

The
Debbie Nigro
Show

"The Elite To The Street"... A Fun Ride

Your Marketing Must Be 'Relevant' In A Fast Moving World.

These Days It's Not Enough To Just Advertise. Businesses And Individuals Need High Quality Content Marketing To Stay Relevant and Credible!

If You've Got A Business, A Service, A Product or An Event You Want People To Know About, It's Critical You Get In Front Of Your Potential Customers In The Media and 'Social Media'.

You Need To Stand Out From The Pack And Become The "Go-To" Expert In Your Industry.

So Ready Or Not, You Better Be. We Are.
Times Have Changed. We Make It Easy.
We've Got The Platform.
You Just Step Up.



Debbie Nigro Is An Award Winning Broadcaster and World Class Content Marketing Professional with Mainstream Media & Social Media Platforms. Thousands Listen And Thousands View Information About Her Talk Show Guests Every Day. She Knows Exactly How To Make You Shine As The Authority Of Your Space And How To Help YOU Stand Out From Your Competitors.

How You Build Customer **Trust** And **Stand Out** From Your Competitors



- Trust Is Built By Humanizing Your Brand
- You Build Trust By Putting a Face & Voice To Your Brand
- By Building More Trust You Build More Influence
- 'Authentically' Connecting With Customers Builds Trust
- 'Connecting' Happens By Sharing Your Valuable Knowledge
- By Sharing Knowledge You Become A RECOGNIZED EXPERT
- Experts In Media Stay Relevant And Become 'Go To Sources'
- By Building Your Authority You Build More Trust
- People Buy From Who They Trust



3X National Winner

Best Nationally Syndicated Radio Personality

“Funniest” Media Personality

Your Company's Success Starts Here!

Your Brand Can Successfully Be A Part Of Upbeat Branded Content For Radio, Digital Media, Social Media And Various Connected Digital Platforms.

One Stop Shopping For Complete Success!

Hyper-Targeted Email Blasts

On Demand Podcasts

Facebook Live Broadcasts

Successful and Happy High Qualitative Sponsors

35+ Marketing to Women and Adults, a Natural Success

Cut Through the Clutter with Customized Strategy using the Right Content, Humor and Tone



Debbie Nigro

Radio Talk Show Host | Female Marketing Expert

Audio Listening To Radio Shows & Podcasts Is Growing In A BIG Way!

The Sheer Number Of Mobile Devices Has Changed The Way People Find And Listen To Great Content From Any Place They Happen To Be 24/7 From Anywhere On The Globe.



Top News

The Power of Radio: “Personality” Reigns Supreme

When a Radio Personality recommends a brand or product, it carries more weight than website ads, sponsored Facebook and Twitter posts, mobile ads or emailed pitches.

That’s according to a Clear Channel commissioned survey by the University of Southern California, which found six in 10 listeners consider radio hosts “like a friend.” And social media is making that bond even stronger.

Favorite Talk Radio Personalities are Valuable to Advertisers

- 50% Listeners Consider/Purchase Products They Recommended

- 51% Listeners Consider/Purchase Products Advertised In Show

- 70% Follow A Favorite Radio Personality Via Social Media

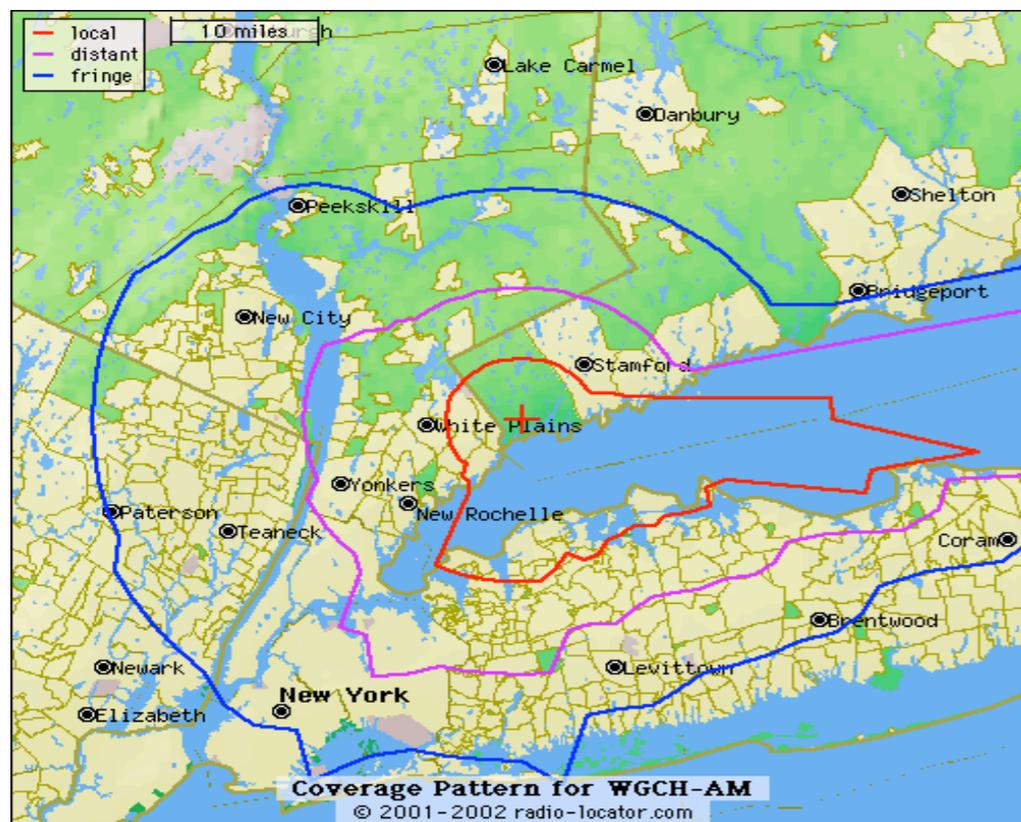
- Talk Radio Drives Listeners Online & To Mobile Phones

Local On-Air Talk Talent Are “Major Influencers With Strong Connections To Their Audiences.” Radio Reaches More Americans Than Any Other Medium, And Offers Advertisers Outstanding ROI And Local Activation.

-Entercom President and CEO, David Field



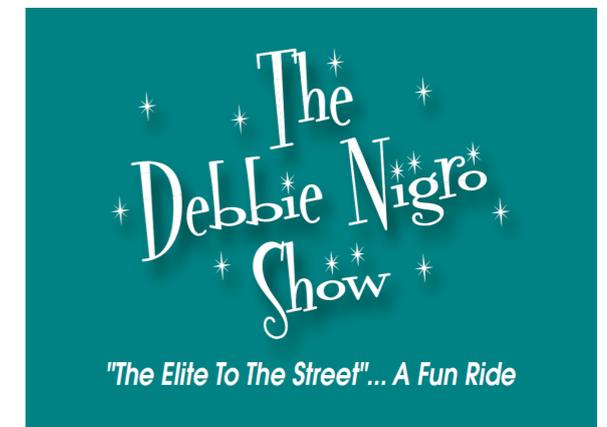
News Talk AM 1490 WGCH, Greenwich, Ct.
Reaching the In-Demand Westchester and
Fairfield Counties & Long Island
Live and Fun!
50,000 Potential Listeners!



Show Air-Times On Air & Online:

Caller Profile

Male	60%
Female	40%
Adults Age 25+	99%
Adults Age 25-54	47%
Adults Age 35+	67%
Married	75%
Occupation is Top Management	51%
College Graduates	69%
Homeowners	84%
Use Computers at Work	89%
Household Owns 2 or more Vehicles	95%
Have Investment Portfolios	83%
Travel for Business	72%
Use Credit Cards	89%
Use Internet	70%
Spent \$35,000+ on Last New Car	70%
Have Investments Valued Over \$200,000	25%
Listen to Talk Radio more than 1hr/day	52%
Average Household Income	\$175,000



‘LIVE’ Monday to Friday
10 a.m. to 11 a.m. EST
Live Stream at WGCH.com

Plus On Demand Podcasts Via
Multiple Podcast Platforms Like
iTunes, TuneIn, Stitcher & More!
Links on DebbieNigro.com As
Well As All Ancillary Online
Media Related To The Show.

NEW! Facebook Live Broadcasts
and National Show Roll-Out!

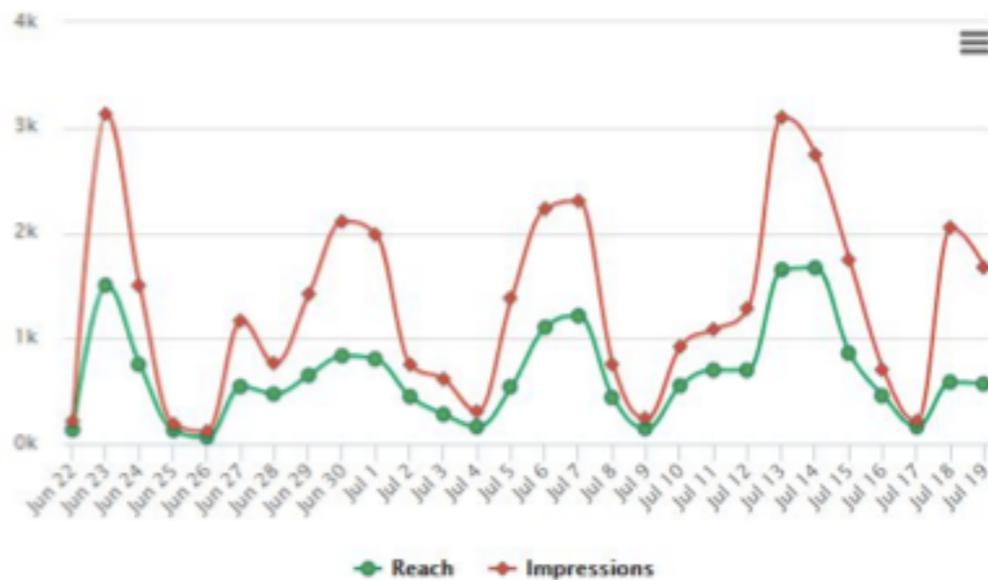
Facebook Demographics



@TheDebbieNigroShow

Reach And Impressions

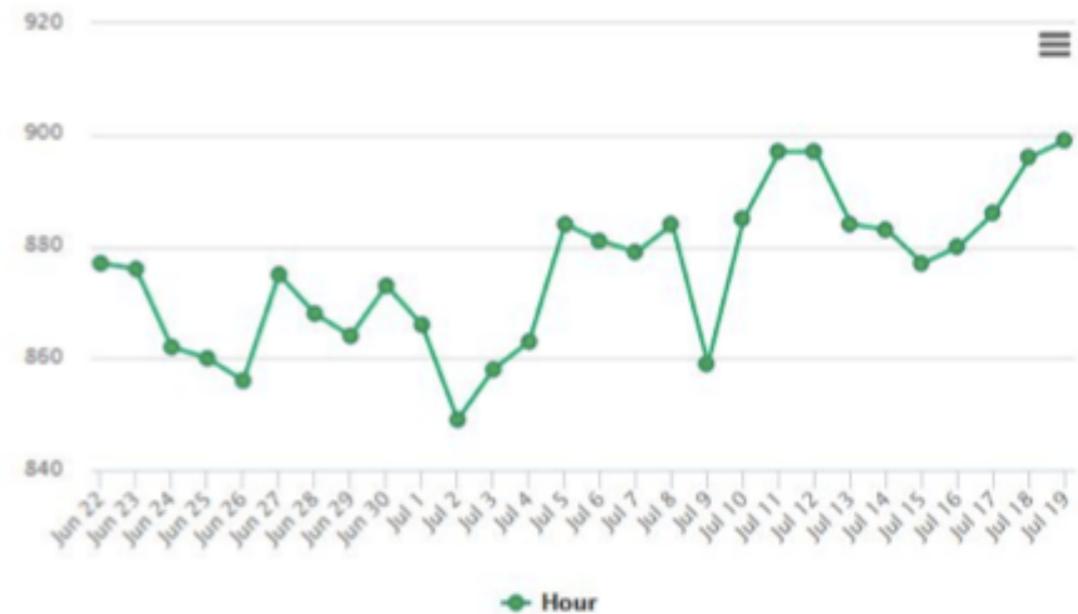
The number of people who saw any of your Page posts and impressions that came from all of your posts



18,115 Reach | **36,703** Impressions

Fans Online By Day

The number of your fans who saw any posts on Facebook on a given day.



211,105 Fans Online

The Growing Power Of Podcasts

Just Like Video – Audio Listening Is Now On Demand And Audio Listening On Mobile Devices Is On The Rise!!!

Everybody Wants Their Podcast!

1 in 3 Americans Have Listened To A Podcast

32 Million Americans Listened To A Podcast Last Week

46 Million Americans Listened To A Podcast Last Month

64% of Americans Listen To Podcasts On Smartphones

Podcasting Is Thriving In The Age Of Ad Blocking.
Listeners Do Not Tune Out Of Ads During Podcasts.

"What Netflix Did For Video Is What Podcasts Are Doing For Radio Today."

- Industry Veteran *Norm Pattiz*, CEO
Celebrity Podcast Channel One
(which sells millions of dollars of ads for popular podcasts)



The Debbie Nigro Show Has Been Downloaded 66,000+ Times Organically

Build Your Facebook Audience With FACEBOOK LIVE Broadcasts!

Want To Add Followers and Likes To Your Facebook Page?
Is Your Business/Product/Service One That Must Be Seen Not Heard?



You pay once and get the free promotion of others extending your brands message to their friends.

Ex: Live Event coverage, Food Videos, Car stories, Showrooms, Fashion, etc.

Let Debbie be the reporter for your Facebook Page Live Event Broadcast.

She will come to your event and interview key guests and stakeholders for your business.

Everyone loves a video of themselves and and can't wait to share it to their social media followers. Watch as they help exponentially grow the number of views to your brands message!

- A) Debbie Nigro Will Host Facebook Live Broadcasts From Your Location to air on *The Debbie Nigro Show* Facebook Page.
- B) Debbie Nigro Will Private Label A Facebook Live Event or Segments To Go Directly To Your Own Facebook Page.



Brands We Have Worked With:



Balance 3H Plus.



DELAMAR

• GREENWICH HARBOR •



NYHEALTH & WELLNESS
MEDICAL WEIGHT LOSS & B3H+® DIET SPECIALTY CENTER



GREATEST
BLAZE & Co. SM



AVON
the company for women

GREENWICH
POLO CLUB



Castle HOTEL & SPA
TARRYTOWN NEW YORK

EST. 2014
ALITA'S BRAND BAR
BRANDING • LICENSING
PROMOTIONS



DRUCKER | WEALTH
MANAGEMENT
NAVIGATING FINANCIAL TRANSITIONS



DORAL  ARROWWOOD

GrandeLASH™-MD
Eyelash & Eyebrow Formula

The Debbie Nigro Show Is A Smart Fun Ride!

Everything “BUT” Politics!

What Do You Get When You Mix 2 Parts Tips and 4 Parts Funny?

A radio cocktail that is all Debbie Nigro. Debbie Nigro *delusionally* insists she is Still A Babe and takes her listeners on a wild ride through daily news & relevant content with an attitude that is positively infectious.

No One Sees the Glass of Cabernet Half Full Like Debbie!

Celebrating Imperfections, Staying Alive, Random Run- Ins, Bucket List Dreams and The Daily Toast! ...are just a smidgeon of what's typically poured into a show that truly is happy, inspirational, educational and often has listeners on the floor.

With Daily Guests from ‘The Elite’ to ‘The Street’

Debbie Is ‘on it’ with timely relevant news, stories and information – and typically ahead of the curve. Like nothing else on radio. You too can stay delusionally young, grab a few cubes of knowledge and enjoy some good old fashioned fun with Debbie Nigro!

Topics That Do Well On The Show

Entrepreneurship/Small & Medium Business
Trends & Experts

Thought Leaders /Risk Takers/ Inspirational Thinking/
Advice/ Innovation / Women Entrepreneurs

Hot Products/New Technology

"The Home"/Indoors/Outdoors

Food/Chefs/Restaurants–Spirits

Escape/Experiences/Bucket List/
Travel/Business/Personal

Cars/Car Repair/Car Services

Doctors/Wellness/Diet/Exercise/
Supplement/Physical & Mental Health/
Spas/Plastic Surgery

Financial & Accounting Advice

Money/Jobs

Clothing /Fashion/Hair/Beauty

Romance/Dating/Marriage/
Divorce Advice

Care Taking/Family

Commiseration!



Show Guests

Local & National Entrepreneurs | World Class Doctors |
Casting Directors | **Celebrities**, Entertainers, **Reality Show
Stars** | Motivational Experts, Wellness Gurus | **People Re-
Inventing Themselves** | People Nailing Bucket List Dreams
| **Charity Event Folks** | **People In the News**

People like: **Jack Devine** Legendary CIA Spymaster, The
late **Joan Rivers**, **Brandon Steiner** CEO Steiner Sports, **Linda
McMahon** WWE, **MANY** Influential Female Business Owners,
Eli Manning NY Giants Quarterback, **Peter Deutsch** CEO
Deutsch Family Spirit, **Mary Higgins Clark** Author, **Vinny
Pastore** 'The Sopranos', **Nancy Lopez** Golfer, *Silicon
Valley's Hottest New App Developers, **And LOTS of Fun
REAL People Met During Random Run-Ins!**

Happy Sponsors!

“Debbie has a unique natural ability to bring out the best in the people that she interviews. Her genuine passion, and charming delivery make you want to listen to her show religiously. We at Manfredi are thrilled to be a sponsor!”

-Roberto Chiappelloni, Owner, MANFREDI Jewels Greenwich, Ct.

“Debbie shines as a rare combination of wisdom, a skilled communicator both with her listeners and guests, and as someone who does her homework. She always knows exactly the timing of strategic moves a brand should make and always has just the right words to get the message across. It’s clear that she is a consummate professional and loves what she does. Her radio is a MUST for all that are looking to improve sales, get brand recognition and receive LOVE.” - **Mitch Suss, CEO, NY Health & Wellness**

“I had the privilege of being on the Debbie Nigro radio show. I have not had as much fun as I did that day in many years. WOW, what a lady, what a show. Thanks for the memory.”

- Hazel Cathers, Executive Director, Soldiers’, Sailors’, Marines’, & Airmen’s Club

“Working with Debbie Nigro has been a fantastic and new experience for Greenwich Polo Club. After listening to an interview she did to one of the world polo stars, we knew she was the person to talk polo to new audiences. Debbie does her research so well that her work is truly insightful. Fun radio with meaningful information.”

- Mariana Castro, Director of Marketing, Greenwich Polo Club

What We Can Tell You From Experience ...

- **On Air Radio Promotion Of A Person or Business Builds Their Media Credibility**
- **On Air Radio Promotion of a Person or Business Drives Interest To Their Websites.**
- **People Do Not Remember Phone Numbers Heard On Air But DO Remember Web Addresses**
- **Promoting A Radio Show Guest On Social Media Drives Interest To Listen In & To Their Websites**
- **Listeners Can Tune In 'Live' On Any Radio Or 'Live' On Any Mobile Device And They Do.**
- **The 'Connected Car' Now Allows Listeners To Tune In To Their Favorite Shows Any Time Any Distance**
- **Listeners Often Tune In To Podcasts Of Radio Shows After 'On -Demand' At Their Convenience**
- **Radio Guests Excitedly Promote Their Upcoming Radio Interviews To Their Social Media Followers**
- **Radio Guests Clamor For Their Podcasts and Podcast Links After To Share On Their Own Social Media**
- **Radio Guests Get High Quality Media & Social Media Exposure**
- **Radio Guests Gain Media & Social Media Credibility For Sharing Their Unique Knowledge**
- **Facebook' Live' Simulcasts Of The Radio Show Provide High Quality Audio And Video Media Content**
- **Facebook Live Video Once Aired Live Remains Available "On Demand For Viewing Video After**
- **Facebook Video 'On-Demand' Can Be 'Shared On Social Media To Other Facebook Pages**
- **Those Interviewed At A Facebook Live Event – Will Excitedly Share Their Video To Their FB Followers**

ARE YOU A SMALL OR MEDIUM BUSINESS OWNER OR ENTREPRENEUR LOOKING TO BECOME THE "GO-TO" EXPERT IN YOUR FIELD?

Become Our Sponsored Content Partner

Let Us Help Tee You Up & Help You Share Your Expertise In the Media & Social Media
Your Own Turn Key Radio/Podcast Feature Segment Within The Show

Ex: What To Plant In Early Spring? Garden Center Expert
What To Do First You Get Hurt On Someone's Property? Expert Lawyer Etc.

ARE YOU A COMPANY WITH A TALENTED TEAM?

Give Your Valued Employees A Chance To Shine Too!

SPONSOR An 'ONGOING' Category Exclusive THEMED' RADIO SEGMENT

And Feature A Series of Your Experts Under Your Umbrella!

Ex: This 'Wellness Wednesday Segment is Brought to you By NY Health And Wellness.

Today their Fitness Expert speaks to interval training.

Today their Dir. of Nutrition talks about why diets don't work? etc.

ARE YOU A BRAND WHO CONSTANTLY NEEDS FRESH CONTENT FOR YOUR WEBSITE?

We Can Help Develop Custom Content For You Ongoing!

SPONSOR ONGOING 'Category Exclusive ' THEMED RADIO SEGMENTS'

And Let Us Create The Custom Content To Fill It for You!

Ex: Women Entrepreneurs Risking It!

Brought To You by "XName Accounting Experts"

Featuring an ongoing line up of fabulous female entrepreneurs

“Brand Authority Package”

YOU Are The Expert!

Your Own 'Show' Within A Show

Step On To An Existing Trusted Media Platform and Stand Out As The 'Go-To' The Experts In Your Field

Creative Brainstorming To Help You Tell Your Story

Through; Radio/Podcasts/Video/Live Commercials /Blog/Social Media

Expanded Awareness Of Your Company/ Product/ Service

Custom Sponsored Feature Content Marketing Partnership

Multiple ways to reach your audience. One Time - Once A Month - Once A Week. Let's Decide!

You Get:

- **Media Credibility!** Ten- Minute Feature Live Radio Interview on a mainstream Talk Radio Show in the NY/CT market.
- **A High Quality Professional Interview** Conducted By a 3X National Award Winning Radio Personality That Will Bring Out The Best In You! (Even if you've never done this before.)
- **Custom Relevant Creative Content.** We brainstorm together on what best promotes you, your business, or your business expertise.
- **An Exciting In-Studio Experience** (OR you can choose to call in).
- **Advance Social Media Promotion of Your Radio Appearance** On The Day of Your Appearance
- **A Blog Post Written by Debbie About You** posted across all social platforms = More Credibility.
- **Multiple 'Live' :15 second Promotional Commercial Mentions on the Air By Debbie** during the week leading up to your appearance on the show.
- **Link To The Podcast Of Your Interview** After For 24/7 On Demand Listening From Anywhere in the world.
- **An MP3 Copy of Your High Quality Podcast For You To Post On Your Website** and Share On Your Own Social Media.
- **In-Studio Photo Opportunity.**
- **Facebook Live Simulcast** We simulcast your in- studio radio appearance providing real time video of you. You Can Share the video of your appearance after to your social media followers.
- (Short edited video clip for you = Additional Fee)

Pricing For Packages

BRONZE \$1250.00 One Month/ One Time

1X Custom Sponsored Feature Segment Package - Brand Authority

Also Includes : (10 per month) :30 second radio commercials or (5 per month) :60 second commercials.

\$1000 Per Month 1X Month X 3-6 Months Commitment

\$935 Mo.1X Month X 7-12 Months Commitment

SILVER \$1875 Month

2X Month Custom Sponsored Feature Segment Package – Brand Authority

Minimum Commitment 3 Months For Discount

Also Includes : (20 per Month) :30 second commercials or (10 per month) :60 second commercials .

GOLD \$2500 Month (Value \$5000 Month)

4X Month Weekly Feature Segment Package- Category Exclusivity! For Length Of Contract!

Show Brought To You By.....” Brand Authority Package Includes :

(30) :30 second commercials per month or (20) :60 second commercials per month.

FACEBOOK LIVE BROADCAST \$1000 (2 Hour Max) Discounts For Ongoing Series

BONUS! Sponsor Packages with 3 Month Minimum Spend Get Bonus Weekly ROS Radio Promos:

5 Weekly Promos (20 Month) spread across the other day parts on AM 1490 WGCH Talk Radio

saying "Tune in to The Debbie Nigro Show" every morning from 10-11am “Brought to you in part by... Your Company

BONUS! Sponsor Packages With Min. 6 Month Commitment Get ACCESS To Debbie's & Her Trusted FEMALE "INFLUENCERS"

Strategic Partners Mailing Lists. 1X Monthly Email Blast

Our Audience is Continuously Growing and Show Is Investing In It's Own Social Media Rise Rates Will Go Up Lock In Now!

Consulting & Coaching

**Debbie Nigro Strategic Brainstorming & Coaching
For Entrepreneurs & Business Owners Who Need Fresh Thinking,
Marketing, Public Relations, Strategic Partnerships, Media Training.**

*Make An Appointment With Her To Brainstorm Over Lunch Or Coffee, She'll Buy...(She Usually Hits The Big Idea For You That Will Get You Media Attention In One Seating)
Contact: Info@DebbieNigro.com*

Debbie Nigro 'Corporate Consulting' Re: Marketing To Women

Career Female Marketing Expert Who Knows How To Create Customized Product Placement Content With Just The Right Words And 'Tone' That Women React To While Still Appealing To Men.

History of Launching Successful Niche Female Marketing Concepts

- *Original Founder Of WorkingMom.com*
- *Co-Founder Of FirstWivesWorld.com*
- *Founder Of StillABabe.com*
- *Currently Focus Is On 'Women Entrepreneurs'*

Many Strong Relationships With Women Influencers With Large Followings In Various Industries Across The U. S.

\$250 Per Hour (Discount For 1/2 Day & Full Day Rates)

Many References Upon Request

**Debbie Loves To Do Speaking Engagements! Book Her!
See DebbieNigro.com/Speaker Contact: Info@DebbieNigro.com**

***STRATEGIC BUSINESS INTRODUCTIONS AVAILABLE ON A CASE BY CASE BASIS**



Contact:



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914-469-7598

DebbieNigro.com



Debbie Nigro
LinkedIn



@TheDebbieNigroShow
Facebook



@DebbieNigroShow
Twitter



@DebbieNigroShow
Pinterest



TheDebbieNigroShow
YouTube