

The logo for e! Entertainment Television, featuring the letters 'e', 'R', and 'N' in a stylized, blocky font. The 'e' is light blue with a white outline, while the 'R' and 'N' are black with a white outline. A small registered trademark symbol (®) is located to the upper right of the 'N'. The background is a dark blue gradient with faint, larger, semi-transparent versions of the 'e! ERN' logo repeated diagonally.

e! ERN[®]

Entertainment Right Now





Alan Taylor - Founder/CEO ERN - Founder/CEO Transmedia Partners – Taylor is an award winning radio and television personality and a 30+ year broadcast professional. As a founder of Benchmark Entertainment in 1995, Alan pioneered the business of creating video content and radio shows as an extension of the magazines and iconic brands they represent. Benchmark orchestrated innovative partnerships with leading publishers to replicate their content on-air, bringing their brands to life to much larger audiences. Today, Alan partners with the nation's largest publishing houses. He is, on behalf of the ERN, the host of some of the most popular weekend talk shows on syndicated radio today: THE DRIVE with Alan Taylor and Entrepreneur Weekly. Alan also partnered with Microsoft to host and produce the popular video series, Business & Burgers.

Alan's expertise and quick wit entertain millions and he has been a featured automotive expert on ABC, CBS, CNN, FOX, NBC and others, including 19+ years on daytime's #1 morning talk show, "LIVE with Kelly and Ryan". Alan lends his expertise on many car and truck related topics, including interviews with many celebrity auto buffs and collectors like his car guy pals, Tim Allen and Jay Leno. Alan is also an in-demand guest speaker for Entrepreneur Media where his up-beat presentations provide both insight and motivation. In addition, Alan serves as a Consultant and Content Marketing Partner for USA Today Network.



Alan Taylor is an advocate and the spokesperson for Patriot Outreach; an organization focused on providing support to all military service men, women, veterans, retirees, government civilians, battlefield contractors and their families. Alan also supports the Austin Hatcher Foundation for families affected by pediatric cancer, and several others.

leadership



Randy Garn - Co Founder/President TransMedia Partners

Randy is a passionate entrepreneur, Speaker, and New York Times Best Selling Author and Business Builder. Randy has been awarded Entrepreneur of the Year by Ernst and Young, Top 40 under 40 Entrepreneur. Randy's core competency is the "VOR" which is the Velocity of Relationships.

He has also mastered the art of customer acquisition, marketing, sales and how it relates to overall lifetime customer experience for many top experts, CEO's, and influencers today.

Randy is a serial entrepreneur and investor, he has founded or partners on numerous companies such as Prosper, Bronze Buffalo Club, Hero Partners, Skipio, Education Success Inc, Parachut.co, Solution Stream, High Performance Institute and several others.

"RANDY ADVISES MANY TOP TIER COMPANIES IN THE MARKETING, SOFTWARE, AND EDUCATION COMPANIES IN SUPPORTING THEM WITH GROWTH STRATEGIES AND RELATIONSHIPS..."



leadership

marketing redefined

ERN connects your brand with passionate enthusiasts. We combine your brand message with original custom content and in-demand personalities creating a cohesive, transmedia experience like none other. We EMPOWER you to engage your audience, and drive meaningful ROI.

“We’re living at a time when attention is the new currency. Those who insert themselves into as many channels as possible look set to capture the most value.”

Pete Cashmore - Founder mashable.com

Mashable
All That's New on the Web

attentive. audience

At ERN we harness the power of affinity by tapping into 'common interest' based segments in some of the most sought after categories. We build solid consumer communities and provide them content that deeply resonates with a growing world- wide audience.

"ERN has been one of our smartest marketing partnerships, whether we are introducing a new product line or building a new market, ERN has the access and reach that delivers... we have been able to control the message and image of our products to produce a long lasting connection to both the industry and our customers"

Katy Muti -Dir.Brand Marketing



content that connects

For over 30 years, we have featured relatable personalities as trusted authorities in the worlds of Business, Tech, Auto and Lifestyle. We add a voice to your brand message with expert reporting, insightful interviews, and content that connects.



Entrepreneur



"Alan is one of the most creative people I have ever worked with and has a work ethic second to none. He has proven he creates and extends brands across multi-platforms from radio to broadcast to experiential consumer events."

Nick Matarazzo - President

HEARST
autos

content that connects

Our professional broadcasters, videographers, photographers, blog contributors, and social amplification team will elevate your brand with dynamic multimedia content that's sure to capture the attention of passionate consumers. Efficient and responsive - we make sure that your brand stays on the cutting edge of technology and trends.



"Alan and his team have helped Microsoft make meaningful, authentic connections with consumers by weaving the brand's spirit and products throughout a custom video series."

Steven Fielding
Sr Marketing Manager, US SMB



transmedia

"Transmedia...represents a process by which narrative information is systematically dispersed across multiple media channels for the purpose of creating a unified and coordinated entertainment experience. Ideally each medium makes its own unique contribution to the unfolding story."

National Association of Broadcasters



the power of positive partnerships

TransMedia Partners™ is a consortium that utilizes the strengths of each partner to advance your brand message, business plan and strategy for maximum success. We are connected with an ever expanding network of entrepreneurs that contribute uniquely honed skills to a pool of powerful business acuity.

con·sor·ti·um:

an association of two or more individuals, companies, or organizations with the objective of participating in a common activity or pooling their resources for achieving the maximum good.

TransMedia
PARTNERS



radio



For over 30 years, ALAN TAYLOR has brought the world of all things automotive to the air-waves. THE DRIVE WITH ALAN TAYLOR is a pedal-to-the-metal, live three-hour show devoted to the latest car news and test-drive results; auto show coverage; Classic Car talk, industry expert insights and behind the scenes action; as well as interviews with executives, athletes, celebrities and prominent newsmakers.

For four decades, Entrepreneur has been the definitive guide to the diverse challenges of business ownership. Now, the collective voice of entrepreneurship around the world presents: Entrepreneur Weekly, hosted by award-winning broadcast professional, Alan Taylor. Connecting millions of business owners around the globe, Entrepreneur Weekly celebrates the ideas and innovations which impact us all.



on the air

2020/21 ERN Nationally Syndicated Radio

- **Broadcast Hours Per Week - 4**
- **Cities In Coverage Area - 1,275**
(Est. based on ERN affiliates - 3 Nationally syndicated shows)
- **Stations Airing Shows - 113**
- **In-market Population - 28,180,828**
(Source: radiocator.net)
- **Annual Impressions - 3,788,871**



“According to Arbitron, radio listening remains strong with over 240 million American Adults in every key buying demographic, tuning in each week.”



audio in-demand

On-demand podcasts extend your reach to a highly engaged audience of enthusiasts through a wide range of touch points - desktop, smart phones, tablets, and automotive dash pads. 'Where you want it, when you want it' media delivers your interviews, commercials and mentions to content-hungry consumers with worldwide distribution.



Voice Activated Technology

Aha is offered in over 40 models of vehicles including Acura, Chrysler, Ford, Honda, Mazda, Porsche, Scion, Subaru, and others.



With over a quarter of a billion monthly listeners in the U.S., iHeartMedia has the largest reach of any radio or television outlet in America.



STITCHER
SMART RADIO

Over 7 million downloads with 400% new user growth last year. Stitcher "is to news and information what Pandora is to music." - CNET



video series

Hosted by Alan Taylor and Scott Duffy, the show travels across the United States in search delectable burgers and business guidance so tasty, it'll make your mouth water. Business, sports, celebrities and food collide in a fun, interview-style format where noteworthy guests share the secret sauce needed to build prosperous, game-changing companies.

Entrepreneur



CLICK TO VIEW
VIDEOS



creating community

In addition to on-demand audio, ERNLive.com reaches far beyond our radio audience.

Show-branded blogs, videos, event coverage and other exclusive content are designed to attract new niche-specific visitors and create community. Unique content is king, and we dish it out daily to savvy consumers.



"ERN has become more than a 'vendor' - they are a strategic alliance partner in our integrated media efforts. For over 15 years, we have relied on their expertise, industry knowledge and contacts to enhance our media spend."

Dan Sandberg - President/CEO



maximize outreach

*Expand your reach with ERN Viral Marketing.
We distribute content from ERNlive.com through
social media and video channels that your
customers visit. Through social media amplifica-
tion, we create unique campaigns and grab
increased attention for brand promotions, product
launches and events - maximizing your ROI.*



print-egrated custom content

A vertically oriented, custom content platform - THE DRIVE features a transmedia approach that incorporates print, audio, video and online elements. This unique combination delivers content when, where, and how the auto enthusiast demands.



Multi Page
Custom Content
Pull-Out
Section

engaging events

At ERN, we set your brand apart by incorporating entertainment with integrated messaging. We connect the dots between your brand and an involved audience both at fan-favorite events and top industry trade shows. ERN provides a knowledgeable, personal touch point to enthusiast communities via in-depth interviews, audio/video coverage, social media buzz, and much more.



Working with ERN...has been a great strategic play for us. They assist in getting our message out to the masses in a way that we control - adding a unique dimension to our marketing efforts - helping us reach the audience we desire. Peter Lubell-VP Sponsorships

Banell Jackson



strategic alliances

ERN ignites excitement by partnering top brands and personalities. Our strategic alliances successfully meld commerce and custom content, providing unparalleled opportunities and destinations for sponsors and consumers alike.



SUBARU



QautoTEMPEST

DODGE



Barnett-Jackson

BRIDGESTONE
Your Journey. Our Passion



Go RVing



get results

Maximize your marketing efforts with the combined strength of 'Best of Brand' and 'Best of Media' to target your audience. ERN provides unique content, cohesive brand messaging, and organic integration with the most efficient delivery in the industry. A partnership with ERN yields compelling results.

"ERN understands what makes brands work, so they can translate them to radio without missing a step. *Entrepreneur Radio* is a great new enhancement of our mission and our message. ERN has the drive to innovate, and never let up."

Bill Shaw - President

Entrepreneur

