



# Tom Gresham's GunTalk

**T**om Gresham's Gun Talk is the **BIGGEST NATIONALLY-SYNDICATED RADIO TALK SHOW ABOUT GUNS** in the country! Since 1995, Tom Gresham has been providing an international forum for firearm enthusiasts! Gun Talk spotlights gun safety, personal protection, sport & recreational shooting, types of firearms, reloading, hunting, politics, along with calls from devoted listeners and interviews with guests.

Gun Talk is **CARRIED ON 105 RADIO STATIONS** across the country, on XM Satellite Radio, streaming online and available via Podcasts!

Gun owners and industry leaders turn to Tom Gresham's Gun Talk. **AIRING LIVE EACH WEEK**, Gun Talk is the **FIRST SOURCE FOR BREAKING NEWS**, new products and current events in the firearms industry.





**T**om Gresham is a nationally-known firearms expert, writer, author, television show host, and the creator and host of Tom Gresham's Gun Talk.

He's been shooting since the age of 8, hunted all over the world, has been the editor of top firearms magazines, and has authored several books about guns. For over 20 years Tom has hosted many television series about the shooting sports on ESPN, ESPN2, Versus, Outdoor Channel and Sportsman Channel. To shooters Tom Gresham is a household name. A leader in "new media," Gresham has been podcasting for over 10 years and created a huge streaming video website for firearms training -- Gun Talk TV.

***Top 100 Talk Radio Shows of 2010 by Talk Stream Live***

***Awarded "Shooting Sports Writer Of The Year"***

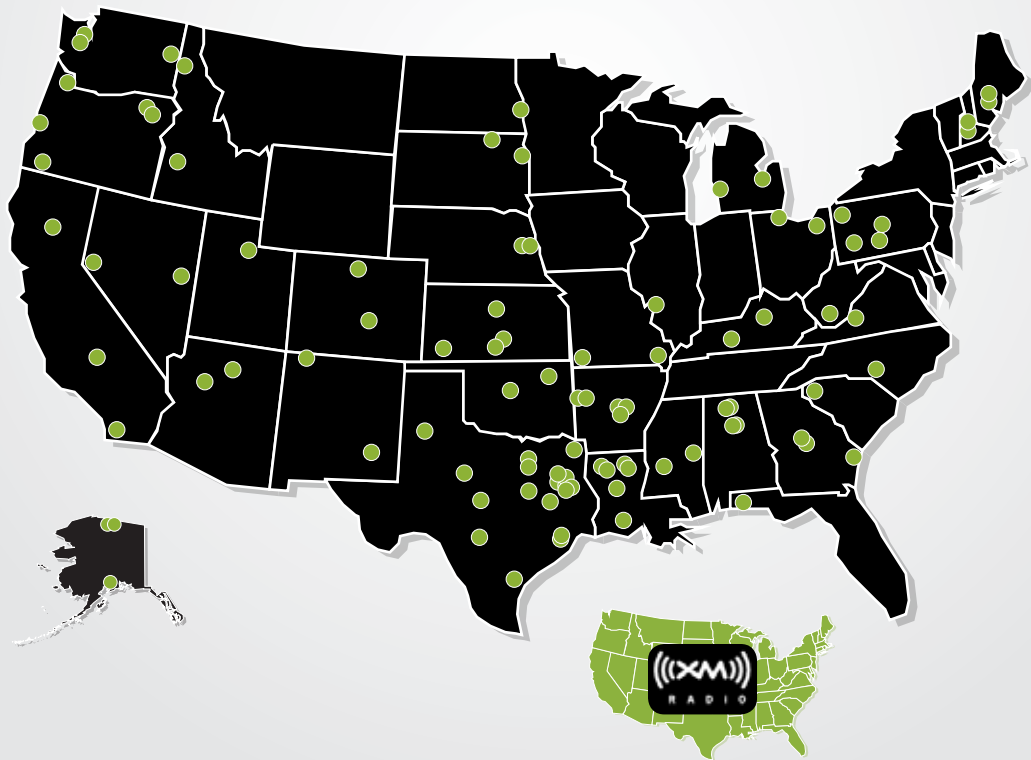
***Named by Talkers Magazine***

***"Top 100 Most Important Talk Show Hosts In America"***

***Named "2008 Gun Rights Defender of the Year"  
by the Citizens Committee for The Right to Keep and Bear Arms***

***Awarded the Prestigious POMA/NSSF Griets Gresham Shooting  
Sports Communicator Award***

Tom Gresham's Gun Talk is heard **NATIONWIDE** on **105 RADIO STATIONS** and on **XM SATELLITE RADIO!** GT is available to over **90 MILLION LISTENERS** each week! Plus, is heard **WORLDWIDE** as a Podcast with over **150,000 DOWNLOADS** per month!





**A WEEKLY AUDIENCE OF 200,000!\***

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**OVER 800,000 MONTHLY IMPRESSIONS!\***

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**ONE OF THE LARGEST AUDIENCES  
IN GUN MEDIA!**



When a company in the firearms industry asks, “What are your demographics? Who are your listeners?” The answer is simple. **OUR LISTENERS ARE THE SAME PEOPLE BUYING YOUR PRODUCTS.** Some are men and some are women. Some are older and some are younger. In fact, they probably mirror your own customer demographics. The main thing is this... **THEY ARE YOUR CUSTOMERS.** They are **PEOPLE INTERESTED IN GUNS.** Some are serious hunters or competition shooters and many simply own guns for self protection and home defense, but want to learn more about it. These listeners value their right to bear arms and are concerned with protecting that right and who’s trying to take it away. Bottom line, they are an **ENGAGED AUDIENCE WHO ARE YOUR CURRENT AND POTENTIAL CUSTOMERS**, listening every week, across the nation.

### **GUN TALK RADIO LISTENERS ARE YOUR CUSTOMERS**

**95%** of listeners find ads on Gun Talk Radio useful in making purchasing decisions.

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**97%** of listeners will use advertising information heard on Gun Talk Radio as a guide to making shooting accessory purchases.

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**90%** of listeners discuss Gun Talk Radio with more than one friend.

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**89%** of listeners buy or plan to buy shooting supplies online or through the mail.

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Source: 2010 Gun Talk Listener Survey



**"...I HEARD YOU TALK ABOUT THE SPRINGFIELD ARMORY XD ON GUNTALK. I TRIED ONE OUT AND BOUGHT THE 40 CAL XD.** I love it. It's a great pistol. I bought it for a home defense gun...Thank you for all the work you do and to Guntalk. - *Adam*

"Great show, but **YOU HAVE COST ME PROBABLY \$3000** in the last couple of years buying new guns and supplies." --*J.J.*

"I was blissfully happy with my revolvers and lever actions until I rediscovered your show last spring and started downloading it to my iPod. **ALL YOUR TALK ABOUT AR'S AND 1911'S CAUSED ME TO BUY** 2 AR's and 3 1911's, and I'm looking to buy more. Thanks...I guess. BTW, I purchased 6 NRA memberships for family members, gun owners all, as Christmas gifts. Thanks for your show and all you do." --*Rick L.*

"I received my CCW and purchased a Lady Smith. Next was a Sig P232. I wanted a shotgun and found a cute little Italian side by side in a 28 gauge that I just had to have. After came a Security Six, Ruger MKII, 10/22, Mini-14, Mini-30. Marlin 336, and a couple of Glocks for fun. I love them all and can't seem to find enough time to get to the range. **THANKS FOR THE SHOW!**" --*Janet J.*

"I have been learning so much from your show and listen every week. I have **PURCHASED FROM YOUR SPONSORS** as often as possible. . ." --*Kevin F.*



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**GunTalk**

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