

Unity Online Radio

The Voice of an Awakening World

Featuring top leaders and teachers in the fields of mind, body, spirit as well as New Thought and interfaith topics. The goal of Unity Online Radio is to present programming that will inspire as well as entertain. Meeting people wherever they are on their spiritual journey, Unity Online Radio gives people a place to explore their interests and open their minds to new ideas.

Listeners can check out some of our programs on demand, or call in to one of the live shows. All programming is available for podcast downloads for listening on their own schedule.

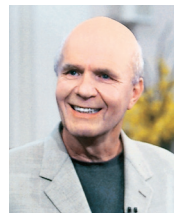


For those who wonder about life after death or wish they could communicate with loved ones who have passed, Suzanne Giesemann—a former Navy commander turned medium—share real evidence from the spirit world. Listeners learn her tools for living a more conscious and purposeful life to connect with a greater reality.



Main Street Vegan is a lively hour devoted to health, well-being, and ways to live lightly and lovingly on planet Earth.

Past Show Guests



- Wayne Dyer, Ph.D.
- Michael Beckwith
- Iyanla Vanzant
- Marianne Williamson
- Caroline Myss
- James Van Praagh
- Eckhart Tolle
- Tererai Trent
- Gregg Braden
- Dr. Neal Bernard

Optimal Message Scheduling

Unity Online Radio offers both live online radio *and* downloadable podcasts of the shows.

- The live broadcasts give listeners an opportunity to call in to their favorite hosts.
- The podcasts allow audiences to enjoy their favorite shows anytime and anywhere.
- Unity Online Radio sponsors can reach both audiences, with specific start and end dates, even with archived podcasts. This unique scheduling ensures sponsor messages are not shared past a campaign end date.

About Podcasts

- 51% of Americans have listened to a podcast, up from 44% in 2018
- 80% of listeners average 7 shows per week
- 80% listen to most or all of an episode
- 60-million homes are podcast fans
- 90-million people listened to a podcast in the past month
- 62-million listen weekly
- 45% have household income over \$75,000
- 27% have a college degree, compared to 19% overall in U.S.

Source: "Edison Research Infinite Dial 2019"

Opportunities to Engage

- Average monthly downloads: 150,000
- Unique monthly website visitors: 160,000
- *Unity Magazine**: 16,000 Subscribers
- Email List*: 45,000 Subscribers

*Note: Limitations apply.



Key Demographics

Unity Online Radio listeners are located primarily in the United States.

Our typical listener is:

- College-educated
- Female
- At least 35 years old

18% are 18-34

37% are 35-54

45% are 55+

- Lifetime learners

Demographic information compiled from Google Analytics, MailChimp, social media insights, and general Unity branding analyses.

What Do You Get With a Sponsorship?

Unity Online Radio Spots

Our website offers 25+ live shows on a variety of topics, plus encores of some of our best shows.

Sponsors may purchase 30-second preshow and postshow spots on specific shows or a "run of schedule." These are sold in combination with a podcast spot schedule.

Sponsors may set specific start and end dates to their schedules.

Meditation Minutes and Unity Wisdom Moments

Sponsor a Meditation Minute or Unity Wisdom Moment. These are 60- and 90-second audio pieces that run on the livestream throughout the day—something to think about or brighten the listeners' day—with a "brought to you by" announcement.

Schedules and Rates

Each Unity Online Radio schedule is customized to meet specific sponsor requests and needs. Sponsors who wish to buy online radio and podcast spots only may do so. Sponsors who wish to buy Meditation Minute sponsorships may buy these as a stand-alone schedule. Sponsors who wish to purchase banners must purchase a radio schedule. Sponsors who wish to include an ad in *Unity Magazine* may do so with four months' notice. Schedule costs depend on the package requested.

Sponsorships will be considered that are appropriate for the Unity audience. Unity reserves the right to reject any sponsorships for products or services that are not compatible with its teachings.

Podcast Spots

All UOR shows are also available as podcasts, as are 10,000-plus archived shows.

Sponsors may purchase 30-second preshow and postshow spots on specific shows or "run of schedule." These are sold in combination with an online radio spot schedule.

Sponsors may set specific start and end dates to their schedules.

Banner Ads

The Unity Online Radio website has space for linkable banner ads on the top and sides of the home page and each radio show page.

Banner ads are available to radio sponsors only and cannot be purchased alone.

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