

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

**"In less than one year, 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**

**Winner, "2008 Podcast of the Year"**

**- Bodybuilding.com**

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

**- Yahoo Sports**

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

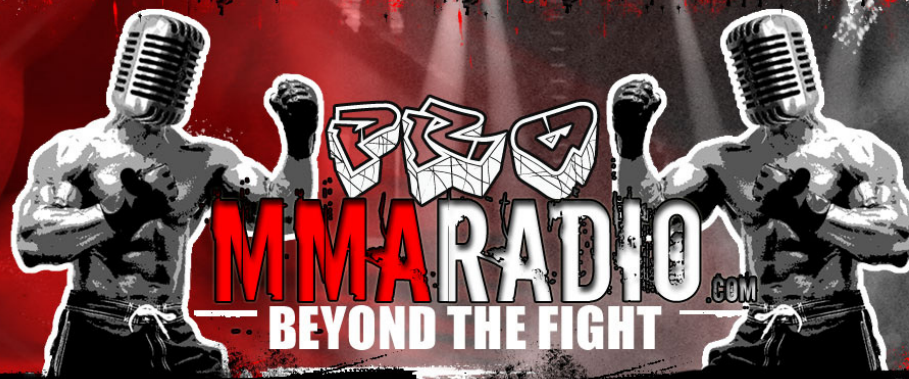
**- Jesse Holland, MMA Mania**

**"Larry Pepe's interviews are, without a doubt, the best in the MMA industry today...the most in-depth, substantive interviews of a fighter I have ever heard."**

**- Lucas Weber, The Fight Journal**

**"Pepe gets more in-depth with the fighters than anyone in the business and asks the tough questions. He's great at connecting with the guests and getting them to open up. 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

Pro MMA Radio ("PMR") is a weekly Internet radio show devoted to bringing fans the latest from the exciting world of mixed martial arts. Unlike many shows, PMR goes "Beyond the Fight" and provides in-depth interviews that get into the careers and lives of the fighters as well as detailed and thought provoking analysis of MMA. PMR is heard live by a worldwide audience every Monday at 6 PM PST, 9 PM EST. On-Demand replays and Podcasts of every show are available 24/7 by going to the "Replay Corner" section of the website so fans can listen when and how they want.

Weekly guests include top fighters, trainers and industry insiders from the UFC, WEC and other top MMA promotions. Recent guests of the show include MMA champions and superstars such as Brock Lesnar, Randy Couture, Frank Mir, Mike Brown, Rashad Evans, Urijah Faber, Jens Pulver, Dan Henderson, Jamie Varner, and Sean Sherk. Additionally, the show features experts from the MMA media, top managers, trainers and company executives from the world of mixed martial arts.

### ABOUT THE HOST



Pro MMA Radio is owned, produced and hosted by Larry Pepe. Larry writes MMA content for Flex Magazine (the leading bodybuilding magazine in the industry) and Bodybuilding.com (the leading, heaviest trafficked website in the industry) and is considered an expert on MMA, bodybuilding and fitness. In addition to Pro MMA Radio, he also co-hosts the top rated radio show covering the bodybuilding industry, Pro Bodybuilding Weekly and wrote "The Precontest Bible", the top bodybuilding training and nutritional book in the industry.

### UNIQUE CROSS OVER MARKETING OPPORTUNITY

Pro MMA Radio has become the premiere and dominant MMA programming throughout the vast bodybuilding, health and fitness communities. The demographic for this audience are the coveted 18-34 and 35-45 age ranges and readily spend money on supplements, health products, training gear, clothing and anything that can enhance appearance, performance, health or strength.

In addition to its top positioning in those communities, Pro MMA Radio has quickly developed a reputation for intelligent, fast paced MMA content driven by interviews with top fighters, managers, trainers and industry experts. The show has been embraced by the MMA community and its coveted 18-34 demographic.

## TOP QUALITY SPONSORS

Pro MMA Radio was immediately sponsored by Bodybuilding.com, one of the top 1000 trafficked websites on the entire internet according to rankings by Alexa.com. Supplement companies that sponsor Pro MMA Radio are given preferential placement on all of the highly trafficked sections of Bodybuilding.com that relate to the show. In fact, the first company to have placement on our pages saw a 13% increase in sales in their first month. Additionally, Bodybuilding.com aggressively promotes the show, creating a synergistic benefit to all current and future sponsors. Pro MMA Radio is advertised every month in Fight Magazine, one of the industry's premiere monthly titles.

## EXCLUSIVE MMA RADIO SHOW ON BODYBUILDING.COM

Bodybuilding.com is ranked in the top 1000 websites on the entire internet worldwide and in the top 500 in the United States.

The home page of the website gets between 250,000 to 300,000 unique visitors per day. Pro MMA Radio is featured on the home page EVERY DAY.



The Pro MMA Radio sections of the website get 7,000 to 10,000 unique visitors per day. The show airs live on Bodybuilding.com and On Demand replay archives of every show are maintained on the website 24/7 for listener's convenience.

The website is the online home of a large number of radio shows on numerous topics. Pro MMA Radio was awarded the "Best Audio Program for 2008" as voted on by the listeners and for its vast audience.

## EXCLUSIVE MMA RADIO SHOW OF FLEX MAGAZINE



Flex Magazine has a longstanding reputation as the top bodybuilding and fitness magazine in the industry since it's creation over 25 years ago by Joe and Ben Weider, the fathers of modern bodybuilding. Pro MMA Radio is the only MMA radio show that is approved and aggressively promoted on the highly trafficked website for the magazine, Flexonline.com.

## EXCLUSIVE MMA CONTENT PROVIDER TO THE PRO BODYBUILDING WEEKLY NETWORK



Pro Bodybuilding Weekly ("PBW") is the top rated industry radio show for the bodybuilding community. PMR is the exclusive MMA content provider across the entire PBW network.

Pro MMA Radio immediately follows PBW and is promoted throughout the PBW network of over 25 bodybuilding, fitness and health websites, including Flexonline.com, MuscledandFitness.com, Getbig.com, MuscleMayhem.com, ProBodybuildingDaily.com and many others.

In addition to Pro MMA Radio being the exclusive content provider to the entire PBW network of websites, the PBW website and the PBW Archive Player on all these sites contain promotional info and links to Pro MMA Radio.

## EXCLUSIVE MMA RADIO SHOW ON MMAMANIA.COM



As anyone who follows MMA will tell you, MMA Mania is one of the top five visited news blogs in the entire mixed martial arts community. Pro MMA Radio is heavily promoted on MMA Mania with several posts before and after each episode as well as the live feed for the show automatically playing when visitors reach the site on Monday nights.

## EXCLUSIVE MMA RADIO SHOW OF FIGHT MAGAZINE

**FIGHT!**  
M A G A Z I N E

Pro MMA Radio is the exclusive radio show of Fight Magazine, the most respected, premiere magazine in mixed martial arts. In addition to a regular presence in the magazine, Pro MMA also has high daily visibility on the magazine's popular website, FightMagazine.com

## HEAVILY PROMOTED THROUGHOUT THE MMA ONLINE COMMUNITY

In addition to MMA Mania, numerous other MMA sites promote every episode of Pro MMA Radio, including FightOpinion.com, ProMMA.info, MMAWaves.com, BleedingMedia.com, MMAConvert.com and many more. The show is also regularly referenced and cited on the MMA section of Yahoo.com, the internet's heaviest trafficked website.

The show regularly draws the attention of the vast Sherdog online forum community. As an example, several threads discussing a recent episode of the show expanded to 35,000 views and over 100 pages of commentary.

## 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, the live feed for the show, 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 is currently seeking a select number of high quality sponsors to capitalize on the success of the show and the unique crossover marketing opportunity it presents. Our intention is to secure one key sponsor in each major product category and help those companies gain exposure to a vast market of new clients and customers across the Mixed Martial Arts, Bodybuilding, Health and Fitness markets.

### CONTACT US

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

**800.657.0299**

Or Email:

**Larry@ProMMARadio.com**