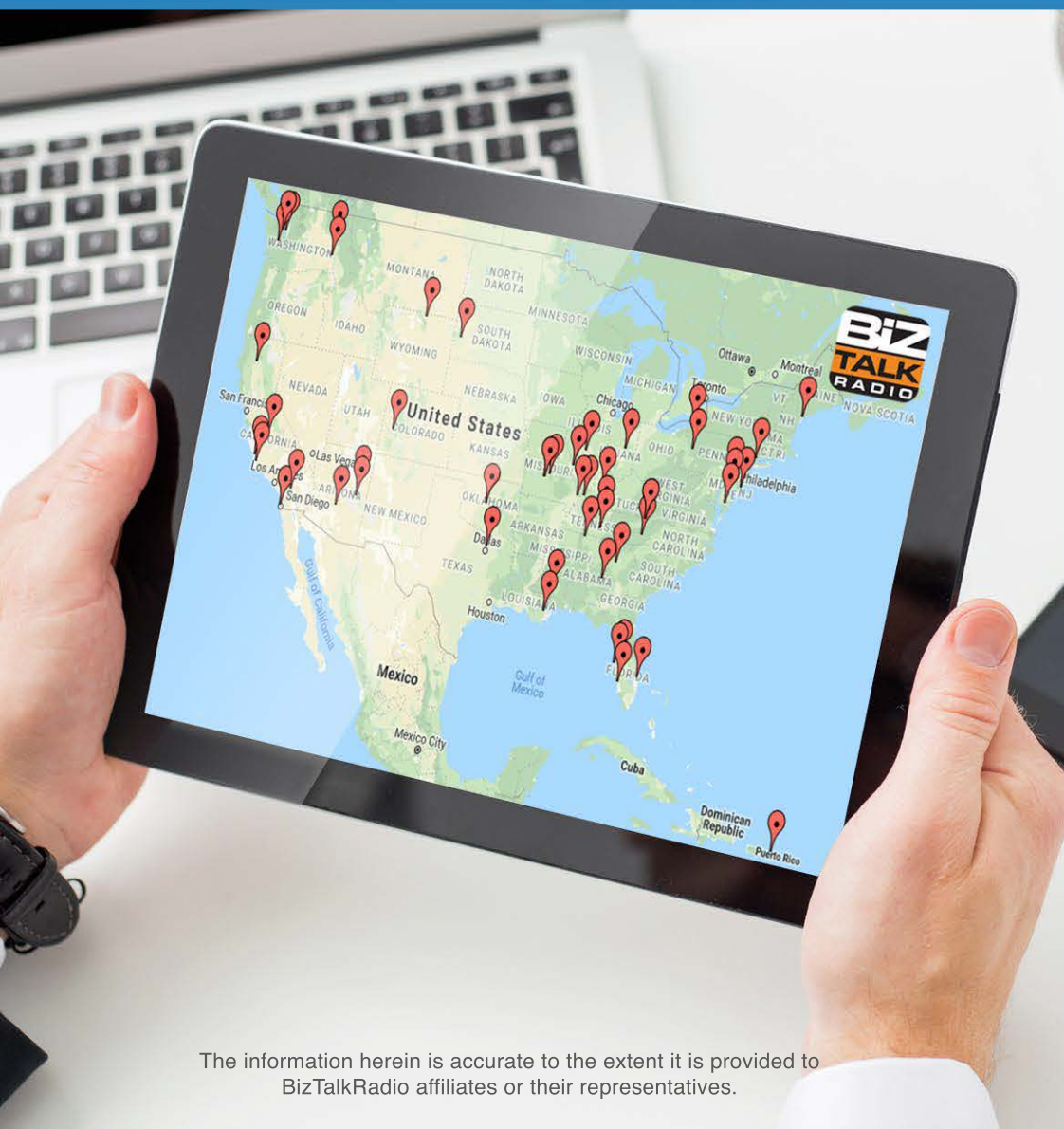


Live stream your favorite  
BizTalkRadio programs  
via your smart device.



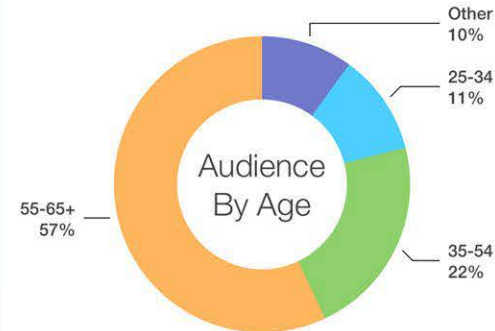
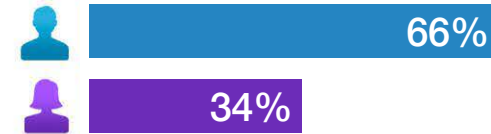


# LOCAL MARKETS, NATIONAL REACH

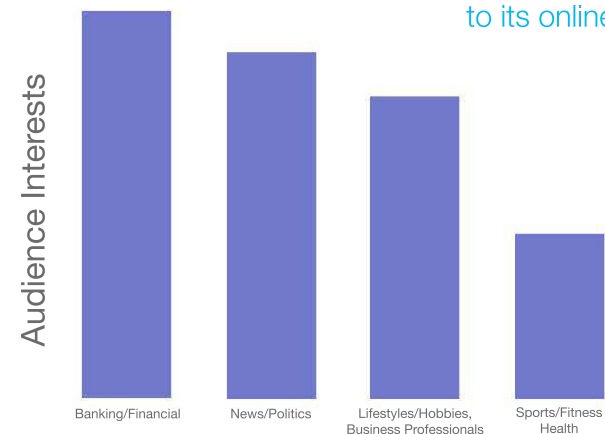


The information herein is accurate to the extent it is provided to BizTalkRadio affiliates or their representatives.

The primary listener of BizTalkRadio is male, 35 to 70 years old, with expendable income. These individuals are most likely entrepreneurs who like to manage their own money. They are technologically advanced and looking for investment ideas and business opportunities. This is a group that is constantly looking for sound advice on how to use their money to make money, with investment opportunities that they can exert a level of control over. This group also needs services to maintain their investments and properties.



BizTalkRadio attracts an average of **500** visitors to its online platforms each month



**20MM** Potential Listener Audience



# Why Radio?

- There is an estimated \$18.2 billion in revenue generated annually in the U.S. through radio broadcasting.
- AM/FM radio reaches over 85% of the U.S. population.
- Over \$15 billion is spent annually on radio advertising in the U.S. with over \$35 billion being spent on radio advertising globally.
- Radio offers diversity, a targeted demographic and is a cost effective means of delivering your message to the masses.







**General Information**  
[info@biztalkradio.com](mailto:info@biztalkradio.com)

**Mark MacGregor**  
VP of Affiliate Relations  
[mark@biztv.com](mailto:mark@biztv.com)

[BizTalkRadio.com](http://BizTalkRadio.com)