



BRN | BROADCAST RETIREMENT NETWORK

Outside the Echo Chamber & Democratizing News and Information since 2012

2025 Media Kit

BRN | BROADCAST RETIREMENT NETWORK

- Launched, September 3, 2019, BRN is the first **privately-funded lifestyle** media platform focused on helping individuals achieve **independence** and **financial security**.
- As of March 5, 2025, BRN has produced **2,000** daily (Monday through Sunday) programs.
- BRN's programming meets viewers on their terms and is **more than just finance** and **investments!** BRN focuses on topics that impact the daily and long-term lives of its viewers: **aging, finance, lifestyle, privacy, retirement, wellness & more.**
- The goal with each BRN program is to provide relevant **educational information** to help individuals and their families achieve financial security and maintain their independence.
- Content does not include **product pitches** or **advertisements**. BRN programming is education based.
- All BRN programming is **free to view**. **There are no** paywalls or membership fees.
- BRN revenue is solely derived through The Morning Pulse **subscriber fees** and **brand network content partnerships**. A BRN partnership **easily fits** into the **budget** for organizations of all sizes.

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BRN is well positioned to complement a brand's existing marketing and video strategy:

- 1. Retirement and Financial Industry Knowledge and Depth.** BRN is led by an experienced 31-year veteran of the Retirement Industry. Jeffrey Snyder has served as a third-party administrator, recordkeeper, technologist and Retirement Plan Advisor and Search Consultant for many of today's retirement programs. With 2,000 shows under his belt, Jeffrey knows the right topics to cover and the questions to ask.
- 2. Education only with no Sales Pitches or Pop-Up Ads.** BRN content is purposely created to provide the audience with important information and education. The BRN audience knows it gets just the facts every day from experts.
- 3. An organically grown audience and unmatched distribution.** The BRN audience of consumers and financial professionals has been developed over a 13-year period without any paid advertisements or paid services to artificially add subscribers. BRN programming is also made available free of charge across all major social media platforms. As part of its agreement, BRN content is completely re-purposeable by its partners with no limitations.

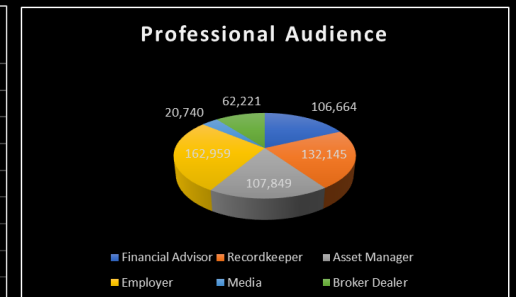
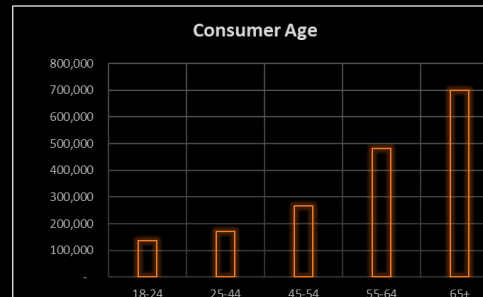
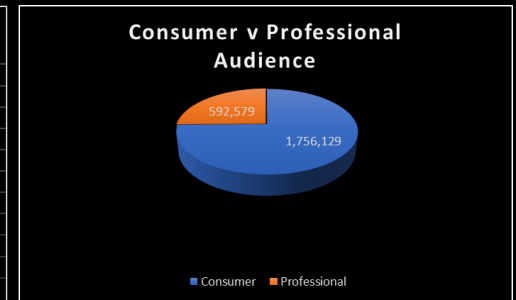
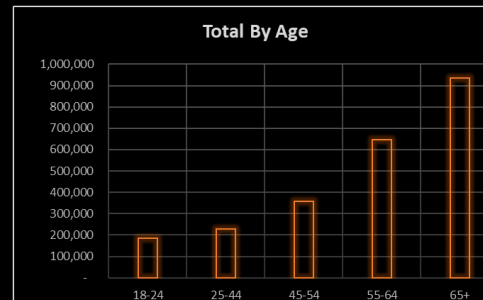
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BRN is well positioned to complement a brand's existing marketing and video strategy (continued):

- 4. Complete knowledge of the trends that matter.** The BRN team curates daily content to provide the audience with the stories that matter in *The Morning Pulse*, newsletter. BRN programming stays away from the stories and hyperbole that consumes most of today's media outlets.
- 5. Broadcast quality content.** Unlike traditional marketing and video strategies that take a firm representative and have them read a script or teleprompter directly to the audience for, what is effectively a sales pitch, BRN content includes a seasoned independent host, is custom, and produced in real time by a team of seasoned broadcast professionals. BRN content features lower third graphics and b-roll footage to help tell story.
- 6. Completely Compliance and Marketing friendly.** BRN content is fully Compliance and Marketing reviewed and approved with any edits applied, if needed. The determination of the air date of the program is made by the partner on a first come, first served basis.

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THE BRN AUDIENCE



**18:17
AVG SHOW
WATCH
DURATION**

**528,459
AVG SHOW
AUDIENCE**

**30% AVG
INCREASE IN
SPONSOR
WEBSITE
VISITS**

**36.1%
AVG OPEN
NEWSLETTER
RATE**

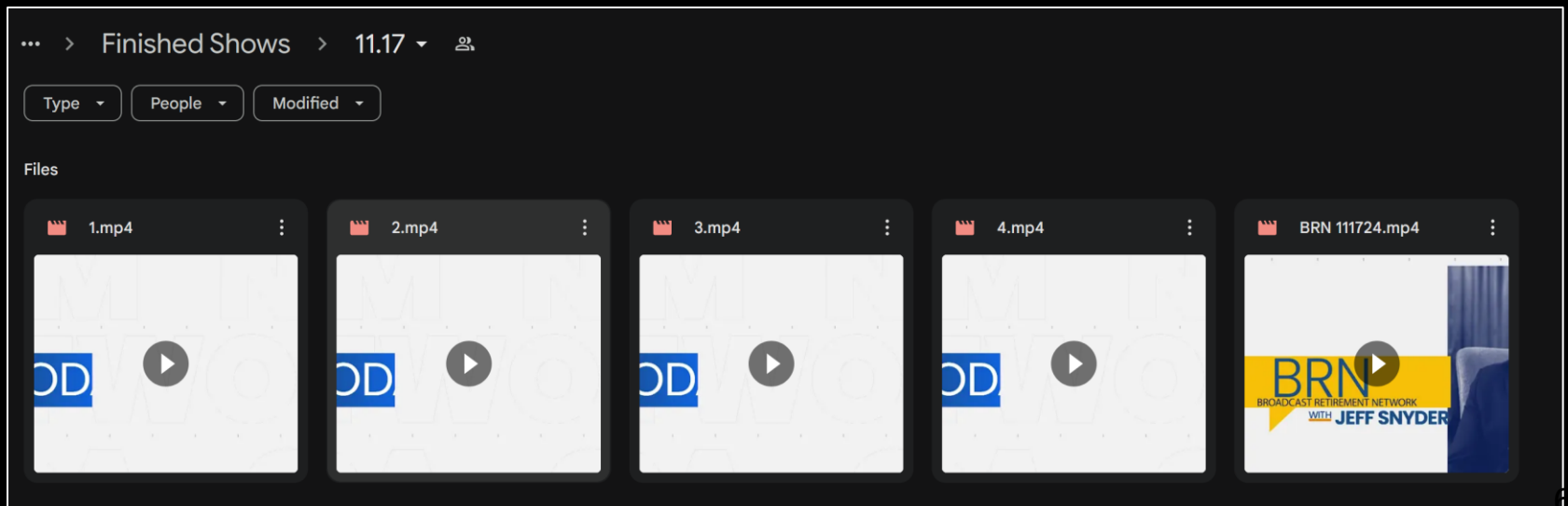
**27.9%
AVG
NEWSLETTER
ARTICLE
CLICK-
THROUGH**

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Each Show Features the Partner Brand and is Available for Download



- Partner **logo**, **URL** and a BRN-created **QR code** is displayed in the lower third throughout the program.
- All content is downloadable, fully reusable with no expiration and at no additional cost.
- Partners receive the full program + 4 shorter clips for its web properties, social media, newsletters and more.



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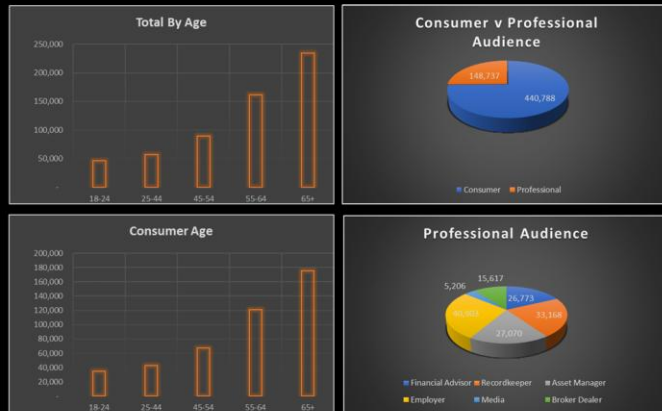
Full Show Reporting on Audience and Engagement

BRN SHOW ANALYSIS REPORT

Show dates: November 8, 2024

Show open & view rate*: 25.1% (589,526)
Benchmark: 22.5% (528,459)

Analysis: Show is above benchmark. Mondays, Wednesdays and Fridays remain BRN's strongest view days.



Average show watch duration***: 9:05
Benchmark: 5:39

Analysis: Show is above benchmark. Mondays, Wednesday and Fridays remain our strongest view days.

Notes:

* Open & view rate are defined as an individual viewer that clicks the link to the Show and views it.
** Professionals are defined as non-consumer audience members and include business owners, senior executives, financial professionals, journalists, etc.
*** Show watch duration is defined as the total time an individual viewer watches a particular program including someone 'skipping' around to different sections of the Show.
*** For privacy purposes, BRN does not share email addresses.

View Rate by State

Alabama	7,149
Alaska	1,044
Arizona	10,176
Arkansas	4,285
California	56,259
Colorado	8,215
Connecticut	5,131
Delaware	1,409
District of Columbia	981
Florida	30,647
Georgia	15,242
Hawaii	2,071
Idaho	2,617
Illinois	18,231
Indiana	9,655
Iowa	4,540
Kansas	4,180
Kentucky	6,411
Louisiana	6,628
Maine	1,939
Maryland	8,790
Massachusetts	10,003
Michigan	14,339
Minnesota	8,120
Mississippi	4,214
Missouri	8,758
Montana	1,543
Nebraska	2,791
Nevada	4,418
New Hampshire	1,960
New Jersey	13,217
New Mexico	3,013
New York	28,744
North Carolina	14,854
North Dakota	1,109
Ohio	16,789
Oklahoma	5,634
Oregon	6,029
Pennsylvania	18,502
Rhode Island	1,561
South Carolina	7,283
South Dakota	1,262
Tennessee	9,833
Texas	41,471
Utah	4,655
Vermont	915
Virginia	12,282
Washington	10,964
West Virginia	2,552
Wisconsin	8,386
Wyoming	821
TOTAL	471,621

View Rate by Country

Afghanistan	1
Albania	30
Algeria	13
Angola	5
Argentina	423
Armenia	1
Aruba	1
Australia	993
Austria	212
Azerbaijan	9
Bahamas (the)	1
Bahrain	3
Bangladesh	307
Belarus	28
Belgium	1,901
Belize	59
Bolivia (Plurinational State of)	3
Bosnia and Herzegovina	16
Brazil	1,864
Bulgaria	1,771
Burundi	1
Cambodia	26
Cameroon	5
Canada	5,879
Chile	45
China	7,381
Colombia	28
Congo (the Democratic Republic of the)	1
Costa Rica	14
Côte d'Ivoire	3
Croatia	5
Curaçao	5
Cyprus	4
Czech Republic (the)	1,232
Denmark	102
Djibouti	1
Dominican Republic (the)	12
Ecuador	9
Egypt	7
El Salvador	9
Estonia	8
Ethiopia	11
Finland	147
France	11,844
Georgia	67
Germany	14,063
Ghana	11
Gibraltar	1
Greece	53
Greenland	13
Guam	1

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BRN Daily Distribution



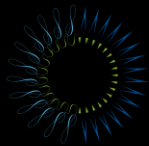
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An Unmatched Offering

	CNBC	FBN	BRN
Broadcast Quality	Yes	Yes	Yes
Available Aggregated news Service	No CNBC Content Only	No FBN Content Only	Yes National / International/Blogs/ Podcasts/Videos
Advertisements	Yes	Yes	No Free of sales pitches
New content availability	M - Fr	M - Fr	Daily M - Su
Content type	Primarily focused on Institutional Investments	Primarily focused on Institutional Investments	Retirement / Personal Finance / Investments / Wellness / Lifestyle & more
Customizable content	No Separate Cost	No Separate Cost	Yes No additional cost
Regular appearances	No Separate Cost	No Separate Cost	Yes No additional cost
Average segment length	5 to 7 minutes	5 to 7 minutes	8 to 10 minutes
Full show and several short clips available for Sponsor download and repurposing	No Separate Cost	No Separate Cost	Yes No additional cost
Display Sponsor Website URL & QR Code	No Separate Cost	No Separate Cost	Yes No additional cost
Display Sponsor Brand	No Separate Cost	No Separate Cost	Yes No additional cost

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Sample of Brands featured in BRN daily programming



UNITED NATIONS



COMMITTED TO IMPROVING THE STATE OF THE WORLD

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FOR MORE INFORMATION:

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