

Media Kit



www.AGirlNamedGuy.com
A Girl Named Guy Productions, LLC
Director of Sales & Marketing
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ModernSage.com
New Traditions for Living Well

A GIRL NAMED GUY PRODUCTIONS, LLC

Mission

A Girl Named Guy Productions, LLC, named for its founder and CEO Leah Guy, provides tools for positive living to conscious consumers. Through various entertaining, multi-media outlets, we deliver thought provoking content in a really fun way.

What We Deliver

AGirlNamedGuy.com – The flagship site offers personality filled videos and podcasts hosted by Leah Guy, as well as tips & tools (i.e. natural flea repellent) via newsletter subscription, recipes (squash spaghetti is a kid’s favorite) and other helpful information concerning positive, natural living. (In a relationship, are you the octopus or the turtle? How does the price compare (shopping item for item) at a natural/organic vs. commercial store? You can find these answers and more by watching A Girl Named Guy!)

Modernsage.com – Sage advice for practical living. AGNG acquired this popular ezine as a complimentary resource for its swelling audience. Since 1996, moving from the newsstands to web world, Modern Sage has been a trusted source for holistic living, spirituality and finding balance in all areas of life, by offering expert advice to wise women.

Modernsageonline.com – An interactive blog with Q & A from experts, as well as advice, opinions and thoughts from our viewers, writers and community. A popular offering.

TV series – Launching our first season this fall ('07) in 7+ markets to over 10 million households. The half-hour format gives A Girl Named Guy the chance to explore more fully the subjects of keen interest for her viewers, such as relationships and spirituality, alternative veterinarians, nutrition and fitness, green living, and, on the road, visit wellness “hotspots” such as Asheville, NC. Expect to learn, laugh and be inspired as you follow along with Leah’s quirky and curious spirit.

Book - Life’s a Gift! – The first in a series of inspirational books about living well. The table book is a compilation of various “gifts” followed by brief, true-life stories from everyday people as well as trusted recommendations on wellness to create a healthy, happy life.

Podcasts - With already over 75 podcasts available, AGNG will continue to produce short, catchy clips from the TV series that will motivate, educate and keep the audience wanting more. Airing on A Girl Named Guy AND Modern Sage, as well as other video downloadable sources.

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Our Community Reach Your Target Audience

By the year 2010, the wellness Industry Is estimated to be \$1 trillion, devoted to products and services that keep us healthy, make us look or feel better, slow down the effects of aging, and prevent disease. - Paul Zane Pilzer, The Wellness Revolution

AGirlNamedGuy.com/ModernSage.com Subscribers & Viewers

- *Professionals and entrepreneurs
- *Mostly female
- *Parents and Caregivers
- *Age 35-65
- *College educated
- *Salaries above \$50k
- *Desire to live natural, healthy lives
- *Make majority of household buying decisions

90% of married women identified themselves as the principal shopper in their home.
--MediMark Research Inc.

Jupiter research estimates that 70% of all women In the US (over 106 million) are online.

*Members are engaged by our content, viewing on each site ten or more pages on average per visit, returning to the site an average of six times each month.

*Our weekly and bi-weekly newsletters (MS & AGNG respectively) have a 50-60% open rate vs. the Industry average open rate of 37%.

*Newsletter click-through rate is over 30%, more than 3x the Industry average.

Statistics for AGNG and MS

Household TV Audience: 15 Million viewers

Demographic: 35-59 (f)

Household Income: \$50K+

Google Ranking: 4

Blog Page Ranking: 4

Subscribers: 1800

Newsletter Open Rate: 50-60%

Page Views per visit: 4.99 – 5.99 average

Clicks: 36.3%

Hits: 750,000 – 1.6 Million per month

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Marketing Opportunities

A Girl Named Guy and Modern Sage

When advertisers choose AGirlNamedGuy.com and ModernSage.com, they are certain to reach their targeted market. Both websites speak to the complex, well-Informed Individuals who drive the health and wellness Industry. Our demographic includes the decision makers, the buyers and caretakers of their household. They purchase for themselves, their families, friends and colleagues...and, they share Information. Although the audience varies by personality, they are satiated by content we produce whether it's reading an expert column in our ezine, taking a challenging quiz, or sitting back and enjoying a television program. Having become a trusted resource for these conscientious consumers, we take the guesswork out of how to reach your target audience; we're In front of them everyday. As each website encompasses wellness related topics, we capture, full circle, the hearts of all wellness enthusiasts.

Offerings

- Commercial Spots for cable television (see guidelines for market placement)
- Commercial spots for webcast videos (pre, during or post show)
- Commercial wrap-around for podcasts (singles and groups)
- Static pre-show billboard on webcast video screen (pre or post show)
- Full-Site Advertising Opportunities
- Co-Branded Sweepstakes/Contest
- Product Placement on Webcasts and TV series
- Custom Survey Capabilities
- Full Promotion In Guides and Natural Store
- Newsletter Sponsorships
- Blog page sponsorship
- Promotion of Sponsor Events
- Banner/Text Integration throughout
- Contextual link featuring hyperlink and product specification
- Integrated Expert Sponsorships
- Custom Content/Landing Page Creation

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Word on the Street

“LOVED this segment...you have a natural feel that's perfect for the show concept. Kind of like the “Rachel Ray” of organic lifestyle...and I mean that in a good way!”

Stew Oleson, Host; Outdoor Living Network (OLN)

“AGNG put exactly what everyone's dreaming about right in our laps. You're a gift...we want more!”

Jim O'Connor, Host; Food Network

“Leah’s great. The segment was fantastic. You're so conversational and light, yet the seriousness of the subject comes through. I LOVED every second.”

Bill Jones, Photographer; Digital Media & Film

“AGNG seems to be on the pulse of the subject that everyone is either talking about or wants more information about. Keep up the great work!”

Chi Modu, Photographer

“*I am LOVING your show. Your program is changing people's lives. Keep up the good work!*” *Susan Gerner, New York; 33*

“Leah has a nice way about her; facile, interested, seamless.”

Chris McMullen, CEO HBC Protocols, Inc

“I'm glad A Girl Named Guy is appealing to...women on these issues- your Home Page with emphasis on 'letting go' of the struggle for an idealized weight & look, and living a more enriching life, are concepts that I work hard with my women clients on, with the ages of those clients becoming younger and younger. Good for you.”

Lauren Kehr, Psychotherapist

“God I am truly grateful for your website. I really think that many here at Related should tune into AGNG for all the episodes and all that you have. I keep forwarding this to others and hope that they will check it out.”

Elva Morales, Corporate A/P Supervisor, The Related Co.

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Leah Guy

Leah Guy, creator of AGNG Productions, is a recognized veteran in the wellness community and an internationally published author. She has created a unique voice in a defined market providing valuable, insightful information. She is a straight talking professional who will go to any length to bring her audience the answers they are looking to find.

With knowledge, experience and moxy, Leah's vision for wellness motivates and enthuses. Backed by her electric personality, she will create a memorable branding presence for your company. With a strong entertainment background, Leah possesses a witty personality and an engaging appeal that helps her connect with an impressive array of viewers. As a former health practitioner and long-term entertainer, she has developed a gift for exploring life's issues and people's deepest concerns with understanding and empathy. Leah Guy knows how to engage an audience with information that is important to them.

Contact Information

For more advertising information, feel free to contact us:

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Life's A Gift...Open It!

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