

# The ●●●●●●●●●● **Doctor Bob Martin** ●●●●●●●●●●**Show**

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*America's Largest & Longest Running Health Talk Show*

## **Media Kit 2025**

# The ●●●●●●●● **Doctor Bob Martin** ●●●●●●●●**Show**



## **Our Mission:**

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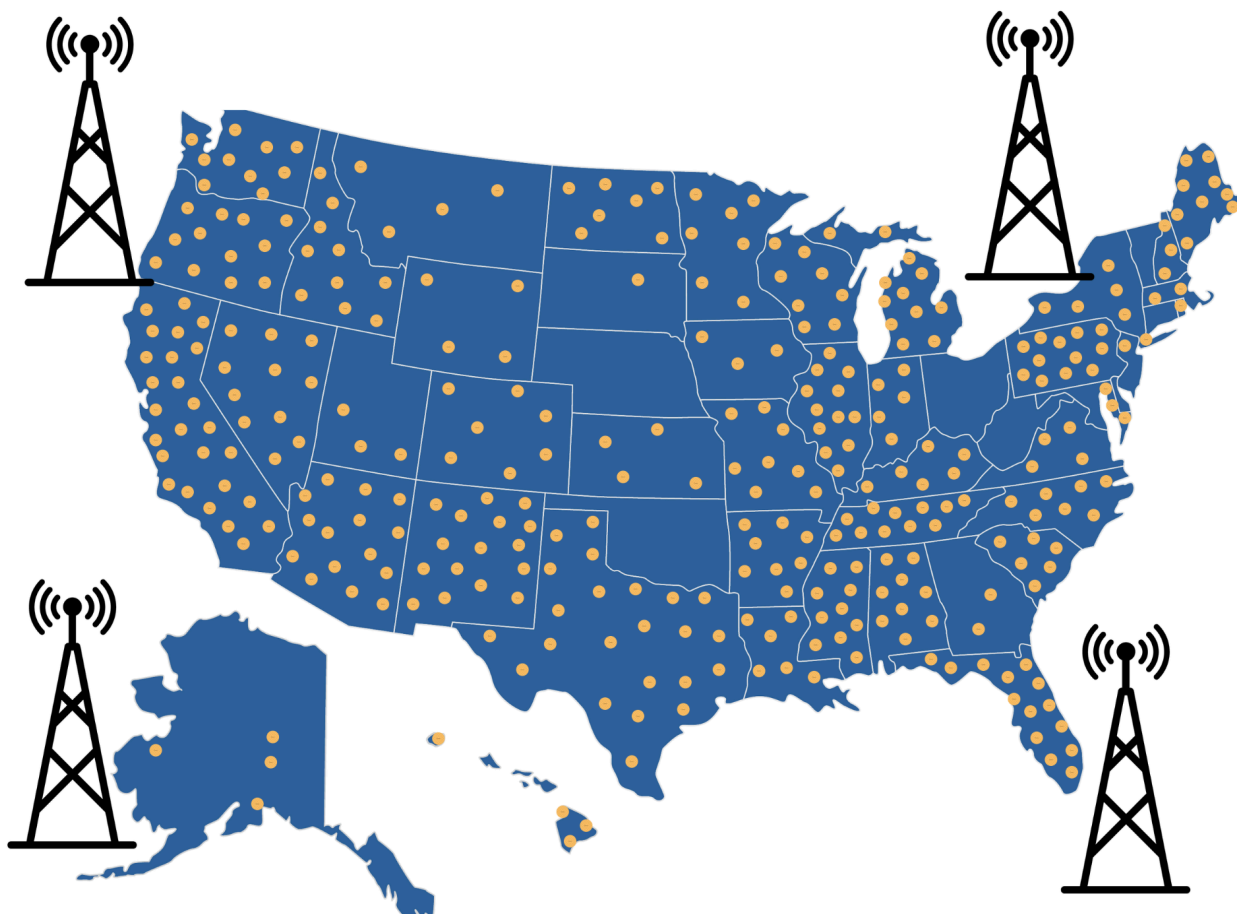
Dr. Bob Martin and Dr. Adam Brockman are firm believers that information and education are fundamental to achieving optimal health. They actively seek out opportunities to share expertise through engaging consumer lectures, informative articles in newspapers, and this dynamic radio health talk program broadcast across the United States and World. Their commitment to empowering individuals with knowledge underscores their dedication to promoting better health for all.

# ***The Doctor Bob Martin***

## ***National Show***

**Huge** opportunities to educate more consumers about your products!

- The Largest Radio Health Talk Show in America - Reaching 500+ US cities each week on over 200 A.M, F.M, & internet radio stations plus major podcast distributors, and 'live' worldwide Internet Streaming at [www.doctorbob.com](http://www.doctorbob.com).
- From Alaska to Florida and California to Maine, the Dr. Bob Martin Show has dominated the health talk radio arena for 29 years in national syndication.
- Dr. Martin's health talk show provides current and BREAKING health news plus commentary and answers to listener/caller questions - eager to receive safe and effective recommendations about how to get and stay healthy... NATURALLY!

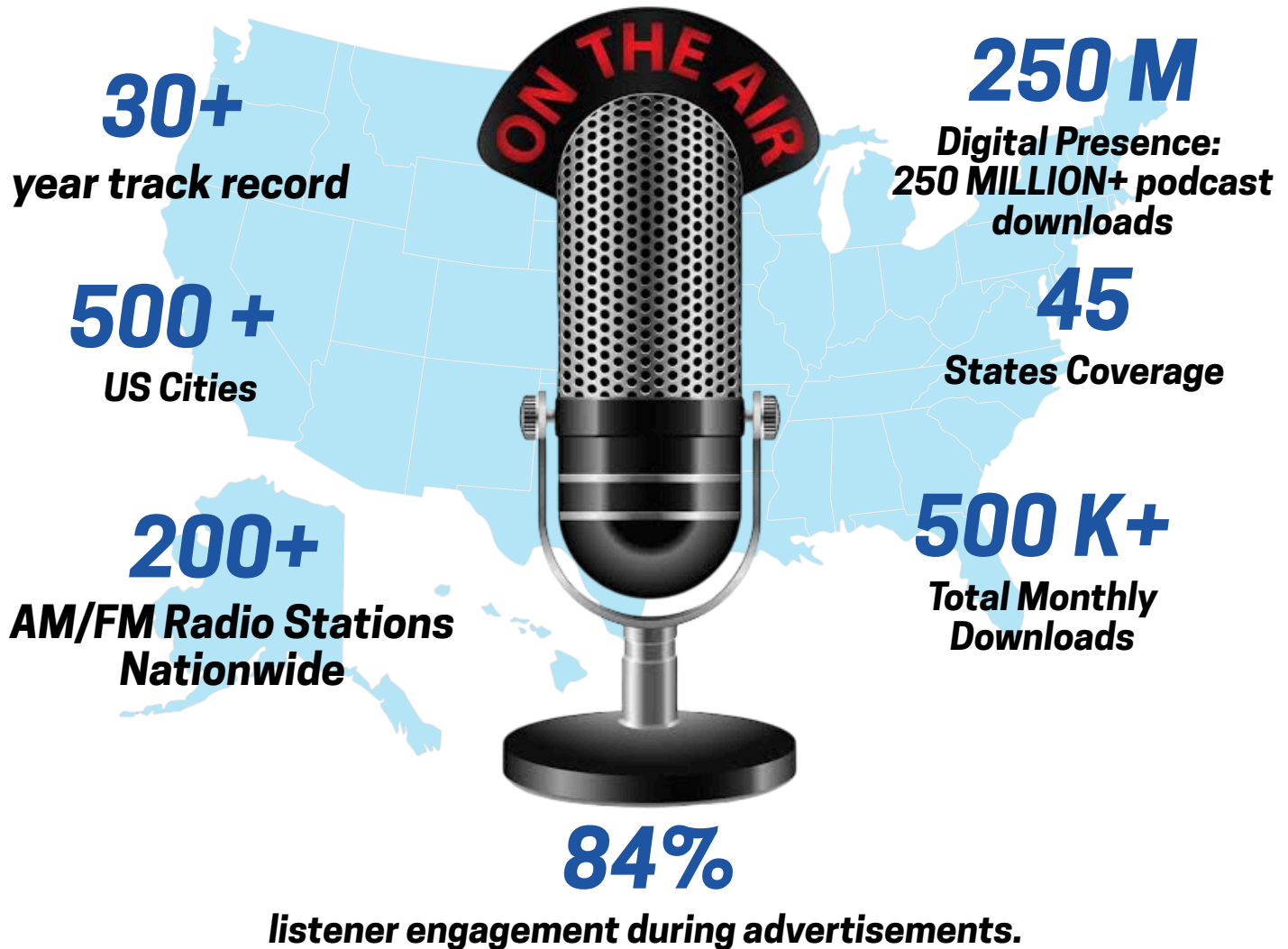


The information herein is an estimate of radio and Internet signal coverage but is by no means an exact representation.  
No guarantee(s) as to the accuracy of the above map explicitly or implied or provided.

# About Our National Audience: **America's #1 Health Talk Radio Show!**

## **2,500,000+**

**Weekly listenership: over 2.5 million terrestrial radio listeners**



All data provided in this media kit is based on estimates and is subject to change from month to month. Figures are intended for reference purposes only and may vary due to audience fluctuations, seasonal trends, or platform updates. Last updated: August 2025.

Contact our team at (800) 237-7027 or [drbobmartinshow@russelljohns.com](mailto:drbobmartinshow@russelljohns.com)

## About our KTAR audience:

**53,108**

**Streaming Audience**

**79,000**

**Shopped for  
supplements or vitamins  
on the Internet during  
that time**

**888,070**

**Website Monthly  
Unique Users**

**2,045,258**

**Monthly  
Average  
Pageviews**

**26%**

**More likely to have  
visited a retail location  
as the result of radio  
ads in the past 90 days.**



**202,400**

**Adults 35+ reached every week on KTAR-FM News 92.3**

**84% have two or more adults at home, and 27% have one or more  
children; 57% have a household income of \$100,000 or more.**

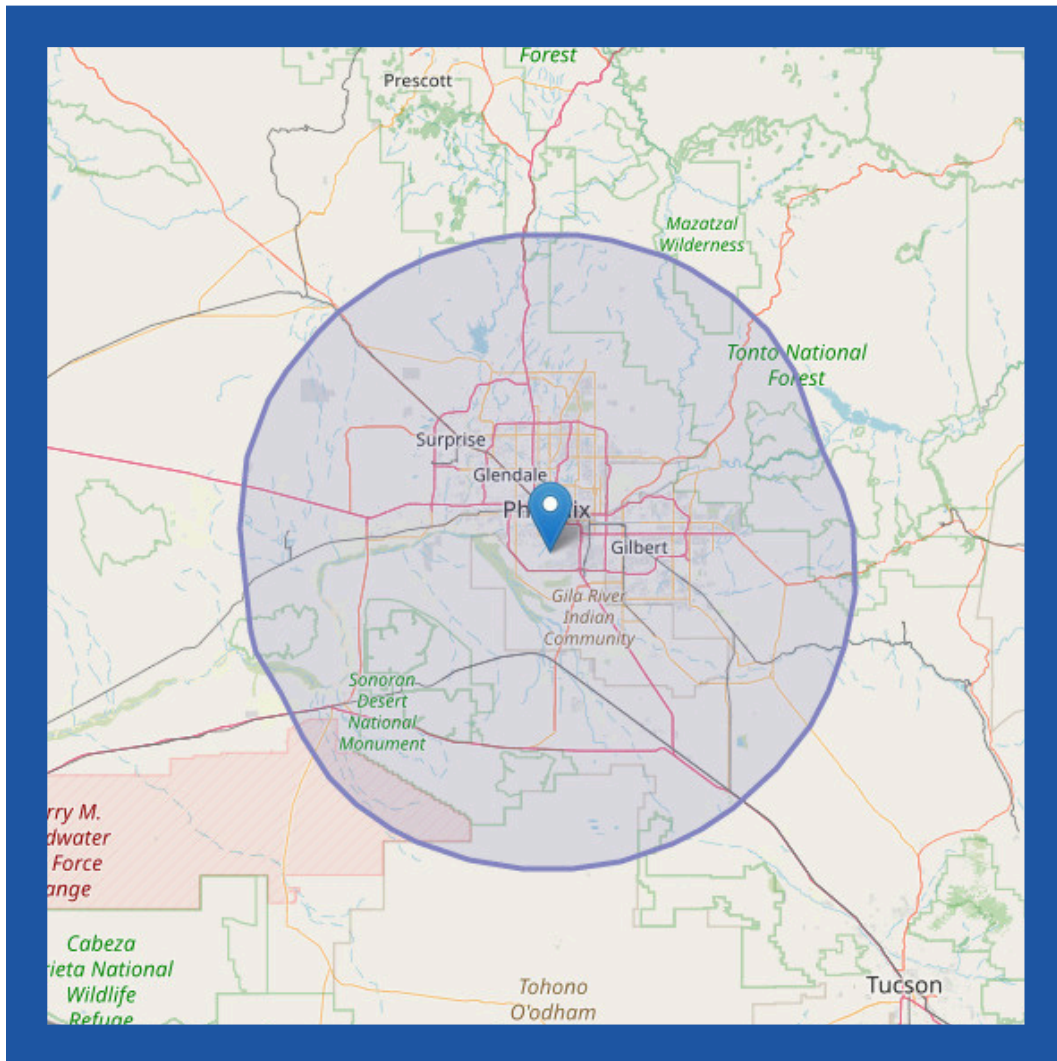


# ***The Doctor Bob Martin***

## ***National Show***

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The Most Listened to Radio Health Talk Program on the largest Talk Station in the State of Arizona "The Dr. Bob Martin Show". KTAR News/Talk 92.3 FM reaches hundreds of thousands of people each week within the state of Arizona. Additionally, Dr. Martin's health talk show streams 'live' via the Internet. Dr. Martin's health talk show provides current and BREAKING health news, plus, commentary, and answers to loyal listeners/callers questions - eager to receive safe and effective recommendations about how to get and stay healthy... NATURALLY!

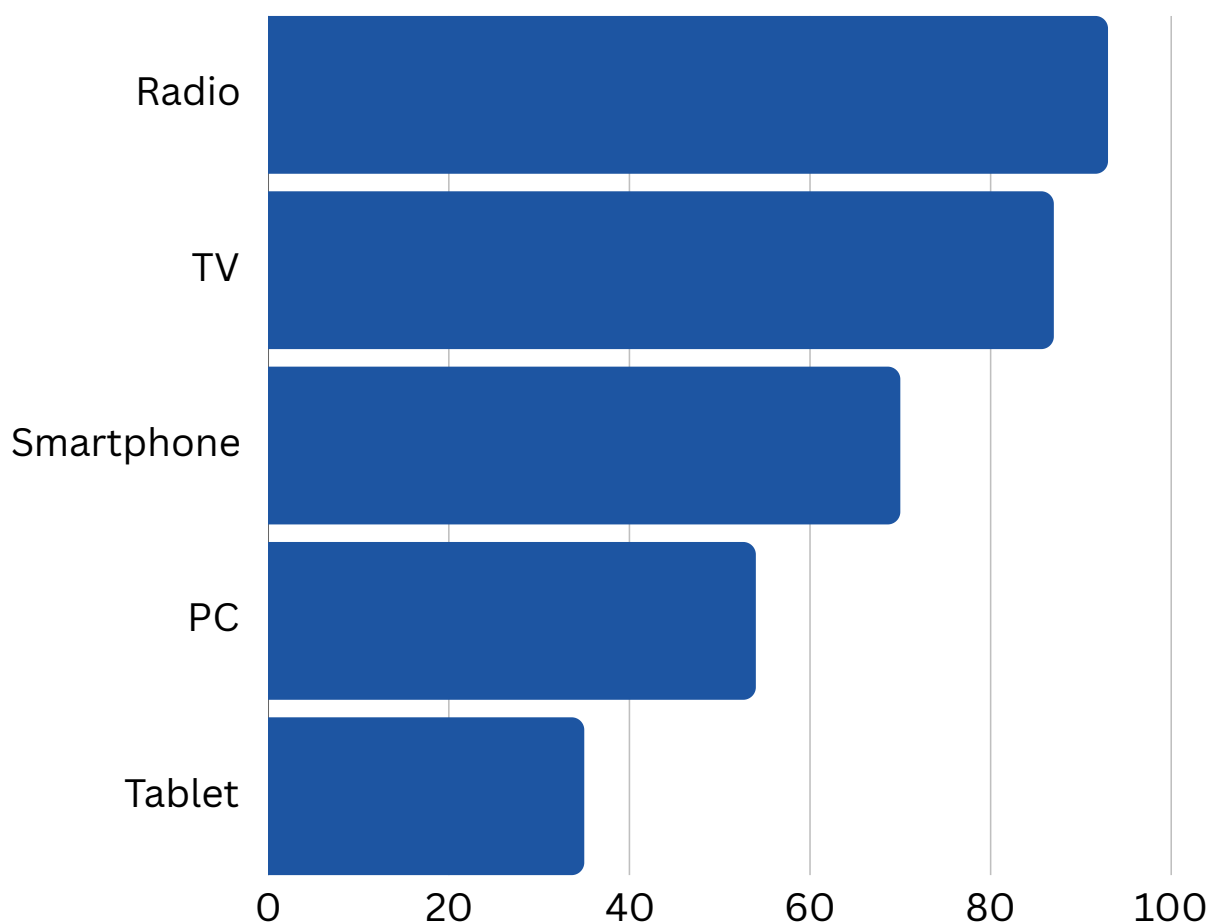


# ***The Dr. Bob Martin***

*National Show*

## **Radio is America's #1 Mass Reach Medium**

***Over 90% of adults listen to radio each week!***



*Source: Nielsen: "The Total Audience Report"*



## **The Doctor Bob Martin** National Show

### **Top way to reach consumers across all media is radio**

The recently released Edison Research's Q4 2023 Report, which offers an in-depth apples-to-apples comparison of major media platforms-traditional radio, television, computers, smartphones, game consoles, and tablets- is stirring plenty of notice, thanks to some mighty rosy statistics about broadcast radio.

**Each week, more Americans tune into AM/FM radio than watch television, or use smartphones, tablets, and computers. At the same time, streaming radio offers consumers even more ways to listen across many of those same devices.**

Looking at "how often," quite simply, Americans use radio five days per week, compared to three days for streaming on smartphones and tablets and two days for streaming on a computer, the study finds. And for "how long," by understanding the reach (how many) and frequently of use (how often) for each form of audio, time spent (how long) was calculated for both radio and streaming audio.

According to data from Edison Research's Q4 2023 Share of Ear study, Americans 13+ spend 36% of their audio consumption listening to AM/FM radio. Edison says, "AM/FM radio continues to make up the largest share of listening, accounting for more than one-third of daily time with audio among those age 13+. The vast majority of listening (31%) is to AM/FM over-the-air signals." (The other 5% comes from radio streams.) Behind AM/FM in listening is streaming music (20%), YouTube (14%), podcasts (11%), SiriusXM (8%), owned music (4%), TV music Channels (3%), audiobook (3%) and other (1%).

**The amazing news? - The Dr. Bob Martin Show dominates all platforms, with a large loyal nationwide audience and an impressive 250 million plus podcast downloads!**

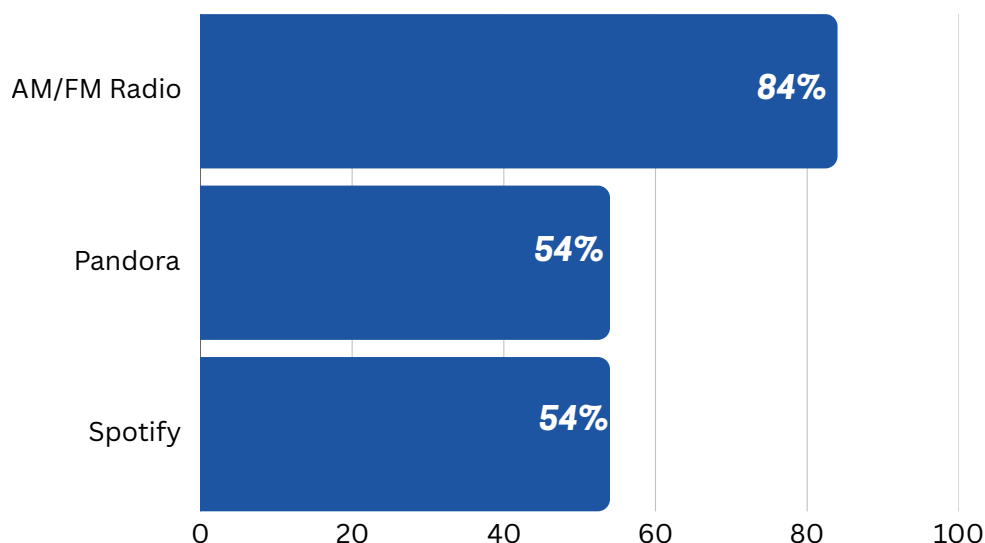


## **Report: Listeners Pay more Attention to AM/FM Radio**

*The latest Westwood One blog post looks at the results from a simple question asked by researcher Vision Critical/MARU: How many Pandora, Spotify, and AM/FM radio listeners actually hear ads?*

*According to the results from 2,617 consumers, only 54% of Pandora and Spotify listeners actually pay attention to the ads. So, Advertisers hoping to reach an engaged audience won't be effective across these platforms. These listeners use these services for "chilling out" but not so great for engaging with the ads. Radio, on the other hand, had an outstanding 84% listener engagement when listening to advertisements! Our audience is engaged and ready to learn and BUY your products!*

***"I can hear what people are talking about when I'm listening to..."***

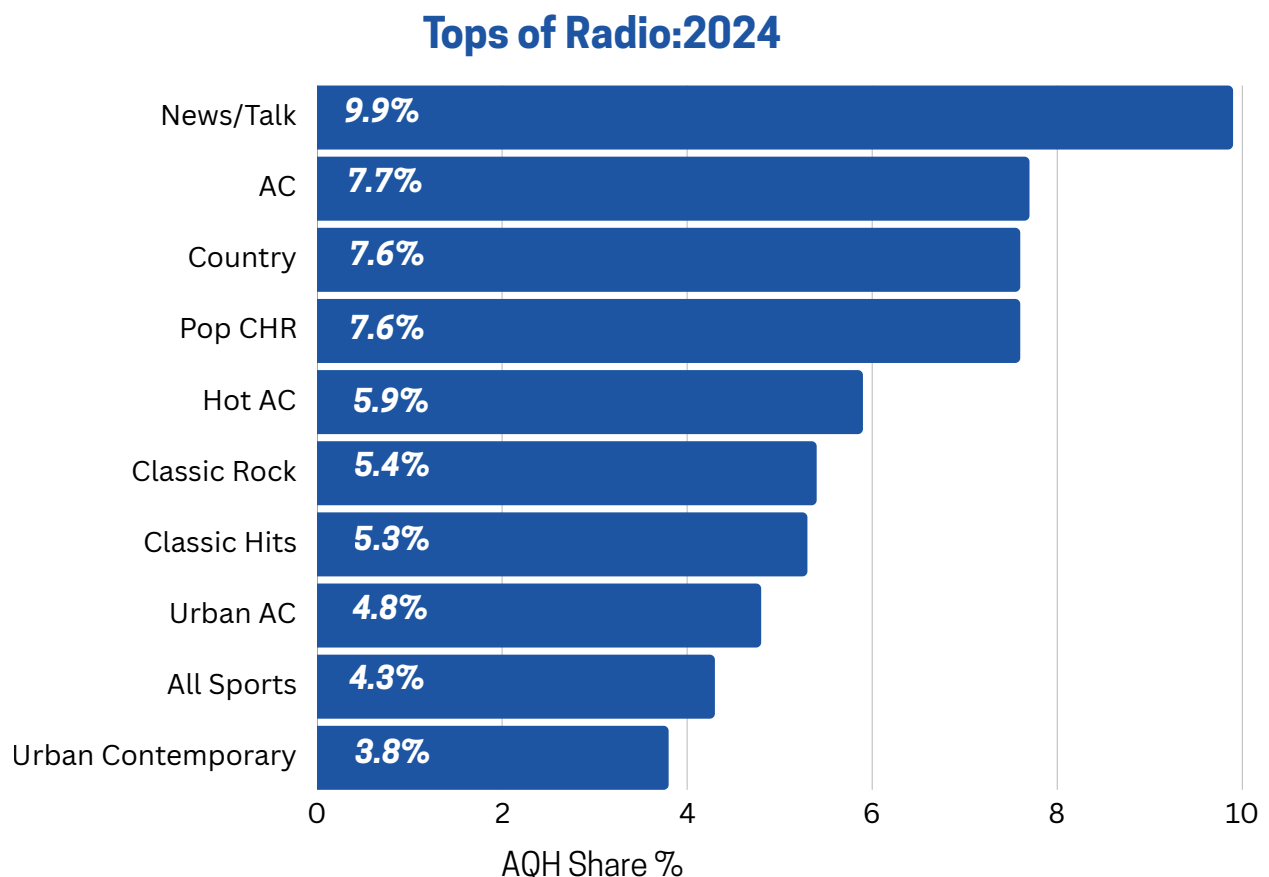


# The Dr. Bob Martin National Show

## The MOST Listened to 'Health Talk Show in America'

### **Nielsen Finds News/Talk 2024's Top Radio Format**

News/Talk improved on its success from last year. Talk radio remains a fan favorite information source for millions of Americans across the country.



- **Television Ads-** cost prohibitive & can't deliver KEY product info to health consumers
- **Print ads-** poor ROI, unable to state how your product(s) works due to regulations
- **E-commerce-** low cost, but product messaging must be regulatorily watered-down
- **PR companies-** high cost/low return - flash in the pan FREEBIE peddlers
- **Health Talk Radio- cost effective with virtually no constraints on product(s) messaging**

**Will 2025 be another flat, and slow growth year for your company?**  
**Make 2025 a BANNER Sales Year by being highlighted**

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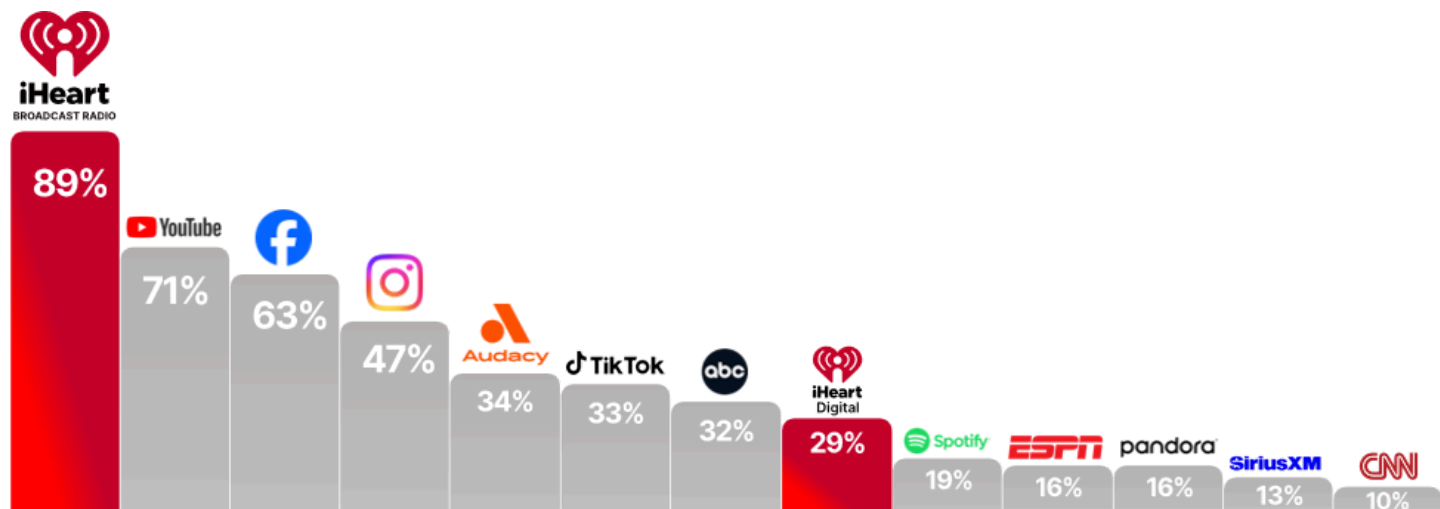


**The Doctor Bob Martin**  
National Show

**“Congratulations if you have chosen to sell health products in the big leagues and on a National Stage on “The Doctor Bob Martin Show!”**

## **9 out of 10 Americans listen to iHeart every month.**

Ad-Enabled Monthly Reach In The U.S.



***iHeart Media reaches more people every month than anyone else: 9 out of every 10 Americans, including 9 out of 10 teens and 9 out of 10 Millennials.***

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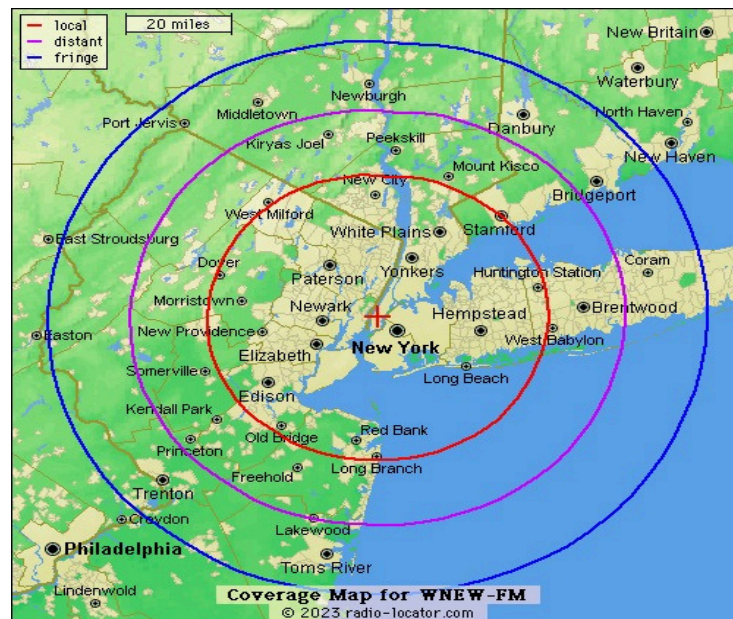
# NEWS RELEASE

## ***The Better Health Network***

Announces

### **“Here We Grow Ginormous Again”**

The Better Health Network - the parent company of nationally and internationally syndicated **‘The Dr. Bob Martin Show’** is proud to announce the following affiliate radio station in the state of **New York, population coverage estimates 19 million** (see radio signal coverage below). ‘The Dr. Bob Martin Show’ is a weekly radio health talk show and continues to enjoy the largest and longest airing mass-media platform of its kind in the United States and world-wide via streaming on the Internet.



## ***The Dr. Bob Martin National Show***

America's #1 Nationally Syndicated Health & Wellness Radio Talk Show

- **More Radio Stations**
- **More Listeners**
- **More Bottomline**
- **More Sales**

Contact our team at (800) 237-7027 or [drbobmartinshow@russelljohns.com](mailto:drbobmartinshow@russelljohns.com)

# About Dr. Bob Martin

Dr. Bob Martin is a nationally syndicated radio talk show host, author, physician, father of six and devoted husband.

Dr. Martin believes that information and education are the keys to good health and takes every opportunity to share his knowledge with a vast number of radio show listeners.

Dr. Martin holds a science certification from the University of South Dakota School Of Medicine, as well as being board certified in Anti-Aging Medicine through the American Academy of Anti-Aging Medicine (ABAAHP). Dr. Martin is double board certified as a Clinical Nutritionist (CCN) through both the International and American Associations of Clinical Nutritionists and as a Diplomat of the American Clinical Board of Nutrition (DACBN). Additionally, Dr. Martin is a board-certified Chiropractic Physician and Physiotherapist with licenses in the states of Arizona, Colorado and Kentucky. He is certified in Applied Kinesiology and has training in the fields of medicine, acupuncture, herbal medicine, sports medicine, and exercise physiology.

Dr. Martin currently hosts the largest and longest running weekend health talk show in America. Dr. Martin is the author of Secret Nerve Cures. He is a published peer reviewed medical journal contributor.

Additionally, Dr. Martin is a contributing columnist for Healthy Living Magazine. Dr. Martin is an honoree of The Arizona Homeopathic & Integrative Medical Association's (AHIMA) Gladys T. McGarey Lifetime Achievement Award in Integrative Medicine. Through his radio program, lectures and writings, Dr. Martin has literally helped hundreds of thousands of people by giving wise integrative health advice.





# About Dr. Adam Brockman

Dr. Adam Brockman is considered a leader in natural health and wellness-based healthcare. He has developed protocols used worldwide in regenerative medicine, been an advocate nationwide for natural medicine, and has treated tens of thousands of patients. Dr. Adam and wife, Megan (a holistic nurse practitioner) have 6 children.

Dr. Brockman believes that knowledge is power, and by helping people find safe and effective health information empowers people to be able to make informed choices about their health.

Dr. Brockman holds 2 doctorates, one as a Doctor of Naturopathy (ND) and another as a Doctor of Chiropractic (DC). Dr. Brockman began at the University of Louisville graduating in the Sports Medicine/Exercise Science Program with a Bachelor of Science in Human Performance, and concentrations in Sports Medicine and Exercise Science and Minors in Health Promotion and Human Health and Wellness. He is certified and has post-doctoral training in clinical nutrition, natural medicine including homeopathy and herbal remedies, acupuncture, dry needling, sports rehabilitation, and manipulation under anesthesia to name a few. Dr. Brockman is a board certified with licenses in the states of Florida, Indiana and Kentucky.

Dr. Brockman has won numerous awards for his work, including the INPEX gold medal in the health/medical category, his companies have been recognized among the Nation's Best and Brightest in Wellness 7 times, and has spoken to many groups on a local, state, and national level. He has been instrumental in getting a NEW chiropractic college and curriculum at Campbellsville University, where he speaks to the students entering clinicals each semester. He has treated all walks of life, from Fortune 500 CEO's to hundreds of professional (NBA, MLB, NFL), Division 1, and Olympic athletes.





# A Few Proud Sponsors of The Dr. Bob Martin Show



ESSENTIAL FORMULAS®



*Ireland's Finest*  
**RADIANT GREENS**  
DR. TONY'S



Tahiti Trader



**WAKUNAGA**  
WAKUNAGA OF AMERICA



# Testimonials

"Partnering with The Dr. Bob Martin Show has transformed our outreach. The audience genuinely cares about science-backed health solutions, which aligns perfectly with our mission. We've seen a significant boost in both consumer interest and healthcare provider referrals since joining the show. The hosts' ability to explain complex science in relatable terms makes all the difference."

— Director of Partnerships, Leading Supplement Brand

"Our start-up company needed a platform that could communicate its value without hype. The Dr. Bob Martin Show's evidence-based approach helped us reach consumers tired of temporary fixes. After my first interview, phone calls and inquiries exploded!"

— CEO, Health Start-up Company

"Sponsoring the show let us connect with consumers who'd exhausted conventional treatments, or those wanting to stay healthy. The conversations on the show about our research resonated with their listeners—leading to not only consumer sales but a huge boost in our distribution (they have many contacts in the industry). This partnership doesn't just advertise; it educates and drives real change."

— Founder, Nutraceutical Firm

# Price List

<b>LIVE-READ (2-3 Minute "Edu-Mercial")</b>	<b>\$2000</b>
<b>60-second National Broadcast Spot</b>	<b>\$1350</b>
<b>60-second Phoenix Test Market KTAR</b>	<b>\$700</b>
<b>60-second Podcast Ad Spot</b>	<b>\$1350</b>
<b>Free Production if campaign is over 13 weeks</b>	<b>\$0</b>
<b>Production Cost - if under 13 weeks</b>	<b>\$500</b>
<b>Dr. Brockman Production Cost</b>	<b>\$3,000</b>
<b>Health Alternative of the Week</b>	<b>\$2,000</b>
<b>Product of the Week</b>	<b>\$2,000</b>
<b>Newsletter - 60,000 subscribers</b>	<b>\$700</b>
<b>Other Opportunities - Social Media Campaign, Digital Ad Banner on Website</b>	<b>TBD</b>

## Notes On Pricing:

- Discounts are available for longer contracts (e.g., 26-week campaigns or year-long campaigns). A rough estimate for a 26-week campaign with one ad per week is about 10% off, increasing to 15-20% for year-long campaigns or multiple ads per show.
- Sponsored interviews (20-40 minutes) are offered at no additional cost for campaigns running at least 13 weeks (with at least one ad per week).

**Contact our team at 800-237-7027 or [drbobmartinshow@russelljohns.com](mailto:drbobmartinshow@russelljohns.com)**

# Contact Us!



***Our Sponsor/Partners are Killing it  
with Robust ROI!***

- Increase Sales & Distribution via one of the most effective educational tools!
- Be a part of the health movement - ask us how we can highlight your products on our show through sponsorships, interviews, and other opportunities!

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The ●●●●●●●●  
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