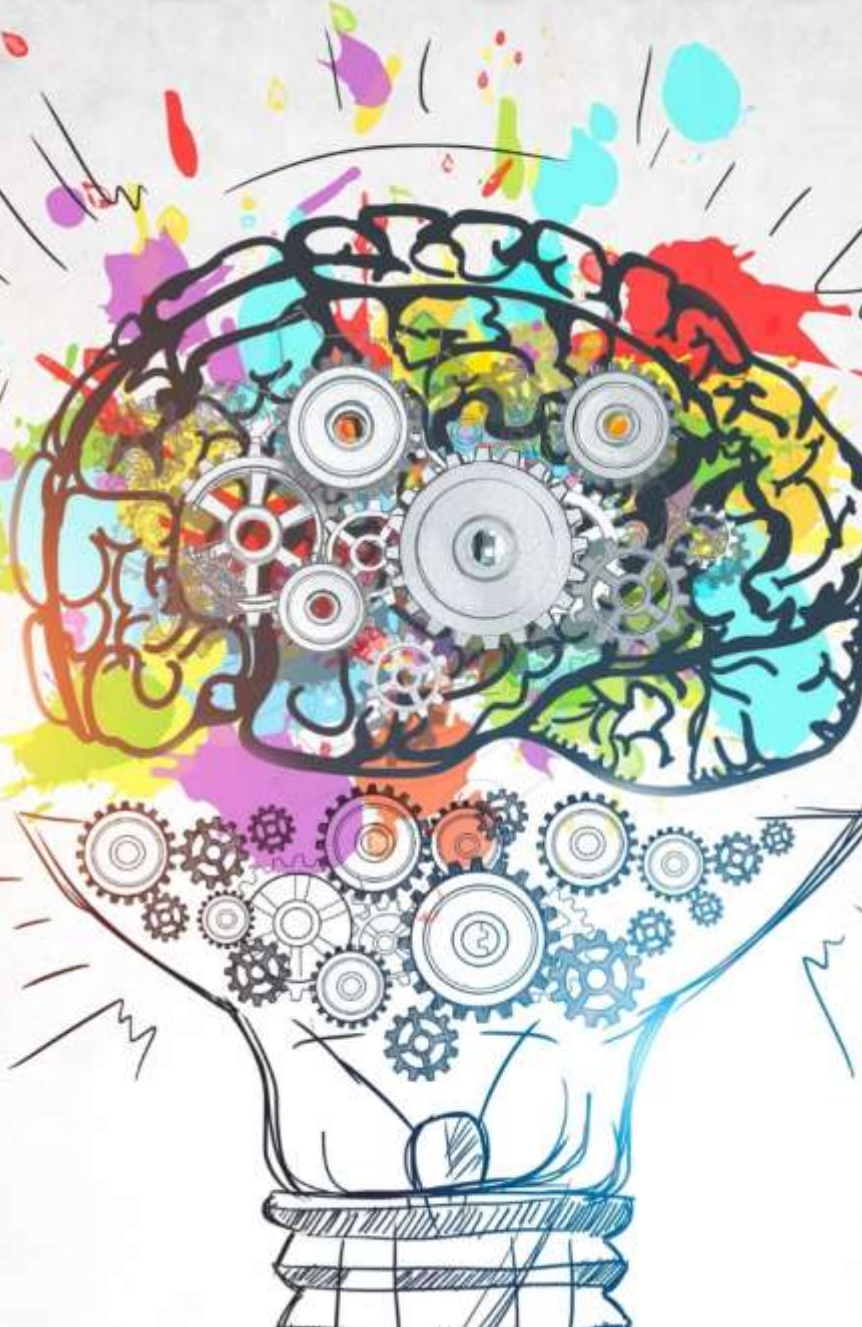


SAVVY VENTURES

TV
RADIO
PODCAST

HOSTED BY
MERILEE KERN, MBA

*Because
Everything
Begins with
an Idea!*





The Savvy Ventures Radio Show + Podcast is a fun and fast-paced half hour program designed to inform, educate, inspire and entertain. The show covers a myriad of topics and features guest interviews with C-suite executives, entrepreneurs, authors, inventors, professional athletes, celebrities, chefs, travel pros and other insightful business, lifestyle, sports and hospitality experts and thought leaders. For savvy shopping, it also spotlights innovative products, services, solutions, dreamy travel destinations and more. This show highlights remarkable people and businesses throughout America and beyond as well as products, services, books, tourism and more. Each episode broadcasts live to its radio network plus YouTube, Facebook, LinkedIn, Twitter, Twitch, Vimeo, Instagram, TikTok, Gaming Systems, Smart TV's, Apple TV, Roku and more. The show also syndicates/distributes to nearly every podcast network, platform, site, app and device, including iHeartRadio, Spotify, Pandora, Amazon Music, Audible and over 140 podcast and streaming affiliation—a reach of over 300 million listeners.

The Savvy Ventures Radio Show + Podcast is hosted by internationally-regarded business success pundit, brand strategist and media personality Merilee Kern, MBA. An esteemed thought leader, in addition to hosting her own TV shows that have aired nationally on Bloomberg and FOX Business, and regionally on FOX and CBS owned/operated stations in major markets across the U.S., Merilee has also contributed editorially to hundreds of media outlets to include FastCompany.com, Forbes.com, Newsweek.com, RollingStone.com, ThriveGlobal.com and an array of [other](#) noteworthy publishers.

Meet Your Host

Merilee Kern, MBA is an internationally-regarded business success, leadership and brand strategist and analyst who reports on noteworthy industry change makers, movers, shakers and innovators across all B2B and B2C categories. This includes field experts and thought leaders, professional athletes, celebrities, brands, products, services, destinations and events.

Her work reaches multi-millions worldwide via broadcast TV (her own shows and copious [others](#) on which she appears) as well as a myriad of print and online publications. In fact, she's contributed to [over 450](#) business, industry and lifestyle outlets.



Merilee is Founder, Executive Editor and Producer of “The Luxe List” as well as Host of the “[Savvy Ventures](#)” business TV show that’s aired nationally on FOX Business TV and Bloomberg TV and the “[Savvy Living](#)” lifestyle TV show that airs in major markets on major networks across the U.S. As a prolific marketplace trends voice of authority and tastemaker, she keeps her finger on the pulse of fresh ideation, innovative must-haves and exemplary experiences at all price points, from the affordable to the extreme—also delving into the minds behind the brands.



Talk | Radio

Live Radio Stations
Empowering the World

Listeners in All 206 Countries & All US States



- ▶ The top 9 ranked Internet Radio Stations in WPB
- ▶ Only Radio Station of its kind in Australia
- ▶ Licensed with Sound Exchange, BMI, ASCAP, SESAC
- ▶ All Stations promoted by several outlets including iHeartRadio, Pandora, Spotify, Apple, Google, Speaker & TuneIn Radio
- ▶ Shows Broadcast from all over the World
- ▶ Listeners on a variety of websites, Ipads, Rokus, Tablets, Smart Phones, Smart Devices, Alexa, Automobiles & many other devices
- ▶ Featured in several National & Local Newspapers & Magazines
- ▶ Featured on NBC News & NBC's The Voice





Talk 4 Radio

Station Local & Global Rankings



- ▶ Ranked in top 25 of All Internet Talk Radio Stations & promoted by the Largest Internet Radio Outlets in the World as Featured Stations & Editor's Choices
- ▶ #1 Ranked Women's Internet Radio Station in the World
- ▶ #2 Ranked Community Internet Radio Station in the World
- ▶ #2 Ranked Educational Internet Radio Station in the World



- ▶ #3 Ranked Talk Internet Radio Station in the World
- ▶ #3 Ranked News Internet Radio Station in the World
- ▶ According to Alexa, W4CY Radio is ranked #4, W4WN Radio – The Women 4 Women Network is ranked #5 of all Radio Stations, both Terrestrial & Internet, in South Florida.



Strategic Media Alliances

- ▶ iHeartRadio
- ▶ Pandora
- ▶ Spotify
- ▶ Amazon Music
- ▶ Audible
- ▶ Apple Podcasts
- ▶ Alexa
- ▶ Google Podcasts
- ▶ Spreaker
- ▶ NAB
- ▶ Podfest
- ▶ Podcast Movement
- ▶ Streamyard
- ▶ Strimm
- ▶ Supapass
- ▶ Podpages
- ▶ Fuel The Scene Magazine
- ▶ TuneIn
- ▶ Live Nation
- ▶ DW Presents
- ▶ Securenets Systems/Cirrus
- ▶ Digital Podcasts
- ▶ Blubrry
- ▶ Stitcher
- ▶ Podbean
- ▶ DoubleTwist
- ▶ Pocketcasts
- ▶ Overcast
- ▶ JioSaavn
- ▶ Gaana
- ▶ Radio.io
- ▶ Downcast
- ▶ iCatcher
- ▶ Radio Public
- ▶ Podcasts.com
- ▶ Listen Notes
- ▶ Podparadise.com
- ▶ Mixcloud
- ▶ Wooshkaa
- ▶ Player FM
- ▶ Acast
- ▶ Deezer
- ▶ Castbox
- ▶ Podcast Addict
- ▶ Podchaser
- ▶ SoundCloud
- ▶ KCAA AM/FM Radio
- ▶ Network Radio
- ▶ AT&T
- ▶ YP.com
- ▶ myTuner
- ▶ Live online radio
- ▶ My Radio Hut
- ▶ YouTube
- ▶ Tiki Live
- ▶ EyePartners
- ▶ LogFM
- ▶ Tivo
- ▶ Sonos
- ▶ Roku
- ▶ xBox
- ▶ Apple TV
- ▶ NAMM
- ▶ NAB Radio Show
- ▶ Rain Summits
- ▶ Palm Beach Woman
- ▶ NBC's The Voice
- ▶ ABC's Extreme Makeover
- ▶ Media Productions
- ▶ Mass Media Marketing
- ▶ Online Radio box
- ▶ Internet-Radio
- ▶ Streamitter
- ▶ Radio Shaker
- ▶ Optiradio
- ▶ Wellington Chamber
- ▶ Various Music Festivals/Events

Podcast Distribution To Apps & Devices

- iPhone + iPod Touch
- Android
- iPad
- Fire
- Alexa
- Sonos
- Windows 10
- Windows 8
- Web
- Microsoft Cortana
- Amazon Dot
- Amazon Echo
- Amazon Fire TV
- Amazon Fire TV Stick
- Amazon Show
- Amazon Tap
- Apple TV
- Chromecast
- Chromecast Audio
- Google Home
- DirecTV
- Roku
- TiVo
- PS3
- PS4
- Xbox360
- Xbox One
- Xbox One S
- Xbox One X
- Autonomic
- Bose QuietComfort
- Bose SoundTouch
- Bluesound
- Control4
- Denon HEOS
- DTS Play-Fi
- Harman Kardon INVOKE
- iHome
- LG Home w/ SmartThinQ
- LG Music Flow
- Linkplay
- Mood Media
- NuVo
- Samsung Bixby
- Samsung Family Hub
- Samsung Shape
- Sonos
- Speak Music
- Android TV
- Hisense
- LG TV
- Samsung TV
- Sony Smart TV
- Sony Blu-ray
- Vizio TV
- Jibo
- iPhone
- Android
- Android Auto
- Apple CarPlay
- Waze
- BMW
- Buick
- Cadillac
- Chevrolet
- Chrysler
- Dodge
- Ford
- GMC
- Honda
- Jaguar
- Land Rover
- Lexus
- Lincoln
- Mercedes-Benz
- Mini
- Nissan
- Ram
- Subaru
- Toyota
- Alpine
- Clarion
- Drivemode
- JVC
- Kenwood
- Pioneer
- RockScout
- Android Wear
- Apple Watch
- Garmin Forerunner 645 Music
- Samsung Gear S2
- Select Southwest Flights
- Xfinity
- Comcast
- Kindle Fire
- MyCast

Who are the Perfect Advertisers

- ▶ Businesses / Corporations
 - ▶ Executives / Entrepreneurs
 - ▶ Home-Based Businesses
 - ▶ Network Marketers / Speakers
 - ▶ Salespeople / Management
 - ▶ Retail Stores / Internet
 - ▶ Spiritual/New Age Industry
 - ▶ Environmental/Non-Profit
 - ▶ Automobile/Boat Industry
 - ▶ Advertising/Marketing Industry
 - ▶ Food & Beverage Industry
 - ▶ Travel & Entertainment Industry
 - ▶ Pet & Animal Health
 - ▶ Health & Wellness/Medical
 - ▶ Cancer/Caregiving Industry
 - ▶ Contractors /Any Product/Service
 - ▶ Any online or offline Business that markets locally, nationally, or globally
 - ▶ YOU!
- 

You Should Be On Radio!

- ▶ **Radio sells with immediacy.** Research proves that radio reaches consumers within two hours of their largest purchase of the day.
- ▶ **Radio sells everywhere.** Radio is the only true mobile medium. In the car, at work, and at play, radio is there!
- ▶ **Radio sells with intimacy.** When you have something very important to communicate to someone, which would you prefer – to show them a picture, to write to them, or to talk with them.
- ▶ **Radio stars in the theatre of the mind.** Want a 100-piece orchestra in your commercial? Radio's theatre of the mind stimulates the most emotion-filled pictures the mind can comprehend.
- ▶ **Radio escapes advertising's clutter.** Newspapers average 2/3 ad copy, TV spends about 1/3 of its time on advertising. Radio, with an average of 12 minutes of advertising per hour, devotes less than 1/5 of its time to ads.
- ▶ **Radio is cost effective .** Newspaper rates are up (circulation is down). TV ad rates are up (even though viewership is down). Radio advertising costs grew less than any other major form of advertising.
- ▶ **Radio is a frequency medium.** Consumers need to be exposed to an advertising message at least 3 times before it begins to penetrate. Radio's affordability makes it an excellent choice for both reach and frequency.
- ▶ **Radio is targeted.** Radio's variety of formats allows you to pinpoint your advertising on the station or stations that best match your customer's interests.
- ▶ **You're always on the front page with radio.** With radio advertising, you are front and center in the listener's attention span. When your commercial is on the air there is not another commercial playing.
- ▶ **Radio is an active medium in an active society.** Radio is an active medium capable of stirring emotion, creating demand, and selling your product or service.

Radio Research Statistics

▶ **Station Listenership :**

- Over 2 Million Listenership
- Listeners in 206 Countries
- 77% USA
- 13% Other Countries
- 75% annual income of over \$75,000
- 54% of them have annual income of over \$100,000

▶ **Listenership by Gender:**

- Male 52% female 48% for all except W4WN Radio
- Female 87% Male 13% on W4WN Radio

▶ **Listening hours:**

- Night (30%),
- MIDDAYS (26%)
- Afternoons (26%).

Top Topics

- ▶ Success, Freedom & Happiness
- ▶ Shock Jock Radio
- ▶ Celebrity Interviews
- ▶ Controversial Issues
- ▶ Reality Radio
- ▶ Mindset/Beliefs
- ▶ Relationships/Marriage
- ▶ Motivation/Self-Help
- ▶ Goals/Power/Empowerment
- ▶ Sales/Marketing/Networking
- ▶ Business/Management
- ▶ Expert Advice/Interaction
- ▶ Guest Speakers/Entertainers
- ▶ Parenting
- ▶ Teen Issues
- ▶ Men and Women Issues
- ▶ LGBT/Racism Issues
- ▶ Theatre/Cinema/Culinary
- ▶ Community/Culture
- ▶ Sports/Anime/Gaming/Comics
- ▶ Fashion/Comedy/Game Shows
- ▶ Environmental/Eco-Friendly
- ▶ Music/Concerts/Festivals (All Genres with a focus on Rock, Metal, Punk, Industrial, Alternative)
- ▶ Current Events/Live Events
- ▶ Internet/Web Development
- ▶ Financial/Investments
- ▶ Insurance/Real Estate
- ▶ Entertainment/Arts/Fun
- ▶ Authors/Writing/Books
- ▶ Public Speaking
- ▶ Hollywood & Pop Culture
- ▶ Health & Wellness/Healing
- ▶ Medical/Hospitals
- ▶ Healthy Eating & Cleaning
- ▶ Organic/GMO
- ▶ Religion/Spirituality/New Age
- ▶ Pets & Pet Health
- ▶ Natural Health/ Homeopathy/Holistic
- ▶ Cancer/Caregiving
- ▶ Autism Awareness
- ▶ Charity/Non-Profit/Veteran
- ▶ Healing/Psychic/Medium
- ▶ Bullying/Suicide/Depression
- ▶ Anger Management/Forgiveness
- ▶ News/Politics/Law
- ▶ Human Sexuality

