

BIG BLEND RADIO & MAGAZINES

Since 1997



Viva Variety! Variety is the Spice that Adds Quality to Life!

After spending almost two decades in Kenya, England, South Africa, and Mexico, mother-daughter duo Nancy J. Reid and Lisa D. Smith returned to Southern California in 1997, continuing their media legacy with *Big Blend Magazine*.

Within two years, this regional variety print publication transformed into Southwest Blend, covering the Southwest USA. In 2007, they started a weekly podcast, *Champagne Sundays*, which led to their content becoming completely online and global in reach.

Today, Big Blend publishes eight themed digital magazines and a growing collection of special edition publications, and hosts over forty podcast channels.

Content is created by Nancy and Lisa, along with professional experts in various fields focusing on Music, Books & The Arts, Food & Drink, Travel & Leisure, Parks & Recreation, Family & Lifestyle, Health & Wellness, Personal & Professional Growth, Business & Career, Nature & Environment, History & Culture.

With a combined media and national and global audience of over 4 Million, all Big Blend content is accessible from their websites BlendRadioandTV.com and NationalParkTraveling.com.

Enjoying quality-of-life articles and interviews that entertain, inspire, and educate, Big Blend's audiences are 25-75 years of age, have a higher education, are homeowners, enjoy travel and recreation, and are family, community, socially, and environmentally conscious.

Nancy and Lisa travel full-time on their Love Your Parks Tour, documenting parks and public lands, while pet-sitting through TrustedHousesitters.com. This lifestyle gives them the balance needed to keep their media production moving forward while enjoying a life immersed in various communities.

Their travels help them stay fresh, current, and authentic in the content they deliver. They keep in touch with their colleagues and audiences through their media projects as well as their longtime Big Blend e-Newsletter, and social media.

BIG BLEND RADIO

Broadcasting for over 18 years, [*Big Blend Radio*](#) hosts over 40 podcast channels with approx. 150,000-200,000 listens/downloads per month.

Each episode airs on the main Big Blend Radio podcast channel and related Big Blend Radio signature channels, available on major podcast outlets such as YouTube, Spotify, Apple, Podbean, Amazon, iHeartRadio, ListenNotes, Player.fm, BoomPlay, etc.

BIG BLEND MAGAZINES

Celebrating over 28 years of publishing, Big Blend publishes eight themed digital magazines and a growing collection of special edition publications. Magazines receive an average of 1- 2 Million reads per issue. [*Big Blend Magazines 10 Year Archive*](#).

Publications include:

- **Big Blend Express:** Latest podcasts & event news. Out every two weeks.
- **Celebrate The Arts:** Books, Music, Visual & Performing Arts. Out April, Aug, Dec.
- **Eat, Drink & Be Merry:** Food, drink, travel, cooking & mixology. Out March, July, Nov.
- **Jefferson Highway Travel Guide:** Travel and event news from Winnipeg, Canada to New Orleans, Louisiana. Out March, June, Oct.
- **Parks & Travel:** Outdoor recreation, bird & wildlife watching, historic sites. Out April, Aug, Dec.
- **Quality of Life:** Family, health, lifestyle, business, and career. Out Jan, May, Sept.
- **Vacation Station:** Travel and leisure. Out Jan, May, Sept.
- **Way Back When:** History, heritage & culture. Out Feb, June, Oct.

AUDIENCE REACH

In business since 1997, from print to digital media, Big Blend has grown to have a regional and global audience reach of over 4 Million.

Through their websites, podcasts, videos, digital magazines, e-Newsletter, and social media, Big Blend provides their audience with engaging content covering their favorite topics and places, as well as introducing new interests into their lives.

Each media feature/placement has an approx. target market audience reach between 200,000-450,000.

WHY DIGITAL MEDIA?

PODCASTS

According to Edison Research's The Infinite Dial 2024, podcast listening has seen significant growth over the past year:

- 47% of the U.S. population aged 12+ has listened to a podcast in the past month, up 12% year-over-year.
- 34% of the U.S. population aged 12+ has listened to a podcast in the past week, marking a 10% year-over-year increase.
- 76% of U.S. adults aged 12+ report that they've listened to online audio in the last month, which equates to an estimated 218 million people
- 504.9 million to 584.1 million listeners worldwide are expected in 2025

MAGAZINES

- Nine in ten Americans engage with Magazine Media, and most take action on ads in magazines
- Magazine media enjoyed a print and digital audience of 223 million Americans in 2024.
- Nearly six in ten (57%) adults say ads in magazines fit well with the content.
- Nearly eight in 10 (78%) magazine readers who see an ad in their magazine take an action as a result. One in four readers looked for more information about the product/service (25%) or visited the advertiser's website (23%).

Source: News/Media Alliance Report

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