

RADIO

It isn't a medium...it's an extra large!

RADIO RULES THE DAY



From 6:00am to 4:00pm radio delivers 70% to 80% of the combined TV/radio audience while TV delivers

80% of the combined audience 7pm to midnight. Each media type has a heavy user that is a distinct consumer segment that the other cannot effectively deliver. Each medium is capable of strong reach, and a TV-plus-radio campaign attains reach levels that may have been discounted in the past.

At-work listening continues to be the most powerful way for advertisers to reach employed people who aren't watching TV or reading magazines or newspapers during the normal workday.

TV REACHES MORE PEOPLE THAN RADIO ?

Radio and TV both reach approximately 92% of the population. Television has mass appeal, while radio reaches a more target-specific audience according to station format, allowing you to focus your budget on your best prospect. Television is a program-driven medium, meaning viewers tune in to specific programs, not the station, and when the program ends the audience changes. Radio is a format-driven medium and its listeners tend to stay tuned in to their favorite station, allowing you to reach them over and over with your ads.



NOBODY LISTENS ANYMORE ?



Radio reaches 92% of U.S. consumers every week and has a higher household penetration than TV, magazines,

newspaper or the internet. Radio continues to occupy a near-universal presence the lives of Americans. Following a small dip in listenership in the mid-2000's - after the "new" wore off of some of the new technology of the age (mp3 players, satellite radio, ipods etc.) - radio not only recaptured its audience, but has continued to grow it in recent years. Today radio is more pervasive than ever with smartphones, streaming and new technologies and vehicles are virtual "radios on wheels" as they have been for over half a century. In our mobile society, radio is the number one out-of-home medium.

RADIO'S AUDIENCE IS FRAGMENTED ?

Years of data confirm consumers regularly listen to less than three stations on average, even in an age when more choices are available. Day after day, week after week, listeners turn and return to their favorite station(s) and stations attract and leverage this "loyal audience following" for advertisers. Radio listeners do not divide their time over 15 to 20 different channels like viewers do when they watch television. Radio's loyal audience following is a critical difference between radio and television, allowing advertisers to deliver their message repetitiously and efficiently to a station audience, instead of trying to chase the television audience across channels from one program to the next.



