

Cruise Radio Network™ &

“Cruise with Bruce”™ Radio



Cruise with Bruce Host

Bruce L. Oliver, BS, MBA, FOSA — has traveled and cruised through over 38 countries throughout North America, Europe & the UK, Africa, Central America, and Asia. He's been on cruises to the Scandinavian Capitals and Russia, Yangtze in China and the Nile in Egypt.

He's a graduate of UMASS, Amherst, MA, the University of Hartford, W. Hartford, CT and Microsoft University, Bellevue, WA. Toastmasters International awarded Bruce the degree of Competent Toastmaster in 1984. He has certifications to teach biological, environmental and secondary sciences from UMASS. He has travel photographer press credentials from the National Press Association and the International Travel Writers & Photographers Association.

He's listed in Marquis: Who's Who in America and Who's Who in the World. He's the 1994 recipient of the Merit Award from Connecticut's Board of Higher Education. He is currently a Marketing Executive and President of Axis Mundi Systems, LLC in Nevada. Bruce is the owner of the Cruise Radio Network™ He is the host of the Cruise with Bruce™ Radio Program that started airing in May of 2010.

Radio Guests Include:

<u>Jonathan Edwards CBE</u> London 2012 Olympics	<u>Wells Thompson</u> 2010 MLS Cup Soccer	<u>Karen Seiler, Business Dev</u> Holland America Cruise Line
<u>Celebrity Chef Harry</u> PBS to wine to watermelon	<u>Katie Lawhon, National Park Ranger</u> Gettysburg National Military Park	<u>Ryan O'Reilly</u> O'Reilly Auto Parts heir talks about France
<u>Tony Pace</u> Entertainment in Las Vegas	<u>Michael Cervin</u> Travel to Santa Barbara	<u>Celeste Thorson</u> Adventure in Hawaii
<u>Pam Machado</u> '11 Guinness World Records Midnight Rider	<u>Mike Kijak</u> Wheelchairs fly over Sonoma, CA	<u>Paul Davis, MD</u> A Cruise Ship Doctor's tips to cruisers
<u>Chris Rea</u> Eating healthy in Montenegro	<u>Leo J. Maloney</u> Former Black Ops contractor	<u>Qiana Martin</u> Brazil & Soccer
<u>Chris Geith</u> Jazz & NYC	<u>R. J. Rubadeau</u> Sailing around the world	<u>Peter Fox</u> Washington, DC & Jazz
<u>Nicholas F Starace, II</u> Japan and Hong Kong	<u>Rick Robinson</u> Travel to Ireland	<u>Jim Tweedy</u> New Orleans

Media Kit

Weekly Radio Programs

TRAVEL & CRUISE DESTINATIONS

- ▶ One hour in length
- ▶ Guests talk about their travels and cruises and give listeners tips about visiting the destination.

MUSIC, ALERTS & NEWS for TRAVELERS & CRUISERS

- ▶ Musical guests will talk about their travels and their music will be featured in between.
- ▶ Every ten minutes listeners will hear about airport delays, travel alerts and government info.

EVENTS, EXHIBITS & FAIRS

- ▶ Specific programs with interviews of event publicists, cruise liners, vineyard owners and museums.

FEATURED SERIES

- ▶ 30 minutes in length — Over 13 weeks
- ▶ Company promotions or launch of a new cruise liner.
 - ◆ London 2012 Olympic Committee ◆
 - ◆ Holland America Line Personnel ◆

(Over)

Cruise Radio Network™

Cruise with Bruce™

Axis Mundi Systems, LLC

Greater Las Vegas, NV

702.722.3781 ph

860.306.9081 cell

www.CruiseWithBruce.com

Audience and Engagement

An engaged community of millions of listeners.



Bruce L Oliver, host
Cruise with Bruce Radio

Blog Talk Radio — Cruise with Bruce has:

- ◆ Full control over all content and advertising.
- ◆ “Featured Program” Status on Blog Talk’s Home Page every day that a program is scheduled.
- ◆ 20,000 times each month Blog Talk Radio advertises the station throughout their site.

<u>CATEGORIES</u>	<u>MONTHLY IMPRESSIONS</u>	<u>MONTHLY LISTENS</u>
Entertainment	11,348,964	2,887,033
Lifestyle	3,016,080	607,340

Blog Talk Radio Statistics

- ◆ Monthly Visitors.....6,600,000+*
- ◆ Total Listens per month14,700,000+

Age

18-34... 37% 35-49 ... 29% 55+ ... 25%

Gender

Female: 48% Male: 52%

Household Income

54% have a household income greater than \$60,000

- ◆ 34% have a household income > \$100,000

Household Size

92% have at least 2 people in their household

- ◆ 70% have a household size of 3 or more
- ◆ 21% have a household size of 5 people or more

*Quantcast, December '10

Show Promotion

The Cruise with Bruce radio program is broadcasted and archived on several internet sites including:

CruisewithBruce.com, Blog-TalkRadio.com - iTunes.com and on PodBean.com

Bruce Oliver promotes every episode two times, once before the program airs and again to promote the archived program.

All episodes are referenced on the CruiseWithBruce.com website and become a part of the site for future listeners. **1st Qtr, 2011 growth in listeners was 167% over 2010. Average 2011 monthly growth is consistently 24.3% over the previous month.**

Social Media Sites:

- Twitter Followers 11,930
- Face Book Friends 905
- Website ... 16,500+ visits monthly
- Via Blog Posts
- And on YouTube, to email subscribers, and via Press Releases.

Cruise Radio Network™
Cruise with Bruce™
Axis Mundi Systems, LLC
Greater Las Vegas, NV

702.722.3781 ph
860.306.9081 cell

www.CruiseWithBruce.com

www.CruiseRadioNetwork.com