



# On The Home Stretch™

with Debbie Alan

*Real Stories • Real Transformation • Real Radio*

Listen on the Internet  
[OnTheHomeStretch.com](http://OnTheHomeStretch.com)

*On The HomeStretch™* is an entertaining **Internet radio talk show** that is sure to make the second half of your life better than the first.

*On The HomeStretch* takes a *real* approach to the life and health of today's over 35 crowd – body, mind and soul.

Hosted by veteran broadcaster **Debbie Alan**, the show invites you to *"release the real you, embrace your deepest passions, and birth your best dreams"*.



Debbie Alan's credits include host of the internationally syndicated, *"America's Dumbest Criminals"* as well as the co-creator and original host of NewsChannel 5's *"Talk of the Town"* broadcast in Nashville, Tennessee.

Debbie's diverse broadcast experience has taken her to many exciting locations including the cockpit of a U.S. Air Force F-16. According to producers, columnists and viewers, her shows gained and maintained high ratings not primarily on the strength of their program content, but on the strength of Debbie's genuine and compelling personality. Click on the show and you'll see just how contagious her enthusiasm can be.

*At home, Debbie is a committed wife and mother of three who lives out her love of God and others with zest, warmth and passion.*

[www.OnTheHomeStretch.com](http://www.OnTheHomeStretch.com)

## Radio On The Internet

Internet radio is simply radio that's received on your computer. You can listen as it's broadcast live or **anytime** that's convenient for you... when you're checking email, shopping, surfing or working online.

Click [www.OnTheHomeStretch.com](http://www.OnTheHomeStretch.com)

## Also as Podcast...Find us in iTunes

Daily shows are automatically delivered to your computer and can be downloaded to an iPod or other portable device so you can listen when you want.

- ▶ **Meteoric audience growth for podcasts projected to reach well over 30 million by 2010** – eMarketer
- ▶ **Consumers love media that facilitates consumption "anywhere, anytime"** – The Podcasting Report
- ▶ **44% of the age group we're targeting already own an iPod/portable MP3 player** – Arbitron and Edison Media Research

## Why Advertise with us?

### Our Exploding Industry:

- ▶ **33 million Americans now listen to Internet radio every week** – Arbitron and Edison Media Research
- ▶ **People aged 35-54 more likely than the average Internet user to visit radio sites and most likely to listen during the work day. Computer users can listen while continuing to work on their computer** – wsRadio.com
- ▶ **70% of Internet radio listeners more likely to earn \$75,000+ annually** – Arbitron and Edison Research
- ▶ **44% more likely to have a college education** – Arbitron and Edison Research
- ▶ **People who purchase luxury items and various professional services say the Internet is the best place for an advertiser to reach them.** – Nielsen/Netratings and WashingtonPost.com
- ▶ **Virtually all use the web to make or research their purchases, including 90% of all their automotive, computer and travel spending** – Nielsen/Netratings and WashingtonPost.com
- ▶ **87% of parents are now online.** – Pew Internet & American Life Project
- ▶ **The adult female Internet user population is at 80.9 million. The projected growth? 91.3 million by 2012** – Experian Consumer Research
- ▶ **Right now, there are 43 million women in America between the ages of 40 and 60** – Aging Gratefully
- ▶ **Women make 70% of health care choices for the family** – Aging Gratefully
- ▶ **Baby-boomers are the largest and richest group not only in the United States, but in the world** – Aging Gratefully



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*In this Internet dependent world, we can be the affordable connection to reach your valued customers! Thanks for taking the time to learn more about us.*

*We'll see you On The HomeStretch.*

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