



Tradewinds Radio

The Sound Of The Tropics

EXCEPTIONAL OPPORTUNITY FOR ADVERTIZERS

REACH AN AFFLUENT AND GROWING DEMOGRAPHIC!

Nearly 10 million of the 35-65+ 'gray hair and gold credit card' population reside seasonally or permanently in the warm climes like The Bahamas, the Caribbean and Central America. Previously lost to the category 'out of home' broadcast demographic, Tradewinds brings them home again! Their disposable income drives the cruise-ship, yacht charter, recreational boating, hotel, restaurant, rental car, and real estate markets. Recreational boating in Florida alone is \$10 billion! This group supplies over half of all economic activity in the Caribbean and Florida!

Tradewinds sweeps listeners away to that 'special place' with the very best of the 'music you can sing along to,' with a tropical flavor added to the mix: Neil Diamond, and Eric Clapton back to back with Bob Marley, Crosby Stills and Nash, and Jimmy Buffet! USA Radio News and sports, tropical weather, and news from CBC and BBC keep listeners tuned in; and Bloomberg financial news and Dr. Daniele Cyr's 'Healthy Living' features start shortly!

Tradewinds programming originates in Florida from an extensive digital library. It's delivered to proprietary Internet servers located at each affiliate. It's an amazing winning radio format! Hear it live at www.tradewindsradio.com.

CHOOSE YOUR MARKET – OR GO NETWORK WIDE!

Tradewinds is already available in a dozen islands over the air, and is growing rapidly. A significant share of listeners hears Tradewinds at www.tradewindsradio.com through a smart phone application. This means even more opportunities in the convergence of Internet digital media and broadcast!

Targeted print media promoting Tradewinds provide advertisers another opportunity to reach Tradewinds target listeners; This includes travel magazines, yacht cruising guides, professional mariner's publications, high-end yacht and condominium market publications, and island real estate magazines.

Tradewinds' business model is based on the proven network and affiliate system. The network (Tradewinds Radio) barter 24/7 programming to affiliates in exchange for commercial time on the affiliate's station. The network then sells the bartered commercial time to national advertisers; and the local affiliate sells its allocated commercial time to local businesses. Tradewinds is 'localized' for each affiliate market – local advertising money stays in the local market!

CONTACT US TODAY AND SEE HOW TRADEWINDS CAN BRING YOU BUSINESS!

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