



Alt 93.3 reaches Millennials

Source: Oct-Nov-Dec 2015 Nielsen Audio, Minneapolis-St. Paul Metro, Persons 6+, AQH Audience Composition, M-Su 6a-12m

Station Info



Format: Adult Alternative Rock

Where to listen: iHeartRadio Mobile, iHeart.com, 93.3 FM, 107.9 HD-2

Call Letters: KQQL-HD2

Slogan: Twin Cities Alternative

Artists: Black Keys, Arctic Monkeys, Cold Play, Pearl Jam, Green Day, Imagine Dragons, Lumineers, Nirvana, Muse, Bastille, Weezer

Target Demo: Men 18-44; 60% Male, 40% Female

Target Coverage Area: 494 to 694 loop or the few the proud the ALTERNATIVE

Website: ALT933.com

Personalities: Lucas-AMD, Jordan-Midday, Amy James-PMD and Meatsauce-Evenings

Alt 93.3 Audience Statistics



80% of Alt 93.3 listeners have graduated or attended college

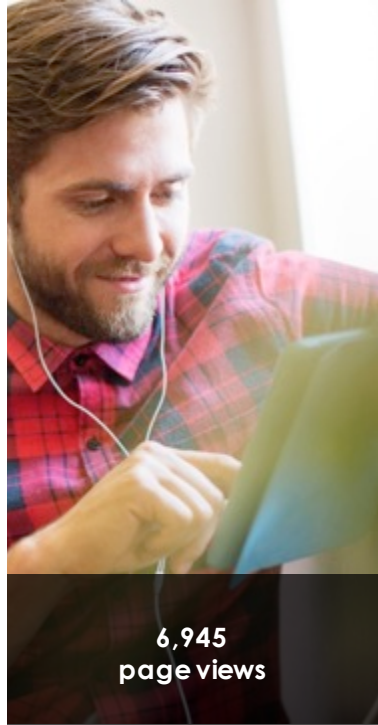


More than 9 in 10 Alt. 93.3 listeners are employed



33% of Alt 93.3 listeners live in households generating \$75,000+

Alt 93.3 is Engaged



Alt 93.3 Social Media

ALT 93.3 retweeted

Micki @mickliti · Dec 1

@Alt933fm I heard my favorite song- Cecilia and the Satellite by @andrewcmahon this AM on the radio! It made my day! Thank you!

1 3

ALT 93.3 retweeted

Casey Kimberly @CaseyKimberly · Nov 19

@alt933fm RE the new Twin Cities alt rock radio station, Hozier said it best: Ayyyyyyy-MEN!

1 1

ALT 93.3 retweeted

Andy Pohlman @AndrewPohlman · Nov 26

Only a radio station as awesome as @alt933fm would play Death Cab for Cutie and then Girls by the Beastie Boys within minutes of each other.

1 5

ALT 93.3 retweeted

Katelyn EndresDavies @KatelynKED · Nov 20

I think @alt933fm is the best radio station in the twin cities...by far!

#GOODMUSIC

1 2

ALT 93.3 retweeted

Justin Redman @justinredman · Nov 25

Hey #Minneapolis friends, meet @alt933fm. This new station is awesome!

1 1

ALT 93.3 retweeted

Kaleb Olson @kolson716 · Nov 13

So pumped to see @NewPolitics thanks to @alt933fm!!!!

1 1

ALT 93.3 retweeted

Anthony Abelleira™ @twandaddy · Nov 18

@alt933fm is killing it this morning

1 2

ALT 93.3 retweeted

Natalie Ray @_natalieray · Nov 17

.@alt933fm actually makes me want to listen to the radio

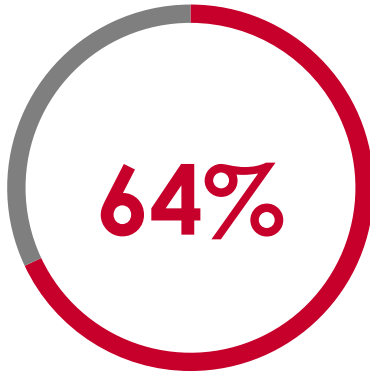
1 4

@alt933fm

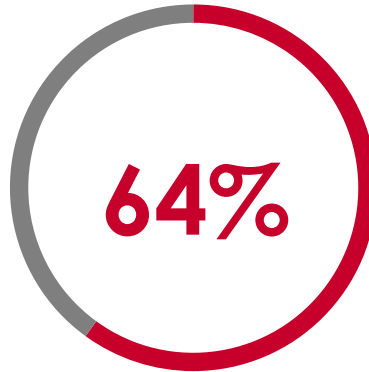
The Power of Personality

ON AIR PERSONALITIES DRIVE **INFLUENCE, INTEREST & TRUST**

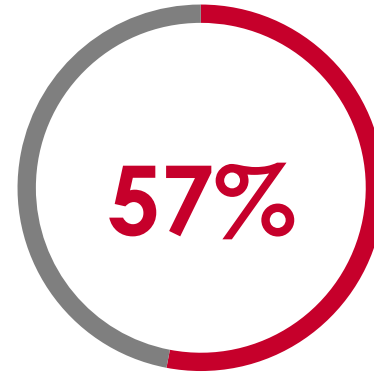
With on-air personalities having connections that feel like friendships, it's not surprising that most listeners value and trust their opinions.



"I am interested in their opinion."



"I value their opinions and perspectives."



"I would trust them."

The Power of Personality

LISTENERS TRUST DJ'S

ENDORSEMENT OF BRANDS

Recommendations by on-air personalities are assumed to be based on personal experience, making them feel more like a friends' recommendations.

56%



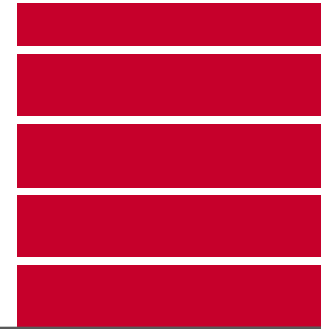
DJs use recommended brands, products and services

51%



I trust brands, products and services my DJ recommends

49%



DJ recommendation increases my perceived value of brands, products and services

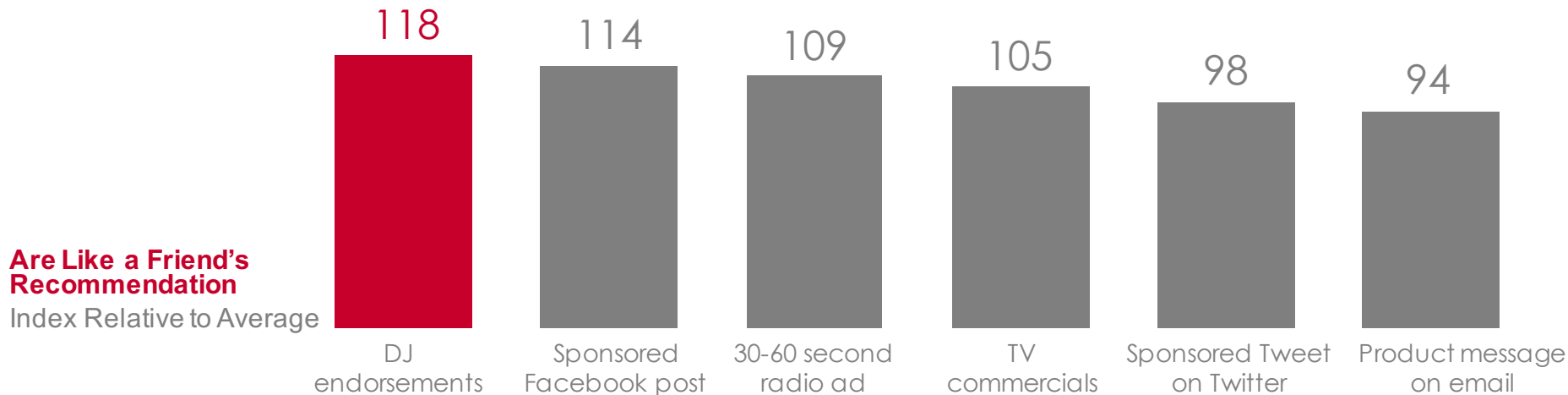
Source: USC Report 2013, N=1,520 iHeartMedia, Power of Personality 2014 | Radha Subramanyam, EVP, Research, Insights & Analytics

The Power of Personality

MORE THAN ANY OTHER FORM OF ADVERTISING
ENDORSEMENTS ARE LIKE

RECOMMENDATIONS FROM A FRIEND

DJ endorsements even outpace sponsored Facebook posts that lie side by side with friend commentary.



Are Like a Friend's Recommendation

Index Relative to Average

Alt 93.3 Personalities

