

Golf Talk You Won't Find
Anywhere Else



Golf of the Weird
She Golfs Too
The Newstand
Component Corner
The Guru Commentary
The Perfect Fit
Golf Around the World
Mythbusters
Can't We All Get Along

Tee It Up and Give us a Listen
MEDIA KIT 2007

WHAT IS GOLF GEAR NEWS?



It is a biweekly podcast with host Bruce Stasch, that was started in October of 2005. The **Golf Gear News** show has continued to expand its listenership and has experienced increased downloads on a monthly basis. The 20-30 minute podcast hosted by Stasch, the self-described Golf Gear Guru, has been entertaining listeners with segments like *Golf of the Weird*, *She Golfs Too*, *Mythbusters*, *Golf Around the World* and *The Guru Commentary*.

The show's format is similar to talk radio, with the host bringing listeners the latest news on golf. It is different than the typical golf show because it is not focused on the tour and it's personalities. Nor does it try to give you swing tips or audio lessons. What it does do it find interesting, odd and hard-to-find stories on the game everyone loves - golf.

At various times, The Golf Gear Guru will interview companies and individuals involved in golf. Recent guests have been Jason Hiland (*Diamond Tour Golf*), Dr. Lee Miller (*Feel Golf*), and Kevin Downey (*Innovex Golf*).

WHO IS THE HOST?

Host Bruce Stasch is the brains and voice behind **Golf Gear News**. A marketing professional by trade as well as an accomplished entertainer, he is the owner of Apex Marketing Group and has a background in business development, marketing and advertising. His Twin Cities-based firm has provided marketing services to major companies like *IBM*, *ITT*, *Best Buy*, *United Healthcare*, *DataCard* and *3M*. He currently operates two online golf equipment websites, has played golf for more than ten years, and gives himself at least two mulligans per round.



LISTENER COMMENTS



Ultimately, it is the listeners that determine if a podcast is successful. A highly-targeted podcast like Golf Gear News brings to avid golfers around the world something that is new, original and unique:



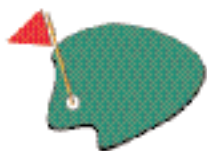
"Hello, it's a great show. We have nothing like this over here." (*London, England*)



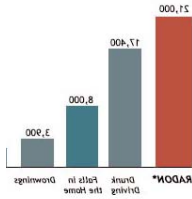
"Love the podcasts." (*Bridgewater, New Jersey*)

"I really, really love your podcast. Thanks for the podcast and keep up the GREAT work." (*Dominican Republic*)

"Just wanted to say that I love the podcast. It's interesting to hear the golf news that you normally would not hear. Keep up the good work." (*Dublin, Ohio*)



THE GROWTH IN PODCASTING



Podcasting, as a medium, has only been around since 2004 (*in Internet time, 24 month is an eternity*). Since the first podcast was uploaded, there are now more than 40,000 shows being produced (*was only 6,000 in July, 2005*).

Feedburner, the industry's largest provider of podcast feeds, just surpassed 44,000 feeds under management (*from Feedburner stats May, 2006*). Most are by individuals that like to hear their own voice, but some, like **Golf Gear News**, are emerging as legitimate shows that are attracting more and more listeners.

Nielsen/NetRatings announced in July, 2006 that 6.6 percent of the U.S. adult online population, or 9.2 million Web users, have recently downloaded an audio podcast; 4.0 percent, or 5.6 million Web users, have recently downloaded a video podcast (*Nielsen/NetRatings - July 12, 2006*).

A recent eMarketer study predicts that the audience for podcasts will reach 25 million in 2008 and 50 million by 2010. That same study predicts that podcast advertising spending will increase from an estimated \$80 this year to \$300 million during the same period (*eMarketer study 11/2005*).

Another promising indicator of the success of podcasting is its comparison to another media technology shift that received a lot of hype in its early days: The DVD. Back in 2000, the DVD format, just 3 years old at the time, was declared the most successful product launch in consumer electronics history, outselling the VCR five to one. Using these statistics as a benchmark, in less than two years, the number of podcasts available online is tenfold that of DVD titles in nearly half the time. In fact, at the 18-month mark for DVDs, there were fewer than 3,000 DVD titles available, and an install base of under 1.5m. (*feedburner statistics, 4/8/06*).

Already, brands like *Volvo, Toyota, Honda, Georgia Pacific, Cisco Systems, Disney* and *Universal Studios* are sponsoring podcasts. Even the PGA Tour produces a five-minute podcast four days per week during the golf season.

In the golf segment, there are currently only eight shows that regularly broadcast exclusive golf content (*from iTunes, August, 2006*) so the market is ripe for a unique show like **Golf Gear News** to grow rapidly.





WHAT IS A PODCAST?

A podcast is defined as time-shifted audio content, and does not require an iPod.

According to Todd Cochrane, the author of *"Podcasting, The Do-it-Yourself Guide"* and one of the leading podcasters today, the term "podcasting" was coined in February, 2004 (*two years is a lifetime in the Internet world*) by Ben Hammersley, in an article that appeared in the *Guardian*. It refers to what is called "personal-on-demand-narrowcasting", but is basically audio on demand.

A listener can download an MP3 audio file and listen to it however and wherever they want to. With a tool called RSS (Really Simple Syndication), each podcast episode is delivered to a central application on your computer or iPod, called an MP3 player. With this player, instead of visiting each show individually, the listener simply opens his/her MP3 player, subscribes once to each show, and each episode is downloaded automatically.

For those listeners interested in golf, it is very hard to find interesting content on radio, TV or in print. The content in each of these mediums is basically the same. They are all heavily supported and influenced by major golf equipment manufacturers that pay hundreds of millions of dollars to run their ads and hopefully get their products talked about. That leaves no room for a small brand with limited marketing funds.



GOLF GEAR NEWS IS IN THE NEWS

The **Golf Gear News** show has been mentioned online at **WorldGolf.com**, was a featured site on **Podcast Free America** and ranks as tops in the golf category on **Podcast Alley** (*the web's largest directory of podcasts*). Stasch has been heard on the **Travelgolf.com** weekly podcast and Rita Maloney's Sports Saturday show on **WCCO-Radio**, Minnesota's largest talk station. The show has also been a very popular subject with the local Minnesota business media too, appearing in **Twin Cities Business**, **Upsize** and **Minneapolis/St. Paul Business Journal**.

MINNEAPOLIS ST. PAUL
BUSINESS JOURNAL

WCCO
NEWS/TALK
830



podcast free america

The Blogging Times

Upsizemag.com

TwinCities
BUSINESS

BusinessWeek online

Business Week Online named 10 sports podcasts, including Stasch's **Golf Gear News**, as the best on the web. The writer called it a:

"newsy, offbeat podcast that blends golf headlines with regular features such as golf for women and interviews with obscure and overlooked equipment manufacturers. The day I tuned in, I even got the lowdown on Annika Sorrenstam's new boyfriend."

Worldgolf.com syndicated writer and editor William Wolfrum stated:

"Golf Gear News' Bruce Stasch brings enthusiasm and a reporter-like zeal to his informative podcast that covers everything from wacky golf news to equipment reviews."

Podcast Free America chimed in and said:

"This podcast covers all things golf when it comes to building and buying the clubs you use for golfing. This is an excellent example of a uber-niche podcast - it isn't just about golf, its all about building the club you golf with. Awesome."

Even our interview guests have something to say:

"Good interview . . . one of the best hosts I've encountered."
(Dr. Lee Miller, aka "Dr. Feel", CEO of Feel Golf Company).



YOUR SPONSORSHIP AT WORK

When you advertise with **Gear Gear News**, your advertising dollars are hard at work. Not only are you creating a viral marketing buzz for your brand by jumping on board the hottest new media since cable television, you are talking to a highly targeted golf listener.

Podcast advertising

Your customers will hear your 30-second sponsorship spots at the beginning and end of each show. Spot #1 is after the introduction, and before any of the featured content and Spot #2 is after the content but before the show wrap-up. Advertisements can be pre-recorded (supplied by sponsor) or done public radio-style, where the host talks personally about your products or services. This adds trustworthiness to your message. However if you prefer, a professionally produced sponsorship announcement can be created. Your advertising will also be in the show notes for any episodes that you sponsor. The podcast receives more than 1,500 monthly downloads and also appears on **Worldgolf.com** at the same time (*ranked by Alexa as the #43,339 ranked website in cyberspace as of 4/21/07*).

Blog Website advertising

For the length of your sponsorship, a linkable 150 x 100 pixel ad will appear in the upper right corner of our website **www.golfgearnews.net**. This is a blog site and the main way that visitors are introduced to **Golf Gear News** if they haven't heard one of our podcasts. The site currently experiences more than 3,000 visitors/month and is highly indexed (*as of 4/1/07*).

The Underbelly of Golf newsletter

Beginning in January, 2007, we launched a monthly newsletter to supplement the Podcast and Blog. At the beginning of each month we send this e-mail to a targeted golf audience of over 7,000 enthusiasts. Since it started, the newsletter has experienced a very strong readership with an almost 34% clickthrough rate of those that open the e-mail (*as of 4/1/07*).

Other methods of promotion

In addition to the placement mentioned above, **Golf Gear News** will also be glad to use giveaways or discounts to help promote your message. We can develop contests and promotions to give away your products and services as prizes, or we can give listeners a coupon code, which they can use to get a discount on your product or service. This is an excellent method for tracking the effectiveness of your advertising.

WE WANT YOUR BUSINESS!

Now that you know about us, we'd like you to join us today and sponsor **Golf Gear News**. Please contact: Bruce Stasch, Host of **Golf Gear News** at info@golfgearnews.net or call him at 1-877-939-0458.

