

Radio Marketing Guide & Fact Book



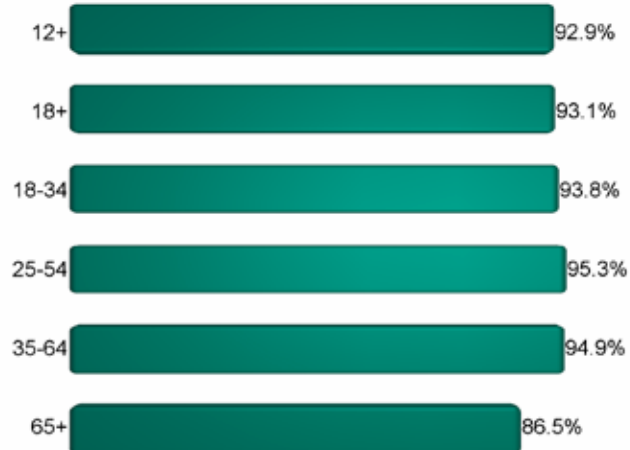
2007-2008

Radio Reaches 93% of All Consumers Every Week



Americans are big fans of Radio! Despite increasing demands on our time from all quarters — and despite ever-expanding media choices — an impressive 93 percent of all Americans age 12 and older tune in to Radio for information, entertainment or discussion over the course of each and every week!

Average Weekly Reach: Persons



Source: RADAR ® 93, June 2007 © Copyright Arbitron
(Monday-Sunday, 24 Hours, based on Weekly Cume)

Total U.S. 12+ Listening Audience

232,958,000

Source: RADAR ® 93, June 2007, © Copyright Arbitron
(Monday-Sunday 24-Hour Cume Estimate)

Radio's Weekly Reach

Read: Radio reaches 93.0% of persons 12 and older each week.

Persons		Teens	
12+	92.9%	12-17	91.0%

Men		Women	
18+	93.1%	18+	93.2%
18-34	92.8%	18-34	94.9%
25-54	94.8%	25-54	95.7%
35-64	94.8%	35-64	95.0%
65+	87.8%	65+	85.6%

Source: RADAR ® 93, June 2007 © Copyright Arbitron
(Monday-Sunday, 24 Hours, based on Weekly Cume)

