

# **THE EXPERTS HAVE SPOKEN... PRO MMA RADIO IS A KNOCKOUT!**

**"Larry Pepe's Pro MMA Radio has become the number one radio show in all of mixed martial arts."**

*- Jon Anik, ESPN*

**"Pro MMA Radio is the online voice of mixed martial arts.  
It's the best radio show in the business."**

*- Flex Magazine*

**"Multi-Time Podcast of the Year Winner"**

*- Bodybuilding.com*

**"AFN is thrilled to have Larry and his Pro MMA Radio on board supplying our heroes overseas weekly information on everything MMA. MMA is wildly popular with our troops and we thank Pro MMA for its support of our valued and respected service-members."**

*- Jef Reilly, Director, American Forces Network*

**"Another epic interview by Pepe."**

*- Yahoo Sports*

**"Pro MMA Radio is stellar."**

*- Jesse Holland, MMA Mania*

**"Once you hear an episode you will realize what good MMA radio is all about. I have yet to hear anyone get in there and dig deep into what the fighter is about like Pepe. Excellent."**

*- Jack Bratcher, ProMMA.info*



## PRO MMA RADIO SPONSORSHIP INFORMATION

### ABOUT THE SHOW

Firmly established as the most listened to radio show in MMA for the last six years, Pro MMA Radio is a weekly radio show devoted to the exciting sport of mixed martial arts. Unlike many shows that drone on for hours, PMR is a fast paced hour-long program that gives listeners all the latest MMA news & headlines, fight previews and event recaps. But what really sets the show apart is the honest, hard-hitting, detailed and thought-provoking opinion and analysis of all the major issues and storylines that permeate the sport. PMR is the premiere source for the truth about all things MMA, in and out of the cage. Virtually every top fighter and world champion in MMA has appeared on the show including Jon Jones, Cain Velasquez, Brock Lesnar, Randy Couture, Uriah Faber, Anthony Pettis, Dan Henderson, Rashad Evans, Carlos Condit, Benson Henderson, Frank Mir and more.

### EXCLUSIVE AND OFFICIAL MMA RADIO SHOW FOR THE AMERICAN FORCES NETWORK

As the official and exclusive mixed martial arts radio show for the American Forces Network, PMR is heard every week in 178 countries and over 150 ships at sea. The show reaches over 1.3 MILLION listeners PER WEEK and over 5.2 MILLION listeners PER MONTH. The sport is incredibly popular with the troops given that is part of their training in hand to hand combat and is consistently ranked alongside NFL and College Football in popularity.

### PMR'S WEEKLY WORLDWIDE INTERNET VERSION



In addition to our vast audience on AFN, an internet version of the show is also released every week and available to a worldwide audience on the main website for the show as well as all popular webcast and web broadcast services such as iTunes and Stitcher.

### ABOUT THE HOST



Pro MMA Radio is owned, produced and hosted by Larry Pepe, a well-known MMA journalist and radio personality. Larry also serves as the national MMA expert and radio host for sports broadcasting powerhouse FOX Sports Radio. Larry has also produced written MMA content for Flex Magazine (the leading magazine in the bodybuilding industry), Bodybuilding.com (the leading, heaviest trafficked website in the industry) and FIGHT! Magazine & FightMagazine.com (the leading magazine in the MMA and fight communities). In addition to his standing in the MMA community, Larry is a nationally recognized expert in the bodybuilding and fitness communities, authoring "The Precontest Bible", serving as the expert analyst for the Mr. Olympia broadcast for six years running and appearing in the theatrically-released movie, "Generation Iron".



## DEMOGRAPHICS AND UNIQUE CROSS OVER MARKETING OPPORTUNITY

With a broadcast reach in excess of 5 Million listeners per month and a limitless internet reach through the online version of the show, PMR is unquestionably the most listened to radio show in mixed martial arts. The demographic for our audience are the coveted 18-34 and 35-45 age ranges. In addition to MMA fans, because of Larry's standing in the bodybuilding and fitness communities, the show has a large following with those fans as well, serving to multiply our reach to those coveted demographics. Our listeners readily spend money on supplements, health products, clothing, training gear, household and auto goods and services as well as anything designed to enhance appearance, performance, health or strength.

## BUILDING GOODWILL

Because we reach such a vast military audience, supporting and sponsoring PMR equates to supporting our troops. Our sponsors allow us to bring the highest quality broadcast to the incredible men and women of the United States Armed Forces around the world so supporting us supports the troops as well. And all those incredible men and women currently use many categories of goods and services and will be returning home to patronize those who supported them for years to come.

## PRO MMA RADIO WEBSITE

ProMMARadio.com is the online home for the show. In addition to all the other outlets that air the show live and link to replays, all announcements for upcoming episodes and replays and all related news are found on the site.

All sponsors are given logo placement on every page of the website.

## ON-DEMAND REPLAYS

On Demand replays of every episode of PMR are available for fans of the show to listen when they want, how they want in multiple formats, including Windows Media and MP3 files. Podcasts of every episode are also available on Itunes. The ease and convenience of listening to the show in a multitude of formats increases the audience and, hence, the corresponding value to our sponsors.

## SPONSORSHIP OPPORTUNITIES

PMR currently has a limited number of sponsorship opportunities for select, high-quality companies that want to capitalize on the success of the show and the unique crossover marketing and goodwill opportunities we provide.

## CONTACT US

**For information on advertising and sponsorship opportunities with Pro MMA Radio,  
please call Maximum Results ROI at:**

**800.657.0299**

Or Email: **Sponsors@ProMMARadio.com**