

# MEDIA KIT 2018

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*Motor  
City  
Woman*



RADIO  
NETWORK

# ABOUT

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Digital radio station and media production studio that places the voices of women in the forefront of the conversation. Founded by Robin Kinnie, the Motor City Woman Radio Network was specifically designed to provide a platform specifically designed to amplify the voices of women.

# THE NEED

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Numerous media outlets and statistics confirm that women are challenging stereotypes, leading households and starting businesses at a historic rate. *Where do these sophisticated, discerning and educated women go for support, inspiration and a good laugh?*

Women deserve an entire radio station – not a segment – not a special edition- dedicated to their needs, interests and passions.

This has not existed in the metro Detroit market –  
**UNTIL TODAY**

# JUST THE FACTS

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Women have a buying power that range from \$5 Trillion - \$15 Trillion annually\*

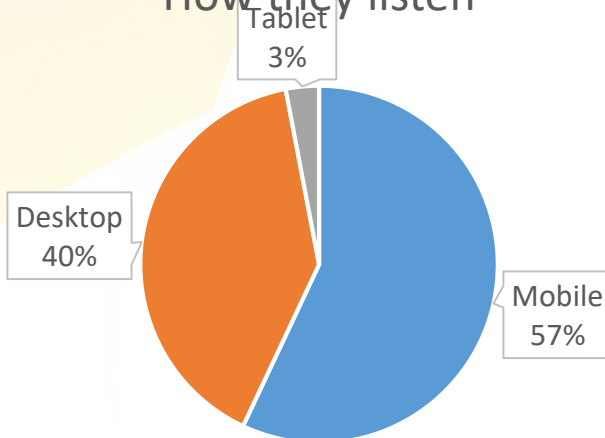
Women account for 85% of all consumer purchasing\*\*

70% of new businesses are started by women\*\*\*

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# WHY INTERNET RADIO

How they listen



■ Mobile ■ Desktop ■ Tablet ■

Can listen live or on-demand at [www.motorcitywoman.com](http://www.motorcitywoman.com)

Mobile app provides access to hear all Motor City Woman shows on mobile devices

WI-FI connection ensures clarity wherever you are – GLOBALLY – no AM/FM signal to worry about

# MEET THE FOUNDER

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CEO and Founder of the Motor City Woman Radio and Studios, Robin Kinnie is passionate about women supporting women.

Robin has an expansive circle of influence as a contributor to numerous publications and brand ambassador. She has been recognized by the Association of Women in Communications, Walker's Legacy, CORP! Magazine and the City of Lathrup Village. She also serves as the Detroit Chair of Soundgirls.org, a national organization committed to supporting women in the audio engineering industry.

# OUR SHOWS

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Our shows focus on:

- ✓ Health and Wellness
- ✓ Community Issues
- ✓ Entrepreneurship
- ✓ Personal Fulfillment
- ✓ Lifestyle and Entertainment
- ✓ ...and many issues that women care about!

In addition to weekly shows, Motor City Woman is committed to collaborations with women-centered organizations and initiatives. We are active throughout southeastern Michigan in supporting events that seek to uplift, inspire and develop women.

# PODCAST AUDIOBOOK

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Motor City Woman Studios also specializes in podcast and audiobook production. Services include:

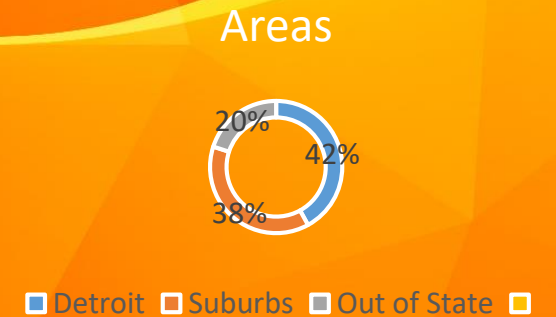
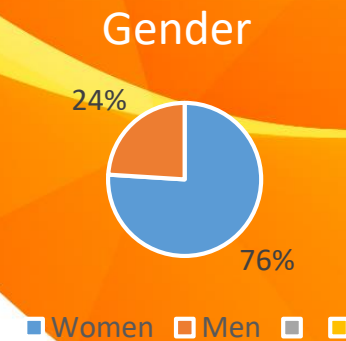
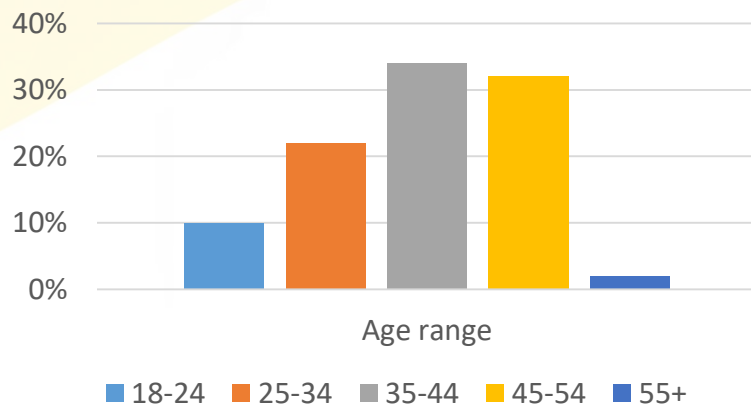
- Podcast recording and editing
- RSS feed management
- iTunes and Google Play registration
- Analytics
- ACX compliance

Clients can reserve studio time on-demand. You focus on content; let us handle the rest!



# OUR LISTENERS

In addition to weekly shows, each show is put into constant rotation throughout the week as well as uploaded to the Motor City Woman podcast available on numerous podcast directories. This expands the audience for each show. On average, each show receives 10 replays each week in addition to SoundCloud downloads.



# OUR REACH



Motor City Woman Radio Network has an extensive reach through social media, email and traditional media.



More than 15K people see our postings and advertisements – *weekly\**

*We stream to more than 10 MILLION listeners through various directories as well as podcast access*

# PACKAGES

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Get your business or event in front of influential, decision-makers within southeastern Michigan.

Sponsor package costs range from \$50-\$5,000 and can include, but not limited to:

- Give-aways
- Event Promotions
- On-air Interviews
- Commercials
- Live, on-site Broadcasts
- Social Media Engagement
- Product Reviews
- And much, much more...

Let our team customize a package for you!

# CONTACT US

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Motor City Woman Radio Network

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