

# Reasons to Advertise On the Radio

- Radio reaches 77% of consumers everyday .
  - Radio is the medium of choice during working hours .
  - Radio reaches 95% of consumers every week.
  - Radio reaches upscale consumers.
  - Radio is cost-effective and reaches more consumers than cable television.
  - Radio reaches your customers right up to time of purchase.
  - The average American listens to radio 3 hours and 18 minutes every weekday.
  - The average American listens 5 hours 45 minutes every weekend.
  - Radio reaches people in their cars, at work and is the only truly portable medium.
- Adults spend more time with Radio between 6 a.m. and 6 p.m. - prime shopping hours - than with any other major medium.

Source: Radio Advertising Bureau



Z102 FMX KOOL98 The Bear NewsTalk 790 SportsRadio 1340