

THE JOY OF ORGANIZING

Radio Show

MEDIA KIT 2012

THE JOY OF ORGANIZING RADIO SHOW

The Joy of Organizing Radio Show is the organizing industry's premier organizing and productivity show. Listeners want a regular, easy-to-access outlet that presents practical organizing solutions and explains how to implement them. Advertisers want a media outlet that connects them to a target audience of people who are eager to make a change, and looking for the best products and services to make those changes a reality.

THE JOY OF ORGANIZING

OUR AUDIENCE

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Listeners want to learn about the best way to become organized. The Joy of Organizing Radio Show satisfies that need by providing listeners with our own expert advice, and connecting them with nationally known and local organizing experts. We feel this is the best approach because everyone learns how to get organized in a different way, and our guests have their own expertise that appeals to the needs of our audience. For advertisers who want to connect with an affluent audience that is ready to change their lives with organization, The Joy of Organizing Radio Show is the solution.

ADVERTISING REACH

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Wouldn't it be great to tell more than 500 engaged listeners about your product everyday? You'll find that we're more than just a radio show. We expand your social network and showcase your brand through word-of-mouth marketing. Our continuously growing audience includes listeners who want to learn about the best in organizing tips, products, and services, and how to implement them.

Results:

In our second full year on the air we saw a 500% increase in listenership, surpassing 200,000 downloads for the year. We are proud to be the most popular show on The BlogTalkRadio Women's Network, and in the top 1% of all shows on BlogTalkRadio. We broadcast weekly on the BlogTalkRadio and TalkShoe internet radio platforms—which gives you a vast number of potential listeners to learn about your brand.

PICTURED ABOVE:

Hosts Bonnie & Matt Dewkett



The Joy of Organizing

WHAT INDUSTRY EXPERTS ARE SAYING

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“The Joy of Organizing is full of valuable and free information for people who want to organize their lives more effectively. It is no surprise that the audience is growing rapidly! Bonnie and Matt offer expert advice to their listeners and introduce them to other experts and resources.”

BARBARA HEMPHILL

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“The Joy of Organizing on Diva Toolbox Radio serves as a valuable resource for those who want to organize every facet of their lives. They truly do their homework and ask powerful questions, so that listeners can expand their knowledge about organization and feel empowered to make lasting, satisfying changes.”

JULIE MORGENSTERN

THE JOY OF ORGANIZING



OUR GUEST LIST

When we launched our radio show, we committed ourselves to the highest standards. That means combining our expertise with the most respected names in the organizing industry—bringing our audience a breadth and depth of knowledge that are unmatched. Your products and services will be mentioned alongside the very best names in the organizing industry.

- * Peter Walsh
- * Barbara Hemphill
- * Meryl Starr
- * Julie Morgenstern
- * Danny Dreyer
- * Barry Izsak
- * Diane Albright
- * Laura Leist
- * Donna Goldberg
- * Elizabeth Hagen

WHAT OUR ADVERTISERS ARE SAYING

“If you want to hit your target market, The Joy of Organizing Radio Show is a must. If you've got an organizing-related product or service, these are your listeners. It's rare to find a medium where 100 percent of the listeners need your message. This show is going to continue to grow its audience. It's entertaining. It's informative. It's professional.”

LEA SCHNEIDER, OrganizeRightNow.com

WHAT OUR LISTENERS ARE SAYING

“It's exactly what I was looking for when I set out to find a podcast on organizing! It gives me great ideas and keeps me inspired when I feel like quitting this whole organizing process.”

iTUNES LISTENER

“Great ideas from likeable hosts along with practical shopping advice for all income levels. They offer a lot of great resources, so get ready to take notes!”

iTUNES LISTENER

“I listen to your podcast through iTunes on my 1/2 hour drive to and from work. I can be exhausted by the end of the work day, still have dinner to make, kids to shuttle around but, I find I am so in the mood to organize because of your podcasts. I just wanted to let you know that this was my means of motivation. Keep it up!!”

HEATHER, LISTENER

“I have read over 20 books, listened to 8 audio books, and subscribed and listened to numerous podcasts on organization. The Joy of Organizing is by far the most all encompassing & practical resource I have found.”

iTUNES LISTENER

PICTURED ABOVE (left to right): Peter Walsh, Julie Morgenstern, Barbara Hemphill, Laura Leist, Barry Izsak, and Meryl Starr.

THE JOY OF ORGANIZING

ADVERTISING RATES*

Number of Months	2-4	5-9	10-12
Show Sponsor	2000	1900	1800
30-Second Spot	400	350	275
15-Second Spot	250	200	175

*Rates above are per month. The show airs on Wednesdays, so there are generally four shows per month. Discounts are given for longer term advertising. As we are a weekly show, there is a two month minimum for advertising to ensure a successful advertising campaign.

ADDITIONAL OPTIONS

Showcase Show	250 & Up
Premium Placement	50

VOICE-OVER PRODUCTION RATES*

Voice-over services are \$150, and include a professionally read voice-over of the copy that you provide, set to background music.

*Should you provide your own pre-recorded advertising spot, there is no charge for voice-over services.

TUNE IN

<http://www.blogtalkradio.com/thejoyoforganizing>

FOR MORE INFORMATION

Email: matt@thejoyfulorganizer.com

Phone: (203) 731-4650

Website: <http://www.thejoyfulorganizer.com>

PRODUCT DESCRIPTIONS

Show Sponsor The show sponsor advertising level gives you the opportunity to co-brand with The Joy of Organizing Radio Show. Similar to the naming rights for a sports stadium, our show will become The Joy of Organizing Sponsored by Your Brand. In addition, the Show Sponsor will get a 30-second spot at the beginning of the show.

30-Second Spot This advertising level is a 30-second radio spot that will run either before or after each radio show. You can guarantee your placement before the show for an additional fee. For the same fee, we can also split a 30-second spot into two 15-second spots that bookend the show.

15-Second Spot This advertising level is a 15-second radio spot that will run either before or after each radio show. You can guarantee your placement before the show for an additional fee.

Showcase Show This is your opportunity to showcase your products and services to our audience by having a member of your company appear on our show. We will work together to develop questions that showcase your business. This allows our audience to become familiar with your products and services before they begin hearing your advertisements.

Premium Placement Your advertisement is guaranteed a premium placement before the start of the show at an additional monthly charge.