



## GRAPE RADIO: INFORMATION AND MEDIA KIT

**GrapeRadio** is a radio show discussing wine related topics that is broadcast over the Internet using podcast technology. GrapeRadio listeners can “tune in” whenever they want, giving them the freedom to enjoy the show in the gym, in the car, at home or work.



### A SHOW FOR WINE LOVERS, BY WINE LOVERS

GrapeRadio is produced one to two times a week, and each show is roughly 30 minutes long. The shows consist of the three hosts, Leigh Older, Brian Clark and Jay Selman, sharing their opinions and experiences with the audience. Show topics discuss issues such as wine production, enjoyment, wine news and industry trends.



The hallmark of the show are in-depth guest interviews with winemakers, vineyard owners, wine retail / wholesale leaders, restaurateurs and sommeliers. The scope of the show is international so expect to hear many guests from around the world.



### WHO LISTENS TO GRAPERADIO?

GrapeRadio is presented for those who share a passion for wine. Whether you're

newly interested in wine, or a seasoned oenophile, our show is for you.

Our shows have a wide appeal, and are available for download in website archives. This allows subscribers to revisit shows that feature a certain topic they'd like to review, and new listeners to discover old shows,



and locate an interview or wine review that they may have missed.



### HOW MANY LISTENERS DOES GRAPERADIO REACH?

Because podcasts can be listened to on the web or downloaded and enjoyed long after they are produced, listenership will continue to grow. Currently, each episode of GrapeRadio reaches 12,500 listeners

downloading directly from the GrapeRadio.com website, using podcast subscription software.



### PROFESSIONAL PRODUCTION

Along with the talents and vast wine knowledge of the three hosts, GrapeRadio is produced in cooperation with Willnick Productions, Inc., led by Michael Geoghagen. Michael, one of the original podcasters, and author of the book Podcast Solutions, helped design and develop the GrapeRadio studio, which provides the superior sound quality that you hear on the show.



While most non-commercial podcasts are produced in basements and attics, GrapeRadio is produced in a studio similar to those used by radio professionals.



### WINE INFORMATION FROM AROUND THE GLOBE

GrapeRadio features diverse international content. Not only does the show conduct overseas telephone interviews with some of the world's best known wine personalities, but we also travel to the top domestic and international destinations to bring you the stories you want to hear.



## GRAPE RADIO'S REACH

Put simply, **GrapeRadio** is a radio program (Podcast) that can be downloaded free of charge to any computer device capable of playing audio files: computers, MP3 players, iPods, PDA's, cell phones, etc. Unlike traditional and Internet-based radio, our world wide base of fans can listen to GrapeRadio whenever they want, without having to limit their listening to fixed broadcast schedules.

To help understand the potential impact of GrapeRadio, take a quick glance at some numbers. In an April 2005 report, the Pew Internet & American Life Project found that over 22 million people, or 11% of the U.S. population, owned an iPod or other MP3 player. Of those 22 million, 29% (6 million people) had downloaded and listened to podcasts. The Pew survey found that high percentages of listeners were baby boomers and other older generation groups. Men and women were equally represented among listeners.

During the 2005 holiday season alone, Apple has sold over 14 million iPods around the world, expanding the potential audience for podcasts by millions -- and that doesn't include those who use other MP3 players, cell phones, and other devices.

Podcasting and GrapeRadio are among hottest media trends in the industry today. BusinessWeek listed GrapeRadio as one of "The Best Ideas of 2005" (Dec 12<sup>th</sup>, 2005)

No other media channel can deliver a message in the same unique way as GrapeRadio. Its ever expanding audience is passionate about the show and keep coming back for more.



### **LEIGH OLDER, HOST**

Leigh enjoys all aspects of wine and pursues food and travel through the "lens" of wine. His ultimate wine experience is pairing a great bottle of wine with a huge rib-eye smothered in blue cheese. The wine he favors most is Zinfandel. Leigh is a SoCal native, and has been married for 12 years.



### **BRIAN CLARK, CO-HOST**

A business owner and entrepreneur, Brian discovered his passion for wine on a trip to Napa in 1995. Over the last ten years his enthusiasm for wine has only increased. His preference for wine includes mostly red wines from California (Napa and Paso Robles areas), Australia, Spain and France.

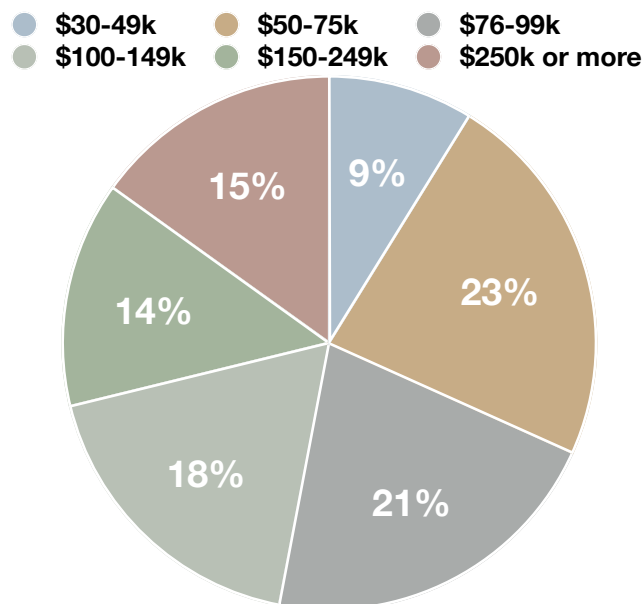
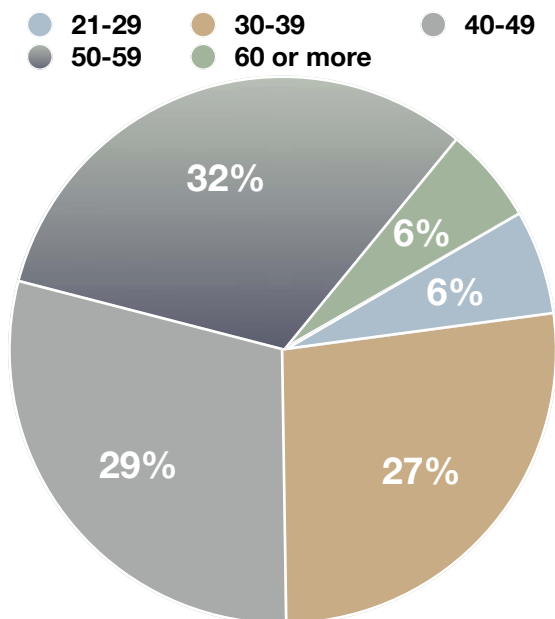


### **JAY SELMAN, PRODUCER**

Jay was born in Detroit, but has been living in California since 1989. He started his wine journey in 1973 and feels there is "still plenty yet to learn and explore". Jay, a self-pronounced "wine geek," has a cellar containing about 900 bottles. He frequently hosts wine tastings in the area.

# WHO LISTENS TO **GRAPE RADIO?**

Surveys were conducted in 2005, with a base of 649 respondents.

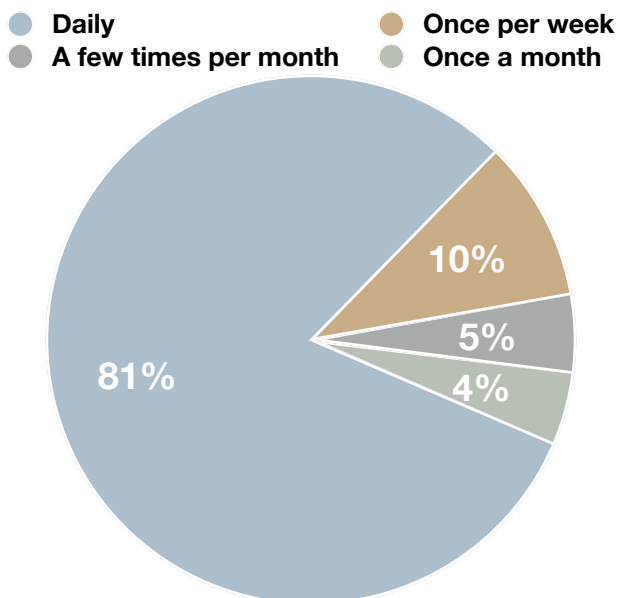


## AGE PROFILE

The age groups that listen to Grape Radio are centered most in the 30 to 59-year-old range, with almost a third of listeners in the 50 to 59-year-old group.

## HOUSEHOLD INCOME PROFILE

Household income reaches a high percentage of upper-income households, with nearly half of respondent households at \$100,000 per year or more.



## WINE DRINKING HABITS

Well over three-quarters of Grape Radio listeners drink wine on a daily basis! This is a huge market of wine enthusiasts, shoppers and buyers.





## GRAPE RADIO IN THE MEDIA

Grape Radio's almost instantaneous growth in the podcast media atmosphere has not gone unnoticed by the world's press. Here are some highlights from their first year of capturing the attention of wine enthusiasts around the world.



# The New York Times



# THE ORANGE COUNTY REGISTER



## WHAT PEOPLE SAY ABOUT GRAPERADIO:

The show has gotten great feedback from interviews with the media as well as testimonials from our sponsors. We're pleased to share some of our favorite comments with you.

"Grape Radio is a unique place for wine lovers. Besides being at the cutting edge of technology, it is where consumers can learn more about wine in a fun way. Jay, Brian and Leigh are masters at sharing with us the uniqueness of each wine-producing region of the world."

-The Office of Champagne, USA



"Brian Clark and Jay Selman, two of the three co-hosts of the GrapeRadio podcast about wine, feel as serious about making a business out of podcasting as they do about their passion for vino."

-BusinessWeek, December 2005



"The tremendous growth they have experienced in less than a year is indicative of the incredible service they are providing for all of those who share a passion for wine."

-The Office of Champagne, USA



"In short, what I like about Grape Radio is that it's long. And detailed. And has a complex bouquet redolent of truffles, young Gouda, and untied shoelaces (oh God, maybe I'd better stop listening)."

-Slate.com, December 2005

The Greater Miami Convention and Visitors Bureau (GMCVB) was looking for a way to promote the growing culinary tourism in the area. They turned to the popular Grape Radio podcast to reach a highly targeted niche audience of food and wine lovers.

Miami is home to several food festivals including one of the largest in the country, Miami Spice Restaurant Month. "This year's sponsor of the festival is Campo Viejo Wines," said Rolando Aedo, GMCVB VP, marketing and tourism. "This is our first foray into podcasting but with Miami Spice this summer, the timing was right. Demographically Grape Radio is a great fit."

-iMedia Connection, October 2005



"In Southern California, three men have hit the Top 50 on Podcastalley.com, a podcast tracker, with "Grape Radio," a "Sideways"-like program about wine. Their expertise? They drink wine and like to talk about it."

-The New York Times, February 2005



## ADVERTISING ON **GRAPE RADIO**

With a GrapeRadio sponsorship, you get a variety of methods for getting your message across:

### **IN-SHOW ADVERTISING**

Our ads are delivered as part of the show - spoken by the hosts, "NPR-style." Not as pre-recorded advertisements that sound "thrown in." This presents your message in a way that integrates with the format and style of the show, and because it is read by the hosts, adds a personal communication "feel" to the delivery.

### **WEB SITE PLACEMENT AND LINK**

Your logo, and ad copy will be placed on our web site in the top section, where it is seen by all of our readers and listeners. This placement, when added to the in-audio message, creates a top-of-mind awareness for your product and service, as well as giving visitors to the site a way to click to connect to your site.

## PRICING

SPONSORSHIP LEVEL	PRICE
Show sponsorship (one week)	\$1,300
Four-show sponsorship (one month)	\$4,000
Quiz sponsorship	\$500
Give-away sponsorship	\$500
Quarterly newsletter sponsorship (3,000 circ.)	\$350



### **CUSTOM AUDIO PRODUCTION:**

GrapeRadio can produce custom audio marketing for your product or service. The audio files are yours to use in any way you wish. There are many ways you can use this innovative marketing technique: Here are just a few suggestions to get your creative juices flowing:

- For wineries, add audio tasting notes, production figures, special interest items, etc, to your website
- Compliment your email newsletters and announcements with audio comments.
- Include custom audio when you ship to customers, distributors, retailers, etc.

We'll do all the production; all you need to do let us record, direct from you, what you want your customers to know about your product or service! GrapeRadio can do everything over the phone. It could not be any easier.



PRODUCTION OPTIONS	PRICE
Five audio files, up to 5 minutes each in length	\$2,000



Media Kit design by Brian Ibbott  
of [www.Coverville.com](http://www.Coverville.com).